

"I had two objectives in coming to Nova Scotia: to experience Nova Scotia landscapes by bicycle and to eat well. Three hours into my trip, I had checked off the entire list. Not a bad start!"

Pure Canada, Spring /08

"French and Scottish culture, mixed with wildlife and nature. What a combination!"

Hawaii Business, April /08

"...quite a few of the innkeepers are chefs who specialize in meals based on local produce of the earth and ocean. I left wanting to go back."

Sunday Sun Travel, April /08

"Nova Scotia is one of those rare places that no matter how much time you have, its never enough to see it all."

Flying Adventures, May /08

"...the best ride on the mainland is 245 and 337 around Cape George ..."

Motorcycle Mojo, May-June/08

"... water everywhere: ocean views and lakes and ponds that, when juxtaposed with impressive mountains, provide countless Kodak moments."

Gatehouse News Service, May/08

"Cape Sable Island is an experience onto itself. You feel like you've stepped into another world".

Audubon, May/June 2008



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

Media Monitor

Why is third party endorsement so important? 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.

Year to Date Media Monitoring Snap-Shoot (as of June 30, 2008):			
Circulation:	22,237,051	Editorial Value:	\$2,696,094

In this issue ...

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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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**** News Bites ****

★ **Summer Student for Media Services Welcomed!** We are pleased to welcome Kristen Pickett to the Travel Media Services roster for the next few months. Kristen is a student in Halifax on a co-operative education work term from Mount St. Vincent University. Kristen will be helping coordinate itineraries for visiting media as well as updating our travel services image. Kristen can be reached until October at 902.424.5486 or picketkz@gov.ns.ca .

★ **Ami McKay**, author of *The Birth House*: “The Ross Creek Centre for the Arts in Canning is part of the magnificent landscape that runs along the North Mountain and down to the Bay of Fundy. My favourite spot on the grounds is a quiet little pond where I sit and watch the swallows skim the surface of the water” .

★ Well known Scottish comedian and actor **Billy Connolly** will be filming in Nova Scotia the end of July for an upcoming series to be aired in Scotland next year. While the series is focused and retracing the steps of the Northwest Passage, Connolly personally requested a visit to Nova Scotia because of its close ties to his native home of Scotland.

★ Tatamagouche has been chosen as the location for the next series of the *"Week the Women Went"*. Shooting will begin in September with the show airing in January.

Media Visitation Booming!

June was one of our busiest months in recent years with over 60 journalists visiting Nova Scotia! And articles are already starting to arrive! We hosting media representing a variety of outlets and publications such as Outpost Magazine, Australia's Royal Auto Magazine, The Montreal Gazette, Coastal Living Magazine, Norton's Great Destination Series guidebook, The London Sunday Express (UK) and many more. In addition, we also hosted several press trips / FAM's including VIA Rail Canada, a group of French journalists as qualified by the CTC in France, Go-Media Canada Pre-Conference FAM, a UK-based film crewing documenting the Clipper Round-the-World Yacht Race and a Scottish media FAM.



CTC French Media FAM at Grand Pre National Historic Site June 23, 2008



GO-Media Pre-Conference FAM at Fortress Louisbourg on Canada Day!

The fall is already shaping up to be another busy media services season. Press trips already scheduled include 3 groups from Germany as well as a press trip for Celtic Colours. We are also working with Taste of Nova Scotia to develop a comprehensive Culinary press trip for June 2009. Stay tuned for more details!

Upcoming Media Marketplaces & Promotions

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 upcoming marketplaces we will be attending - if you have any new information we can share, please pass it along!

Society of American Travel Writers - Canada Conference

August 11-17 ~ Manitoba

Chicago Celtic Fest - Media Reception

September 13 ~ Chicago

Society of American Travel Writers North American Conference

October 17-22 ~ Houston, TX



“Nova Scotia: Fiddling Around in Cape Breton”
By Alexander Stevens (Gatehouse News Service)
Syndicated Article—New England Community Newspapers
May 2008

“Golfer meets woman. Golfer marries woman. Woman never again sees golfer on Saturday afternoons. It’s a tale of woe. How do golfers and their non-golf spouses find harmony? My wife and I may have found an answer on Cape Breton, that charming little island northeast of Maine and part of the Canadian province of Nova Scotia ...”

