

“... spectacular seaside Cabot Trail is the crown jewel of Nova Scotia cycling on an island with a treasure chest of touring possibilities.”

Adventure Cyclist, Jan/08

“The province is becoming more of a gastro-nomic destination.”

St. Petersburg Times, FL

“...for cheerfulness, nothing is as warming as the town of Lunenburg.”

CondéNast Traveler, Mar/08

“... Black Brook Beach is the kind of coastline that inspires artists and poets.”

Arthur Frommer's Budget Travel, Mar/08

“...stunning seascapes, clapboard houses and scenic coastal drives ...”

Family History, Mar/08

“There is an undeniable charm about Halifax in Nova Scotia, Canada, that slowly grows on you.”

The Docklands, UK

“Lighthouses. Coves. Maybe a moose. Maybe a bear. Almost certainly, one way or another, you'll hear bagpipes and accents you've never heard before”.

Sunday Advocate, CT



Nova Scotia Department of Tourism, Culture and Heritage  
Tourism Division– Travel Media Program

# Media Monitor

Why is third party endorsement so important? Think about when you are buying or reading something. Doesn't a third party endorsement sound more credible than a direct pitch? Measurement and evaluation is an essential part of any Travel Media Program. As technology continues to develop, and as more editorial is now generated online, we will respond to new era of online media measurement and evaluation.

### In this issue ...

- Changes in the Travel Media Section
- 2008 Media Marketplaces & Promotions
- Halifax Successfully Hosts TMAC
- New York Media Calls
- Congratulations Maria MacDougall
- Media coverage January - March 2008

We appreciate your feedback! Please consider dropping us a note to share your thoughts and ideas about the Travel Media Program. If you would like a copy of any of the articles in this edition of [Media Monitor](#), please feel free to contact us.

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## Nova Scotia's Celebrity Buzz!

Not only are we getting great editorial media exposure, some A-list celebrities have also been trumpeting Nova Scotia's charm lately!

★ Oscar nominee (and Halifax native) **Ellen Page** boasted about Lockeport on The Late Show with David Letterman.

★ British-born actress **Kate Beckinsale** gave high praise about our province in recent interviews on The Tonight Show with Jay Leno and April's edition of Elle magazine. "It was gorgeous. It was one of my favourite places I have ever been."

★ American Idol finalist **Brooke White** has a Bluenose connection - her husband grew up in Cole Harbour. She told host Ryan Seacrest live on air "I actually have a lot of family from Nova Scotia, if any of you guys (the audience) know where that is," she said. "Big Halifax fans out here," joked Seacrest.

## Recent Changes in the Travel Media Section

Media & Market Development Officer Susan Jeffries is spreading her wings and is working with Democracy 250 until November 2008. In her new role, Susan will assist in coordinating events to celebrate the 250th anniversary of democracy in Canada ... which started in Nova Scotia in 1758. During Susan's absence, Pam Wamback has stepped in to keep the world of travel media moving! Pam can be reached at 424-4170 or wambackp@gov.ns.ca .

## 2008 Media Marketplaces & Promotions

Media marketplaces are an important component of the Travel Media Plan. Attendance at media marketplaces helps to generate media exposure, and to extend and build relationships with key media partners. These marketplaces also provide opportunities to meet influential print, television and electronic media and to pitch story ideas. Here is a list of the key North American marketplaces we plan to attend in 2008.

