

## What's New at ACTP - September/October 2011

### Press Trips to Atlantic Canada Generate Significant Media Exposure in the UK

The Atlantic Canada Tourism Partnership has contracted KBC PR & Marketing to increase media exposure of the region in the UK. The ultimate goal is to improve consumer awareness of Atlantic Canada as a vacation destination through print and online media. 2011 has been a busy season of press trips to the region, resulting in valuable exposure of Atlantic Canada to UK "holidaymakers".

A group press trip took place in New Brunswick and Prince Edward Island in June, with six media plus a host from KBC PR & Marketing. The theme of the trip was "Giants and the Gentle Island", and the itinerary focused on Hopewell Rocks, Saint John Reversing Falls and whale watching in NB, and the beauty, cuisine and "Live Like an Islander" experiences on PEI. Media participants were from the Daily Mirror, Press Association News Features, The Times Online, Sainsbury's Magazine, Selling Long Haul and National Geographic. Features have already started appearing in UK publications.



*UK Media Guests Explore New Brunswick and Prince Edward Island on Group Press Trip*

On individual trips, Atlantic Canada hosted media from the following publications: Evening Standard, Golf International and Golf & Travel Magazine, LBC Travel Show, Bent Magazine & Gaydar, Lonely Planet Magazine, OK! Hot Stars Magazine, Scotsman Saturday, Sunday Mail, Daily Record, Sunday Telegraph, Sunday Times and the Telegraph.

ACTP also worked with the Canadian Tourism Commission to host two film trips to the region. The Pilot Productions' award-winning **Globe Trekker** series visited all four provinces, along with Quebec and Ontario. The one-hour feature program will air in early 2012 to an audience in the UK of two million on the Travel Channel, and to over thirty-two million worldwide.

Charley Boorman, widely known in the UK as a celebrity adventure traveler, and his team also visited the region on a cross-Canada motorcycle journey. The resulting feature entitled **Extreme Frontiers Canada** will air as a four-part series in early 2012 on primetime television in the UK, and will reach over nine million viewers worldwide. Mr. Boorman will also publish a book on his Canadian adventure.

The advertising value of Atlantic Canada features as a direct result of ACTP media relations activities in the UK is already over \$500,000 in 2011, with additional exposure expected from this season's media visits and other activities.

**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](http://www.actp-ptca.ca)