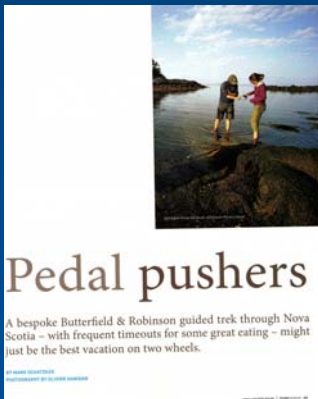
Circulation: 781,651 Pages: varies from 1/2 to 1 page
 Advertising Value: \$404,892



“Notes from Halifax”
By Margo Pfeiff
Endless Vacations Magazine (New York)
July / August 2008

“Cobblestones and Celtic pubs, a Scottish lilt and the aroma of lobster on the boil—Halifax is a salty sea town on Canada’s east coast that loves a frenetic pace only when its coming from a fiddle...”

Circulation: 1,720,971 Pages: 2 1/4 + website
 Advertising Value: \$129,150



“Pedal Pushers”
By Mark Schatzker. Photography by Olivier Hanigan
Pure Canada
Spring 2008

“A bespoke Butterfield & Robinson guided trek through Nova Scotia—with frequent timeouts for some great eating— might just be the best vacation on two wheels...”

Circulation: 150,000 Pages: 6
 Advertising Value: \$90,000



“Strong Spirits”
By Joseph Guinto
American Way (American Airlines / American Eagle)
May 2008

“Mix old Scottish tradition with the lush Canadian countryside and you get one of the best, and one of the only, single malt whiskeys made in North America...”

Circulation: 351,183 Pages: 3
 Advertising Value: \$65,910



"The Good Golf Course"
enRoute (Air Canada)
May 2008

"Breaking some of golf's dirty habits, a new development in Nova Scotia is reviving the game's greener past—and the hopes of a town (Inverness)..."

Circulation: 157,359
Advertising Value: \$61,120

Pages: 4 + intro / cover mention



"Nova Scotia's Inn-Side Story"
By Ian Robertson
Toronto Sun Sunday Travel
April 27, 2008

"One of the first things you realize while driving through this picturesque and historic part of Nova Scotia's southwest coast is the wide range of large attractive older homes ..."

Circulation: 341,221
Advertising Value: \$26,577.60

Pages: 2 plus cover

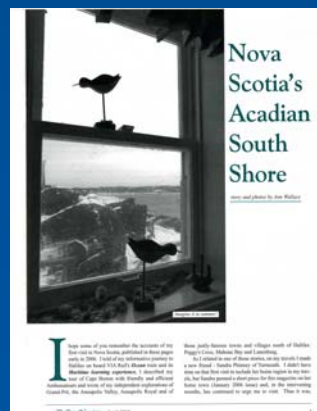


"Museum Recounts Hank Snow's Legendary Journey"
By Peter Johansen
Toronto Star
June 28, 2008

"Wendy Rofihe grew up in these parts but knew nothing about Hank Snow. Her job today: making sure other folks do. After all, Snow as a local boy who went on to become one of the biggest country music stars to ever come out of Canada ..."

Circulation: 446,493
Advertising Value: \$22,939

Pages: 1/2 page



"Nova Scotia's Acadian South Shore"
By Ann Wallace
The Travel Society Magazine (Canada)
April 2008

"... It was winter but the welcome I received everywhere couldn't have been warmer! ... the Acadian history and culture waiting to be discovered in this region makes Yarmouth and the Acadian Shores a special corner of Canada..."

Circulation: 6,000
Advertising Value: Subscription only to travel writers

Pages: 5