### **Canada Media Marketplace 2008**

April 6-10 ~ Los Angeles, CA

### **Toronto Bluenose Promotion**

June 19-22 ~ Toronto, ON

### **GO Media Canada Marketplace**

July 3-6 ~ Quebec City, QC

### **Society of American Travel Writers - Canada Conference**

August 11-17 ~ Manitoba

### **Society of American Travel Writers North American Conference**

October 17-22 ~ Houston, TX

## Halifax Successfully Hosts TMAC

Halifax hosted the Travel Media Association of Canada's 2008 AGM & Conference February 14-18, with over 200 delegates in attendance. Many writers and photographers took advantage of pre- and post- FAM opportunities to travel to various locations around the province. Articles are already starting to arrive as a direct result of Halifax hosting this year's conference ... Ann Campbell is a writer based in Vancouver who recently published an article in The Oregonian as a result of her pre-conference FAM trip. (<http://www.oregonlive.com/travel/oregonian/index.ssf?/base/travel/120537510637290.xml&coll=7> )

“There is only one thing in the world worse than being talked about ... and that is not being talked about “

*Oscar Wilde*

### New York Media Calls

Nova Scotia joined colleagues from New Brunswick, Prince Edward Island and Newfoundland on a sales mission to the publishing Mecca of New York City. Over the course of 3 days, the team from Atlantic Canada meet with 17 representatives with various publications such as Scholastic, Women’s Golf, Travel & Leisure, Endless Vacations, Modern Bride, Parents Magazine, Budget Travel, Women’s Day and the New York Times, as well as freelance writers. During the meetings, we asked the publishing representatives what their readers were looking for ... here is what they said:

- music festivals
- cottages packages
- family packages
- unique travel experiences
- women owned & operated stories
- girlfriend getaways
- mini-moons (4-5 night honeymoon packages)
- educational travel
- kid friendly travel
- wine & golf getaways
- guest experience stories
- inn-to-inn excursions
- soft adventure packages

If you have one or more of these stories or experiences, let us know! We are constantly looking for new, unusual and interesting angles to pitch to our travel media colleagues to give us the edge on increasing the media exposure opportunities for Nova Scotia!

### Congratulations Maria MacDougall!

Some of you may recognize the name and face ~ for the past 2 summers, Maria was a student working in our office in Halifax on a co-operative education work term from Mount St. Vincent University. Because of her efforts and contributions to our Travel Media Program, Maria was recognized as MSVU’s Co-operative Education Student of the Year for the Tourism & Hospitality Management Program. Congratulations, Maria, on your achievement and your graduation from Mount St. Vincent. We wish you much success in your future endeavours in the tourism industry!





***“A House on The Cape”***

**By Gayle Forman. Photographs by Jessica Antola  
Arthur Frommer’s Budget Travel Magazine - March 2008**

“It’s never too early to plan your summer vacation - especially if you want to rent a cottage on Nova Scotia’s Cape Breton. The hard part is waiting until July.”

Circulation: 599,162  
Advertising Value: \$266,400

Pages: 8 + intro / cover mention



***“Northern Composure”***

**By David Rakoff. Photographs by Tara Donne  
CondéNast Traveler Magazine  
March 2008**

“When the sun moves high in the summer sky, David Rakoff drinks in the refreshingly affordable tonic of Canada’s Maritime Provinces”.

Circulation: 808,419  
Advertising Value: \$457,275

Pages: 7 1/2 + cover mention



***“The Emerald Tree Collection”***

**The Golfer  
Living in Style 2008**

“Set on the rugged north shore of Nova Scotia, (FoxHarb’r is) a world class sporting destination with its own 5,000 ft. runway”.

Circulation: 126,300  
Advertising Value: \$13,125

Pages: 1



***“A Racing Heritage”***

**By Laurie Fullerton  
Sailing Magazine  
March 2008**

“While North Atlantic Canadian and American fishermen have disputed boundaries for offshore fishing rights for generations, few American sailors venture into Canadian waters. Those who do are rewarded by pristine harbors and islands, easy anchorages, hospitable hosts and a glimpse into a region whose history has been linked to yacht racing for nearly 150 years.”

