



## What's New at ACTP – December 2010

### **ACTP promotes better usage of research**

In this issue, we have highlighted the UK Consumer Research. To read others, please visit our [research page](#) or watch for the next issue of ['What's New at ACTP'](#)!

### **Developing a communications strategy for the UK market**

Awareness of “Atlantic Canada” is low with only 15% of U.K. long haul travelers having heard of the destination. For Canada destined travelers, Atlantic Canada is rarely a standalone destination—typically it is only one component of a more extensive trip that includes Central Canada. For the majority who are unfamiliar with the region, expectations of Atlantic Canada is that it will be not too dissimilar from Southwest England or Scotland. Hence, current interest in the region as a travel destination is low.

After exposure to a series of images and descriptions to familiarize prospective travelers with the region, interest in Atlantic Canada jumped sharply --21% of close to 15 million long haul travelers claimed they would be very interested in visiting Atlantic Canada in the near future. Given that the current visit level is only in the 65,000 range, this implies that there is more than enough latent demand to make the U.K. a very serious market opportunity. With such a high potential demand, the industry should focus on marketing the type of product that would appeal to the majority of the market.

The majority want to travel on a package. Developing and promoting the right type of package is the first step. This will involve working closely with tour operators.

#### The ideal package design:

- One and two week packages
- Fly Drive
- June to September
- Tells a story about a broader range of experiences beyond coastal scenery, too heavily focused on in existing packages.
- Build in wildlife viewing (e.g. whales, moose), warm beaches, quaint seaside towns, culture, socializing and seafood dining--all of which are of great interest, as the top 10 images in the report reveal .
- Limited to the region, using Halifax, St John's and Fredericton as gateways and departure points.

Atlantic Canada should be positioned as a true nugget, a unique region of Canada so easily reached from the U.K. The key is to communicate that their one or two week holiday will be filled with a full spectrum of sights, activities, stimuli and lasting memories. Always communicate Atlantic Canada with a map. Only 15% know what and where it is.

To learn more about the best communications channels and top ten images that appeal to the UK traveler, check out the [UK Consumer Research summary](#) or [full report](#) on the ACTP website.

### **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)