

“Nova Scotia: Lunenburg. A British seaport founded in the 1700’s that’s becoming “Coney Islandized”. One of the few man-made World Heritage sites in Canada; most experts believe it’s a good example of a ‘living, heritage community”

National Geographic Traveller, Nov/Dec 2008

“Finding what you need in Nova Scotia is often as easy as heading over to your neighbour’s house for a loaf of fresh bread or down to the intersection to pick up had-dock from a cooler in the back of a pickup truck”

New Hampshire Sunday News, October 26, 2008

“Wolfville and its university looked so much like pure Ivy League small town USA, I had to keep reminding myself I was in Canada.”

The Journal, Nov 1/08

“... a friend told me she regards the South Shore as the ‘authentic Nova Scotia’ ... but there is something about the lovely old wooden homes perched on the winding coastline, the sun drizzling on the waves, the small wharves and island and sailboats and seagulls, the breeze that smells of ocean, seagrass and wildflowers that beguile and entrance.”

Canadian Geographic Travel, September /08

“The best thing about Nova Scotia, though, amazing scenery aside, is its friendly, unpretentious atmosphere. Add to that a slice of Celtic culture and its difficult not to feel at home.”

The Herald Magazine, July /08

“Next came a gorgeous ride in the uplands of Cape George, We followed Route 245 north east with fantastic views down over the Northumberland Strait ...”

Uni, Unicycle Magazine August /08



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-Shot (as of November 25, 2008):

Circulation: 48,312,380 Advertising Value: \$6,477,488

In this issue ...

- Fall Press Trips
- Upcoming Marketplaces and Promotions
- What’s New & Newsworthy for Media
- Send Us Your Experiences!
- Highlighted Media coverage July - November 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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**** News Bites ****

★ Thank you Kristen!

Our summer student, Kristen Pickett, has ventured from the nest and is now in the process of completing her degree at Mount St. Vincent University. In addition to school, Kristen will also be working part-time as the new Event Coordinator at the Halifax Chamber of Commerce.

★ Did you see the Nova Scotia Motorcycle Guide and Destination Halifax package on Regis & Kelly? The popular talk show host and entertainer Regis Philbin was scheduled to appear at Casino Nova Scotia. In advance of his visit, he was presented with a number of Nova Scotia travel aids, most of which were acknowledged on air. Following his visit, he shared with viewers pictures from his trip as well as his favourite highlights!

★ Have you had your Wolf Bait today? The Candy Shop in Port Hastings is Canada's largest confectionary store. A writer for Canadian Geographic Travel quotes it as being one of the "best places on Earth". There's nearly 500 square metres of chocolates, fudge, handcrafted truffles, retro and hard-to-find candies and plenty of sugar-free bonbons. And Wolf Bait is their signature creation - a blend of white chocolate, cashews and dried Nova Scotia cranberries.

Fall Press Trips

September and October were the most busiest months in recent years for Press Trips and individual media visits. Articles are already starting to arrive, but we expect most of the results to appear in print in 2009!

August 22-25: We partnered with VIA Rail to host 5 US journalists, in which we exposed them to the Valley and South Shore. Two have already posted articles valuing over \$300,000



'Clever Women' in Hall's Harbour

September 3-8: In cooperation with CTC Germany, we partnered with ACTP to participate in a unique program in Germany called Clever Women. The program was designed to target women in Germany through TV, blogging and special interest stories involving well-known German celebrities. A series of internet links are currently in circulation with the first of the TV programs expected to air in February. If you understand German, you can check out one of the sites at www.cleverwomen.de

September 28 - October 2: Clover George Associates, our in-market representative in the UK, organized a press trip for UK journalists to visit Southwest Nova Scotia.

September 28 - October 5: TMR, our in-market agency representative in Germany, organized a Press Trip with well known print journalists from Germany, Switzerland and Austria. They explored the Bay of Fundy, the Northumberland Shore and Cape Breton.



TMR' in Parrsboro



'Gurus Explore' in Glenville

October 8-11: The Garden Gurus from Australia visited Eastern Canada in partnership with the CTC. AS part of their visit, they spend 4 days in Nova Scotia, captivated by scenic landscapes and fall colours in Cape Breton. The hour-long program aired in Australia on November 16 and also featured a web component with a trip giveaway to Eastern Canada. Visit the website at www.gurusexplore.tv/canada08 for great photos and video clips from their visit.

October 15-19: In cooperation with Destination Halifax, we hosted 5 culinary media on the Fall Festival Press Trip, which took in harvest and culinary delights in the Valley and on the South Shore.



