



What's New at ACTP – June/July 2010

Atlantic Canada Media Campaign in Full Swing in the UK

The Atlantic Canada Tourism Partnership (ACTP) has contracted KBC PR & Marketing for media relations services in the UK for 2010. This is the second year that ACTP will be working with the UK-based public relations firm to raise the profile of Atlantic Canada among UK travelers. KBC appeals to our target market through both traditional and new media, which offer valuable third-party endorsement of the region as a top vacation destination.

Public relations activities in the year ahead include: visits to Atlantic Canada by influential UK travel writers, a signature Atlantic Canada media event in the UK, HTML newsletters, press releases and story generation. Our brand, "Atlantic Canada: Awaken to the Rhythm of the Sea" is prominent in all media activities in the UK.

The UK is considered to be the overseas market with the highest potential return on investment. Public relations is one part of the overall marketing strategy in the UK, which also includes direct-to-consumer and travel trade promotions.

Atlantic Canada Tourism Products Gaining Exposure!

ACTP is working diligently to enhance awareness of Atlantic Canada's diverse tourism product in New York, New Jersey and Pennsylvania. Hawkins International PR (HIPR), ACTP's in-market PR Agency, continues to keep abreast of new tourism product in the region. Two representatives from the company recently visited the area in an effort to increase their knowledge.

Together, HIPR and ACTP implement an integrated PR approach involving press releases, media appointments, press trips and on-going media relations. The approach is proving very successful. We have already garnered valuable coverage in publications such as The New York Times, Travel and Leisure, Wall Street Journal and Every Day with Rachael Ray, to name a few. Advertising in such publications can be costly. Articles that appear as a result of ACTP's media relations efforts will be a real boost for tourism operators in the region.

Efforts continue with key media traveling to the region to experience firsthand our unique culture, rich history, pristine environment and legendary hospitality. Writers and editors representing publications such as the Sherman's Travel, Newsweek Magazine, The New York Times and Cooking Light are visiting the area this summer to explore the unexplored, experience the abundance of recreational activities and enjoy our exquisite cuisine.

Word is spreading that Atlantic Canada offers Americans an extraordinary vacation opportunity and this type of favorable media coverage will expose Atlantic Canada to millions of potential visitors.

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