



What's New at ACTP – August/September 2010

ACTP committed to stimulating visitation and growing revenue

The Atlantic Canada Tourism Partnership (ACTP) is committed to stimulating visitation and increasing tourism generated revenue for Atlantic Canada. As reported in earlier updates our key primary market in the US for 2010 is the mid-Atlantic region. Our strategy is built on three main pillars – direct to consumer advertising, travel trade programs and partnerships and media relations activities.

In 2010, our Direct to Consumer Advertising Strategy focused on differentiating each of the four Atlantic Provinces from other travel destinations and using the best media to reach our targeted potential traveler, at the most appropriate time. We worked closely with the Canadian Tourism Commission to leverage partnership opportunities wherever possible.

The Travel Trade Strategy continued to respond to the evolving market by focusing efforts on solidifying relationships and expanding partnership efforts with key high yield tour operators. We negotiated some very exciting and valuable partnerships to stimulate travel for 2010. Partnerships with companies such as Collette Vacations, Globus Family of Brands, Vantage Deluxe Travel, Travel Impressions and Road Scholar (formerly Elderhostel). Activities include direct mail and email programs, on-line advertising, promotional programming and training.

A comprehensive media relations strategy continues to yield some very valuable exposure for the region. The program included press releases, press visits, desk-side media appointments and events. We recently hosted travel editors, freelance writers and columnists from Sherman's Travel, Field and Stream Magazine, Metro US and Newsweek Magazine. In the coming months we will be hosting editors and writers for Park Place Magazine, California Real Weddings and Luxury Lifestyle Magazine, about.com and AOL Travel to name a few.

As one season comes to an end another begins. With the advance of fall so begins our planning process for 2011. Stay tuned for important updates in the months ahead.

Atlantic Canada benefits from increased awareness in the UK

Summer 2010 has been a dynamic season of media visits to Atlantic Canada from the United Kingdom, ACTP's core market overseas. With the expertise of KBC PR & Marketing, ACTP's UK public relations firm, Atlantic Canada is benefiting from increased exposure this year among UK travelers.

Atlantic Canada hosted journalists from influential UK publications in 2010, including: The Times Online, Metro, Press Association, Prima Magazine, TravelMail, Manchester Evening News, Bournemouth Echo, Conde Nast Traveller, Red Magazine, Sunday Mail, and more. Hosting media visits results in a wide variety of coverage from traditional and online media outlets, promoting Atlantic Canada as a top vacation destination and strengthening brand awareness.

The main public relations objective in the UK is to increase awareness of all four provinces, highlighting their individual uniqueness and the fact that they make up Atlantic Canada. The latter seems obvious to Atlantic Canadians; however, recent research indicates that Atlantic Canada and each province have low recognition in the UK. Those consumers who are familiar with the region consider it to be a hidden gem. In the UK, the most influential drivers in considering Atlantic Canada as a vacation destination are nature viewing, whale-watching, national parks, and natural phenomena such as the Bay of Fundy tides, Nova Scotia's Cabot Trail, Newfoundland's Iceberg Alley and Prince Edward Island's unspoiled beaches. Cuisine, culture and festivals are all secondary drivers.

Additional public relations activities in 2010 include in-market media events, press releases, and HTML newsletters.

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