Circulation: 45,200  
Advertising Value: \$9,860

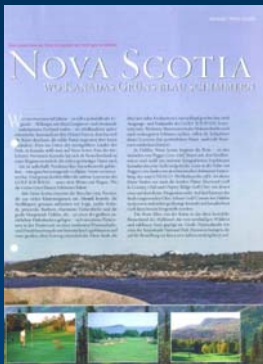
Pages: 4



***“Travel: Nova Scotia”***  
**Captain - The Netherlands**  
**January 2008**

“We can go white water rafting during high tides, sitting in an amphibious vehicle while enjoying nature ... Nova Scotia isn't quite Canada's smallest province, that honour goes to Prince Edward Island. But (while) this peninsula province is a bit smaller in area than Ireland, it's scenic beauty comes highly recommended for nature lovers.”

Circulation: 57,750 Pages: 6 + intro / cover mention  
Advertising Value: \$37,822



***“Nova Scotia”***  
**By Holmar Knoerzer**  
**Golf Journal Sommerguide - Germany**

“Nova Scotia—where Canada’s green and blue shimmer”. (This is a new golf guide published in Germany.)

Circulation: 57,638 Pages: 6 + intro / cover mention  
Advertising Value: \$77,818



***“Stranger than Fiction”***  
**By York Membery**  
**Family History Monthly - UK**  
**March 2008**

“A chance remark while on holiday on Canada’s east coast led York Membery to uncover a hidden, and surprising, truth about his father’s past”.

Circulation: 20,000 Pages: 2  
Advertising Value: \$2,229



***“More Than Just a Wine”***  
**By Ian Armitage. Photography by John Blodeau**  
**EXEC—Online Magazine, Canadian Edition**  
**March 2008**

“Hanspeter Stutz came to Nova Scotia from Switzerland 14 years ago. He brought with him a fresh approach to wine producing and is reaping the rewards through his successful winery”.

Circulation: 200,000 hits/month Pages: 10  
Advertising Value: \$3,000

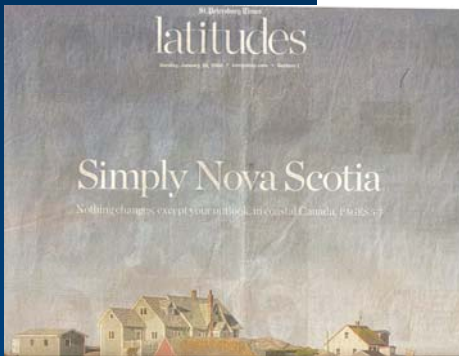


**“Charming Port Full of Wonders”**

**By Marina Thomas  
The Docklands, UK  
January 9, 2008**

“There is undeniable charm about Halifax in Nova Scotia, Canada, that slowly grows on you. Maybe it is the vast maritime history and the way all the streets lead down the harbour’s edge. The Celtic and Gaelic influences seen in the quaint pubs playing traditional music and serving up seafarer’s rum are endearing”.

Circulation: 31,000 Advertising Value: \$2,727



**“Simply Nova Scotia”**

**By Kathleen Ochshorn  
St. Petersburg Times  
January 20, 2008**

“Nothing changes, except your outlook in Coastal Canada. Old meets new in Nova Scotia, where longtime residents mingle with visitors exploring history at the water’s edge.”

Circulation: 431,000 Advertising Value: \$225,000



**“Canada’s Scrummy Lobster Pot”**

**By Sian Lloyd  
The Sunday Mail, Scotland  
February 24, 2008**

“As I tucked into the succulent lobster, gleaming with garlic butter, my taste buds thanked me. Nova Scotia lobster is reckoned to be the best in the world—Sian Lloyd would not disagree”

Circulation: 2,330,336 Advertising Value: \$162,168



**“On the Traces of the Titanic”**

**By Frank Rumpf  
Neue Presse Coburg, Kronach, Haßberge & Lichtenfels  
Germany  
March 3, 2008**

“The city has the quiet way: Halifax sits cozily on Canada’s east coast. When you order beer here, you must order enough for one or two hours as you wait the arrival of friends.”

Circulation: 29,255 Advertising Value: \$7,738