



What's New at ACTP – July/August 2011

Atlantic Canada Creating Buzz in the US

ACTP has contracted Meredith Pillon Marketing Communications to implement the 2011/2012 media relations plan in our US target markets. The company has been working feverishly to promote Atlantic Canada through the distribution of press releases, pitching story ideas and arranging press trips to the region.

We are thrilled to report efforts are paying off! Atlantic Canada is garnering very impressive editorial coverage in some of the most prominent publications in the US, such as, USA Today, the Boston Globe and Intermezzo Magazine. Blogs, e-newsletters and websites are also an integral part of the new media landscape -- they contain original content, "break" news and are updated regularly. Meredith Pillon is ensuring that key online outlets – ranging from USAtoday.com, travelandleisure.com, wheretogonext.com and Everett Potter's Travel Report are familiar with the Atlantic Provinces and their news. ACTP is gaining great coverage online.

Press trips are key to our program and journalists hosted this summer will continue to publish stories through the next year or two. We are hosting a number of freelance journalist who write for publications such as the New York Times, Food and Wine, Travel and Leisure, Afar and Promenade, to name a few.

ACTP Forms Marketing Partnerships With UK Tour Operators

An integral component of the Atlantic Canada Tourism Partnership's UK Program is to forge partnerships with UK tour operators featuring products and tours in the region. In 2011, ACTP formed eight marketing partnerships with operators, resulting in a wide variety of exposure for Atlantic Canada and increased visitation to the region.

Spring 2011 activities included tradeshow participation, direct mail, emails, banner ads on operator and popular travel websites, and magazine and newspaper ads. UK partners included Bridge & Wickers, Canadian Affair, Experience Holidays, Frontier Travel, The Independent Traveller, Titan HiTours, Thomas Cook and Windows on the Wild.

Interim campaign results have been collected by ACTP and the news is very encouraging. Already, over \$1 million in sales have been generated as a direct result of ACTP-related activities, providing a return-on-investment of 16.5:1. Final results, which will include late-bookers from the UK, are expected in November.

ACTP's travel trade strategy also includes familiarization tours of Atlantic Canada for marketing and front-line staff, in-market training and education, participation in marketplaces/tradeshows, and travel trade research.



ACTP's joint marketing partnership with UK operator The Independent Traveller included participation in the Glasgow Holiday Show in Scotland in February. The show attracted over 35,000 holiday planners.

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