

What's New at ACTP - November/December 2009



From New York to L.A.!

Increasing the number of visitors from New York, New Jersey and Pennsylvania is the challenge and Atlantic Canada is ready to meet that challenge. Although we are in the process of planning for 2010 we continue to be active in the market at this time of the year. The fall and winter months present the perfect time to step up our training and educational programs in the market. This fall and winter we are doing just that!

In early October 2009 ACTP was thrilled to host some of Travel Impressions (an innovative, growth-oriented tour operator) top performing travel agents and their Business Development Manager on two familiarization tours of the area. One FAM tour visited Newfoundland and Labrador while the other visited the Maritime Provinces. Participants were impressed and returned home with firsthand knowledge of the region.



Barbara Colombo, President, Travelogue; Vincent Caruso, Travel Your Way; Patricia Duby, Travel Showcase; Bernie Wood, ACCA; Corrine Mutarelli, Owner, Travel Showcase and President of Association of Westchester Travel Agents (AWTA); Craig Sulis, Tourism PEI.

Also, in late October representatives from Atlantic Canada traveled to New York to participate in an event hosted by the Canadian Tourism Commission (CTC). Atlantic Canada was given an opportunity to meet with and educate more of Travel Impressions (TI) top agents. The team was able to provide some very powerful reasons for Travel Impressions clients to visit the four provinces of Atlantic Canada. Again participants were impressed and ended the evening with some very valuable insight into this region of Canada. In an effort to ensure the best return on our investment, while in New York, the Atlantic Canada team also joined the CTC for a day of sales calls to American Express travel agencies.

ACTP will continue to deliver our message in New York and take our message to Los Angeles, as the Pacific States of the US have been identified as a promising developmental market for the provinces of Atlantic Canada. Atlantic Canada will be attending both the New York Times Show and the L.A. Times Travel and Adventure Show in February of 2010.

London, UK - a hive of activity for Atlantic Canada!

It's also a busy time for ACTP's travel trade and media relations programs in the United Kingdom.

ACTP recently attended the world's premier travel trade show, World Travel Market (WTM) in London in early November. More than 45,900 industry participants attended the four day show, including 24,454

visitors and 2,841 media. This year, ACTP enhanced the region's presence by bringing a small team of industry members to help sell the Atlantic Canada message to trade and media.



Atlantic Canada was well represented at last month's World Travel Market in London. Pictured left to right: Mary Ellen Hudson, City of Fredericton; Lindsay Champion, NS Tourism; Maria Matthews, Western NL Tourism. Also in attendance at this year's show: Lisa Gagnon, New Brunswick Tourism; Kathy Crotty, Newfoundland & Labrador Tourism; Craig Sulis, Tourism PEI; Gary Powell, Ambassatours Gray Line and Krista Lingley, ACTP.

The mood at the show was significantly more positive and upbeat than last year with some tour operators indicating that preliminary bookings to Atlantic Canada are on track and should outperform 2008. In addition to trade meetings at WTM, ACTP hosted an opening night reception for media and trade highlight regionally inspired cuisine. Press kits, key messages and opportunities to meet with partners rounded out the show's experience.

ACTP will continue to be top of mind with media when it co-hosts with the CTC, TravMedia's upcoming networking event in London on December 9, 2009. TravMedia.com is the world's largest online news portal for the travel media and industry professionals. Established in 1999 it is now firmly entrenched in six regions of the world -- UK, USA, Middle East, Asia, New Zealand and Australia -- servicing travel media and travel companies. More than 10,000 journalists globally use TravMedia as an information source to help them research and write their stories. This event will feature regionally inspired cuisine and the opportunity to provide press packs and meet the travel writers. It's a great opportunity for Atlantic Canada to continue to create media interest in the destination and follows quickly on the heels of the event at WTM further creating buzz about the destination.

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.