



What's New at ACTP – January – March 2010

Atlantic Canada is set to capture the hearts and minds of the British traveler in partnership with the Canadian Tourism Commission!

ACTP, in partnership with the Canadian Tourism Commission (CTC), has set out to inspire British travelers to think about Atlantic Canada for their next holiday. The focus of the new consumer campaign is to convert exposure of Canada and its participating partners into actual travel bookings. The campaign started January 18th with online advertising on sites such as MSN, the BBC and travel booking portals like Travelocity followed by extensive print advertising in leading newspapers, plus major travel, food and lifestyle magazines. All ads have a strong sales element, with tour operator partners and price points to help propel travelers into crossing the Atlantic. Atlantic Canada will receive further exposure in the United Kingdom through an additional consumer media campaign focused exclusively on the region as well as several joint marketing partnerships with select tour operator partners. The campaign focuses on the key booking time between January-April.

To further elevate the message that Atlantic Canada is the destination of choice for British travelers in 2010, ACTP partners hosted select British media and tour partners to an exclusive event at one of London's most iconic landmarks - the 40/30 Restaurant at the Gherkin, the glass high-rise tower located in the center of the city. Journalists, editors and travel trade guests were invited to attend this red carpet event to meet Atlantic Canada representatives and review unique story ideas for the region. The evening was designed to evoke the cuisine and personality of the four Atlantic Provinces.

Atlantic Canada inspires American travelers!

Atlantic Canada is well positioned to take advantage of strategic opportunities in the mid-Atlantic region of the U.S. According to research recently completed by ACTP, there is significant market potential with more than 6 million pleasure travelers with a willingness to consider Atlantic Canada in future travel planning. There is also a strong alignment between Atlantic Canada's product offering and widely held traveler interests. Atlantic Canada can deliver on key emotive drives such as escape and freedom; stress relief and renewal; new and different experiences; and a safe environment.

To capitalize on this opportunity ACTP is implementing a fully integrated marketing plan for 2010. The plan is comprised of a direct to consumer program which includes advertising in key high profile publications such National Geographic, Coastal Living Magazine, the New York Times Newspaper and New York Magazine, to name a few. Significant effort is also focused on on-line and social media. Consumers are looking to the Internet more and more for inspiration and travel information. In response, ACTP has allocated more than 40% of its consumer marketing budget to this "new" media. The provinces of the region are advertising on sites such as nytimes.com, tripadvisor, aol.com, Yahoo, etc. Key travel trade and media relations activities round out the 2010 plan. Stay tuned for updates in the coming months.

What current research tells us?

ACTP has incorporated the finding of current research into the 2010 marketing plan to become more strategic and tactical with its trade, media relations activities and consumer media buys to reach high potential travelers. The ACTP corporate web site provides access to one of the most comprehensive and up-to-date inventories of Atlantic Canada tourism research in the country. We invite you to visit www.actp-ptca.ca/research or click on the links below to learn more.

- [US Consumer Research](#) - More than 6 million long-haul pleasure travelers have a willingness to consider Atlantic Canada in future travel planning. Atlantic Canada needs to build awareness and appreciation for distinctiveness...more.
- [US Travel Trade Market in 2009](#) -The vast majority of tour operators indicated the overriding product trend is towards hands on experiences, opportunities for learning and involvement, and especially experiential tourism. Cultural tours, exotic destinations, discovery and culinary experiences were identified as key growth areas...more.
- [UK Consumer Research](#) - Need to build awareness and differentiate Atlantic Canada by leveraging our unique scenery, soft adventure and wildlife opportunities, cuisine, and welcoming reputation...more.
- [UK Travel Trade Research](#) - UK consumers continue to use online destination sites in order to gather trip planning information before finalizing their holiday plans. Tour operators report that most consumers approach them with their holiday research already done, knowing where they want to go and, in many cases, what they want to do when they get there...more.

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.