

## What's New at ACTP – October/November 2008



### **Atlantic Canada Showcase 2008 a Great Success**

The North American travel industry has seen first-hand all that Atlantic Canada has to offer as a travel destination during Atlantic Canada Showcase, a travel tradeshow which was held in Moncton, New Brunswick, October 6-9.

The four-day event brought together representatives from the North American travel industry and the Atlantic Canada tourism industry through a series of pre-scheduled meetings. The meetings provide Atlantic Canadian tourism operators with an opportunity to market their products to tour operators looking for new and interesting tourism experiences to offer their clients.

At this year's event, approximately 145 Atlantic Canadian travel industry participants representing 105 companies met buyers from North American and European companies, with the clear objectives of selling the region's tourism products and building relationships with key tour operators.

While past events have seen buyers from throughout North America, Atlantic Canada Showcase was delighted to welcome four new European delegates to the 2008 event as a pilot project. These delegates are representing three new companies from Europe; an exciting first for Atlantic Canada Showcase.

### **ACTP taking advantage of Overseas marketplaces this Fall!**

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.

**TOP RESA**, France's leading annual tradeshow for the French travel trade, celebrated 30 years with a much anticipated move to Paris, Sept. 16-19. The tradeshow was extended to include all players involved in the travel sector attracting more than 26,320 participants and 380 exhibitors. Atlantic Canada was 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. 10-13. WTM is an opportunity for the global travel trade industry to meet, network and conduct business. Last year, WTM attracted a record breaking 48,111 travel professionals representing 197 countries and regions. 23,721 visitors and over 2800 members of the press attended.

In Japan, Atlantic Canada has increased its exposure to Japanese consumers with attendance at the **JATA World Travel Fair** held recently in Tokyo, Sept. 18-21. In partnership with the CTC, ACTP promoted Atlantic Canada to over 35,000 trade visitors and 65,000 consumers over the four day show in addition to attending the JATA World

Tourism Congress. The overall theme for the Congress was 'Revitalizing the Japanese Market'. The forum provided opportunities for delegates to discuss and better understand current outbound tourism issues and the measures being taken by JATA (Japan Association of Travel Agents) to encourage the expansion of the outbound market.

Atlantic Canada will also have a unified regional presence at **KANATA**, the CTC's premier Japanese marketplace that will take place Oct. 20-23. ACTP's Regional Sales Manager-Japan, Yuka Takahashi will be meeting with tour operators, airlines and CTC officials. New for this year, the event will be held in Tokyo only with the CTC hosting buyers from outside Tokyo on the first day and Tokyo buyers the remaining two days. ACTP as one of the exclusive sponsors will receive exposure for Atlantic Canada at all events.

### **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).