



## What's New at ACTP – November/December 2007

### **Ramping up for 2008!**

As 2007 draws to a close, the ACTP Marketing Committee is ramping up for 2008. As results from the current year's programming pours in, ACTP is immersed in planning sessions which will produce a pro-active 2008/09 marketing plan for all ACTP markets. Federal, provincial and industry partners with expertise in the travel trade market, met in Halifax, NS on October 3rd to discuss future travel trade focused activities and the ACTP Marketing Committee met in St. John's, NL on October 24<sup>th</sup> to discuss the overall strategic direction for 2008. All efforts will culminate in one strategic plan which will be presented to the ACTP Management Committee in December. The partnership is committed to developing a plan which is dictated by the market and provincial priorities, is research driven, common in scope, measurable, and ensures the preservation of provincial brand equity.

### **Fall is a busy time Overseas for ACTP!**

Atlantic Canada will participate with the Canadian Tourism Commission (CTC) at a number of significant marketplaces this fall in France, the United Kingdom and Japan.

France's leading annual tradeshow for the French travel trade, **TOP RESA**, took place September 26-28. Located in Deauville, France, TOP RESA brings together the major players in the French travel trade including tour operators, tourist boards, airlines, car rental companies and hotel chains. This year saw the tradeshow attract more than 16,455 visitors. Atlantic Canada is well poised to showcase its spectacular scenery, unique and natural wonders, rich history and culture to this targeted trade audience.

Overseas representatives will also join forces to promote Atlantic Canada at the UK's global trade marketplace, **WTM -'World Travel Market'** in London, Nov. 12-15. WTM is an opportunity for the global travel trade industry to meet, network and conduct business. Last year, WTM attracted 47,264 travel professionals representing 202 countries and regions. 22,481 visitors and over 3,000 members of the press attended. This year is expected to be even more exciting because of the increased profile the CTC is planning for Canada with better placement and the introduction of the new Canada pavilion in the UK market. This will also be the venue where ACTP's new *Atlantic Canada* brand will be launched.

Atlantic Canada also had a unified regional presence at **KANATA**, the premier Japanese marketplace, hosted by the CTC. This annual five-day event gives travel trade professionals from Canada an opportunity to introduce travel products to key planners and decision-makers from Japan's leading outbound travel agencies. KANATA started in Tokyo on October 15 & 16, moved to Nagoya on Oct. 17 and wrapped up in Osaka on Oct. 18 & 19. New this year were three promotional evenings targeting the media/press in Tokyo and the travel trade in Tokyo and Osaka. The events featured unique experiences for visitors to sample and enjoy presented by participating provinces/regions.

### **ACTP has a new brand in Europe**

ACTP needed a new brand positioning strategy to strengthen its share of voice in the Europe marketplace. With over 40,000 km of coastline and a tradition of welcoming people to our shores for over 200 years, all that we see, do and enjoy has been shaped by the sea. The new Atlantic Canada brand will build on this very fact that we are shaped by the sea. Our new logo says it all: **“Atlantic Canada. Awaken to the rhythm of the sea.”**



### **ACTP visits industry conferences**

ACTP representatives will be in attendance at the Tourism Industry Association of New Brunswick Annual Conference in Moncton, NB on October 26 & 27<sup>th</sup>, the Tourism Industry Association of Nova Scotia 2007 Tourism Summit in Halifax, NS on November 26 & 27<sup>th</sup>, the Tourism Industry Association of Prince Edward Island Annual Conference in Charlottetown, PEI on November 30<sup>th</sup> and the Hospitality Newfoundland and Labrador Annual Convention and Tradeshow in Gander, NL on February 14 – 17, 2008.

The annual conferences provide a great opportunity for the tourism industry members to stop by the ACTP booth to learn more about ACTP’s marketing efforts undertaken to increase visitation and revenue to Atlantic Canada.

### **The Atlantic Canada Tourism Partnership – Who We Are**

The Atlantic Canada Tourism Partnership is a nine-member pan-Atlantic partnership consisting of the Atlantic Canada Opportunities Agency, the four tourism industry associations in Atlantic Canada and the four provincial departments responsible for tourism in New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island. ACTP has been in place since 1991 and is dedicated to promoting Atlantic Canada as a tourism destination of choice in key American and international markets. For more information, visit [www.actp-ptca.ca](http://www.actp-ptca.ca)