

## What's New at ACTP – April/May 2010



### **Implementation of ACTP's 2010 U.S. Marketing Plan is in high gear.**

The direct to consumer advertising program is in place with advertising in highly qualified magazines, newspapers, online websites and social networking sites. As would be expected, the online component has increased substantially over the last number of years, now accounting for more than 40% of the total advertising budget. Focus for 2010 is on the highly lucrative mid-Atlantic market - New York, New Jersey and Pennsylvania - where the region stands to see the biggest returns. To extend our budget and reach we have partnered with the Canadian Tourism Commission in many of the publications and sites included in the plan.

To stimulate group and FIT travel, ACTP has partnered with key tour operator partners such as Travel Impressions, Vantage Deluxe Travel, Globus Family of Brands, Exploritas and Collette Vacations. Activities include direct mail and direct email campaigns, website promotion, training of sales and reservation staff, etc. All activities are to drive travel for 2010 and beyond.

The third prong of our three pronged approach is media relations. The media relations plan is integral to the overall approach. Hawkins International, a boutique style PR firm, located in New York City is busy planning press trips, developing press releases and pitching story ideas to targeted media. In March they organized an exceedingly successful media event in New York City. The event attracted 67 influential editors and writers representing magazines such as O Magazine, Travel and Leisure, Travel Weekly, Time and New York Daily News.

### **FAM Tour Season Begins in Atlantic Canada**

The Atlantic Canada team is preparing for a busy season of familiarization (FAM) tours for top UK travel writers. KBC PR & Marketing, ACTP's UK public relations firm, is currently pitching story ideas and inviting media to experience the region first-hand. The goal is to achieve quality coverage in popular UK publications such as The Times, The Daily Telegraph, and Wanderlust Magazine, promoting Atlantic Canada as the next top place to visit.

Media trips provide exposure for New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island throughout the year, and offer the greatest opportunity for a high return on investment. Hosting media this summer will result in press coverage in early 2011, the booking season for the UK market. FAMs are often made possible in partnership with the Canada Tourism Commission and airline partners.

Tourism representatives are on hand to personally host journalists, who are treated to local sites, flavours, festivals, and often receive a behind-the-scenes look at each destination. A sample of story pitches for Atlantic Canada include:

- Bay of Fundy Declared New 7 Wonders of Nature Finalist
- A Celebration in Newfoundland & Labrador - Canada's First English Colony Turns 400 in 2010
- Culinary Trail, a first in Nova Scotia, offers 'Adventures in Taste'
- Tranquility Cove Adventures in Prince Edward Island combines wildlife, adventure and a culinary treat all in one package.

### **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)