



## **What's New at ACTP – Sept/Oct 2007**

### **Atlantic Canada Tourism Products Gaining Exposure!**

The Atlantic Canada Tourism Partnership (ACTP) is working diligently to enhance awareness of Atlantic Canada's diverse tourism product in the United States. An integrated approach involving press releases, media appointments, press trips and on-going media relations is proving very successful.

ACTP has been already been successful in garnering valuable coverage in publications such as Conde Nast Traveler, The New York Times, Boston Globe and Philadelphia Inquirer, to name a few. Advertising in such publications can be costly. Articles that appear as a result of ACTP's media relations efforts will be a real boost for tourism operators in the region.

Efforts continue with key media traveling to the region to experience first hand our unique culture, rich history, pristine environment and legendary hospitality. Writers and editors representing publications such as the Boston Globe, Family Circle, and Out Traveler are visiting the area this summer to explore the unexplored, experience the abundance of recreational activities and enjoy our exquisite cuisine.

Word is spreading that Atlantic Canada offers Americans an extraordinary vacation opportunity and this type of favorable media coverage will expose Atlantic Canada to million of potential visitors.

### **Educating German Travel Trade on Atlantic Canadian Product**

The ACTP 2007/08 Travel Trade Strategy continues to respond to the evolving overseas marketplace by focusing efforts on joint marketing partnership efforts with strategic tour operator partners. ACTP regularly engages in joint marketing initiatives, promotional activities in-market such as sales missions and marketplace participation, as well as training and educational seminars aimed at increasing the level of knowledge of product managers, sales and reservation staff.

In an effort to stimulate visitation and increase revenue for the region, ACTP recently conducted educational seminars to tour operator partners based in Hamburg, Frankfurt and Munich. The week-long schedule focused on providing tour operator staff with an overview on the unique and varied tourism product available in each of the four Atlantic Provinces. The initiative was a great success with agents providing excellent feedback on the presentation and the training sessions. Sales calls with participating tour operators provided an increased opportunity to discuss new product opportunities and any challenges facing the operators.

Additionally, ACTP representatives participated in the following in-market Canadian Tourism Commission (CTC) initiatives during the same 10-day period in July. In London, the CTC hosted Canada Day celebrations attracting thousands to Trafalgar

Square to take in Drum! along with other Canadian musicians and performers as well as a tourism marquee filled with destination information. The Canada Travel Media Awards also took place in London celebrating award winning travel writing. And finally, the CTC Germany office conducted their semi-annual Travel Trade Meetings where ACTP joined the other provinces to discuss programming and opportunities for 2008.

**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)