



What's New at ACTP – September/October 2009

Atlantic Canada is Creating Buzz:

It's no accident Atlantic Canada is garnering very impressive editorial coverage in some of the most prominent publications in the U.S. Since being contracted to provide PR services for ACTP in the U.S. market, Hawkins International Public Relations has been working feverishly to promote Atlantic Canada through the distribution of press releases, story ideas, arranging press trips to the region and keeping abreast of social media.

Social media, including blogs, websites, online magazines, Twitter, Face Book and other social networking sites are crucial to the plan. ACTP is targeting a sophisticated audience that is always connected. It is also increasingly important to target new media as more travelers are looking to the web for information and to book travel. For example, *The New York Times* print edition reaches 2 million readers, while *www.nytimes.com* online readership reaches upward of 13 million.

Blogs, e-newsletters and websites are an integral part of the new media landscape -- they contain original content, "break" news and are updated regularly. Hawkins International is ensuring that key online outlets – ranging from *hotelchatter.com* to *gridskipper.com* to *Forbes.com*, are familiar with the Atlantic Provinces and their news.

Face-to-face contact also continues to be a key strategic approach to tell the Atlantic Canada "story". Hawkins International is preparing for in-market media appointments in both New York City and Los Angeles; and a media event in New York City. These activities will take place early in 2010.

ACTP is thrilled to announce that UK based KBC PR & Marketing has been appointed as their UK public relations representative following a competitive pitch this past June. KBC's marketing-led approach and understanding of the Atlantic Canada brand, supported by their experience in Canadian tourism promotion through its work for Travel Alberta, made them the ideal choice.

KBC is a full service consultancy that specializes in the travel tourism, leisure and lifestyle sectors. The KBC team has fully embraced the region's **Awaken to the Rhythm of the Sea** brand positioning and will now, in consultation with the ACTP Marketing Committee, implement a strategic public relations plan which will include press release development, press tours, in-market media appointments, media relations activities and media events. First and foremost, KBC will be focused on raising the awareness of the destination. To get things started on the right foot, the team had the opportunity to visit all four Atlantic Provinces in early September to familiarize themselves with the diverse and unique tourism product available to the UK visitor. It's this first hand experience that the KBC team will use to help Atlantic Canada differentiate itself against its competitors.

Media and Public Relations play an integral role within ACTP's UK Marketing Strategy. The 2009/10 UK PR plan will be fully integrated with the UK Travel Trade and Direct to Consumer strategies to ensure ACTP maximizes its potential in the UK market.

Tourism Research Underway

A comprehensive research strategy is an essential component of ACTP's annual strategy. ACTP's research webpage has a large inventory of tourism research at your disposal. Currently, ACTP is conducting numerous research initiatives in the US and UK markets and we invite you to check back late Fall to resource the most up-to-date Atlantic Canada travel trade and consumer research as it is completed.

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.