



What's New at ACTP – May/June 2011

ACTP Treats UK Media and Tour Operators to a “Grand Time”

The Atlantic Canada Tourism Partnership (ACTP) hosted an educational and networking evening for UK media and tour operators in London. The event was held at The Ritz, an iconic London hotel. The theme of the evening was “Atlantic Canada Time”, focusing on elements such as the short flight time to Atlantic Canada from the UK; time to relax and enjoy the natural wonders, history and beauty of the region; time to consider Atlantic Canada as the next “must-visit” Canadian destination. To conclude the evening, guests were provided with a keepsake nautical pewter clock from the region.

Representing Atlantic Canada at the event were Lisa Gagnon-Norris, New Brunswick; Kim Jardine and Lindsay Champion, Nova Scotia; and Tanya Hillman, Kylie Rathbone, Kate Burgess and Emily Ward, KBC PR & Marketing, ACTP’s in-market media relations team. Fifty-eight people attended the event, including influential UK media and tour operators.

Atlantic Canada is gaining awareness in the UK through its media relations and travel trade programs. It is important to continue this momentum by fostering new relationships and cementing existing relationships with the press and tour operators, both of which have opportunity to promote Atlantic Canada as a top holiday destination and ultimately increase visitation to the region.

ACTP continues to focus its overseas marketing efforts on the United Kingdom, which research indicates offers the best investment opportunities and potential for growth.

ACTP Media Relations Activities in the US

Spring is a time of new beginnings. In April, ACTP secured the services of a new media relations firm in New York. Meredith Pillon Marketing Communications has been contracted to provide PR services for the period of April 1, 2011 to March 31, 2012. Ms. Pillon has worked with ACTP in the past, with great results. We look forward to a very prosperous year.

Efforts to lay the foundation for the year ahead are taking shape. Regular distribution of news releases aimed at piquing interested in the four provinces, press trips beginning in May, pitching of story ideas to key journalist in our focused markets, preparation for in-market media appointments and media events, are a number of activities ACTP is involved in. The result of all efforts will be to gain valuable coverage in some of the top U.S. publications such as the New York Times, Travel and Leisure, Conde Nast Traveler and Smart Luxury Travel.

Social media is an important component in the overall plan. Each province will take the lead in the social media conversation. Regular tweets and Facebook posting, pitching story ideas to bloggers and other key social media, and a blogger press visit will form the basis of ACTP’s social media efforts.

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