

What's New at ACTP – February/March 2011

ACTP Partners with UK Tour Operators

An important component of the ACTP UK Marketing Program is the travel trade program. Current research indicates that UK travellers continue to consult tour operators and purchase their long haul vacations through the travel trade industry. In fact, ACTP's 2009 UK Consumer Research indicates the *best* communication channel in the UK are co-op programs with tour operators who are prepared to promote the region to their clientele.

ACTP's UK marketing initiatives are aimed at increasing the demand for and building awareness of Atlantic Canada vacation experiences among UK travellers through a mix of marketing initiatives encouraging consumers to book an Atlantic Canada vacation through ACTP's travel trade partners. This is largely achieved by partnering with tour operators.



Atlantic Canada representatives meet with UK tour operators at World Travel Market in London, November 2010.

Joint marketing partnerships with tour wholesalers and operators in the UK work to increase awareness of and demand for an Atlantic Canada vacation experience. These activities generate a positive return on investment on average of 16:1 over the past four years. In 2011, ACTP will partner with eight tour operators in the UK, employing various tactics such as direct mail, email, tradeshow, and print and online advertisements.

Atlantic Canada Pitches Story Ideas and Gathers Market Intelligence

January is the perfect time to visit with key journalists and editors in New York City. This is a time when editorial calendars are considered and confirmed for the year ahead. In-market appointments are one of the many strategic activities ACTP participates in to generate crucial media coverage in our key markets. In January 2011, four Atlantic Canada representatives traveled to New York City to meet with editors from publications such as Travel and Leisure, Food and Wine, Saveur, Men's Journal and Budget Travel. The team brought with them an abundance of story ideas designed to peak interest and generate editorial coverage.

Freelance journalists are also an important element of the media relations plan. Meetings with freelance journalists, who write for publications such as the New York Times, National Geographic Traveler, Town and Country, and O the Oprah Magazine, were also arranged. These meetings provide valuable information about the region to writers in an effort to generate interest in a particular story idea or a visit to the region.

Rounding out ACTP's visit to the Big Apple, the team participated in the first ever ACTP Social Media Round Table. Four bloggers were invited to participate in a discussion designed to provide insight into the power of social media, best practices and how to communicate with online media. This forum also allowed the opportunity for ACTP to develop significant relationships with online media. Guests included bloggers for Conde Nast Traveler, Lonely Planet, the Jet Set Girls and Brooklyn Nomad.

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