Scallop shucking in Lunenburg

2009 Events Not to Miss

★ Ships from around the world will join many of Canada's finest sailing vessels to form the international gathering of world-class Tall Ships in Halifax during **Tall Ships Nova Scotia Festival 2009**, July 16 - 20. The Tall Ships Nova Scotia Festival has been named the Top Event in Canada for 2009 by the American Bus Association!

★ **Lobsterpalooza**, is a 2009 ABA Top 100 Event where you can enjoy 300 km of seafood and seafaring traditions along the Cabot Trail, presented during more than a month of springtime feasts and fun from May 24 - June 30.

★ **The Royal Nova Scotia International Tattoo** which takes place in Halifax annually, July 1 - 8, is a fast moving, exciting, fun-filled spectacular event featuring international, military and civilian performers. The Tattoo is an "Internationally Known" 2009 ABA Top 100 Event.

★ 2009 will mark the 100th Anniversary of the first powered flight in Canada. The **Silver Dart Centennial Aviation Week** will take place June 14 - 20 in Baddeck - the highlight of the week will be the Centennial Air Show on June 17!

★ The **2009 ICF World Senior Canoe Championships** will take place on Lake Banook with over 90 countries participating August 12-16

What's New and Newsworthy for Media ...

The **Joggins Fossil Cliffs** along Nova Scotia's **Bay of Fundy** coastline have been designated a UNESCO World Natural Heritage Site. The cliffs are renowned for its extensive deposits of 300-million-year-old fossils. A new interpretive centre, The **Joggins Fossil Centre**, opened to the public in May. This state-of-the-art facility houses interpretive exhibits for visitors and acts as a departure point for guided tours of the Fossil Cliffs. (www.jogginsfossilcliffs.net)

The Seaport Farmers' Market will be an ecological and cultural showpiece on the Halifax Waterfront when it opens June 2009. The new, expanded, multi-day market will allow visitors to see artisans creating many of their wares and provide an outstanding shopping experience. (www.halifaxfarmersmarket.com)

Artisans at Work . . . Come explore what makes Atlantic Canada unique by experiencing Nova Scotia's finest artisan studios. Newest additions to the Atlantic ÉCONOMUSÉE Network include the **Bay Hammock Company** near Peggy's Cove and the **Harbour Quilt Company** in Antigonish.

The new **Centre de la Mi-Careme** in Grand Etang, along the Cabot Trail (near Cheticamp) features a display of locally crafted masks and exhibits depicting the evolution of one of the oldest Acadian traditions, "La Mi-Carême", which is still celebrated in the area every winter.

Excite. Educate. Entertain . . . Heritage Explorers, a new company based in Halifax is providing tour operators with an opportunity to create authentic Maritime experiences to enhance their Nova Scotia itineraries. (www.heritageexplorers.com)

Send Us Your Experiences! We have begun the planning process for our Media Activities in 2009, including strategic press trips both geographically and in specific markets (ie. cuisine, golf, etc.). We are looking for any and all information relevant to enhancing media opportunities in Nova Scotia next year. If you have something that fits, please let us know!

- | | |
|--------------------------------|----------------------|
| family & kid-friendly packages | wine & golf getaways |
| culinary interests | women getaways |
| soft adventure packages | educational travel |

If you have one or more of these stories or experiences, tell us today! 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!



“Southern Hospitality ... Take a multiculti tour through this quiet corner of Nova Scotia”

**By Genevieve Paiement
enRoute Magazine (Montreal)**

August 2008

“Southwest Nova Scotia sits at a cultural crossroads, where towns settled by Loyalists from new England sit alongside 400-year old French fishing villages, their crayon-coloured houses studded with Acadian flags ...”

Circulation: 250,000 Pages: 2 1/2
Advertising Value: \$45,840



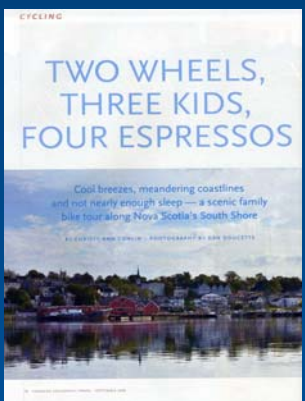
“Our Land - Nova Scotia”

**By Gail MacMillan
Our Canada (Montreal)**

September 2008

“... ease into your favourite armchair and relax, we’re heading east - to Nova Scotia. Did you know that more Gaelic is spoken in Nova Scotia than in Scotland? And that this British colony was the only one named in Latin? ...”

Circulation: 302,122 Pages: 4
Advertising Value: \$66,000



“Two Wheels, Three Kids, Four Espressos”

**By Christy Ann Conlin Photography by Dan Doucette
Canadian Geographic Traveller (Toronto)**

September 2008

“... Over the course of five days we’ll cycle over 150 kilometers between charming inns and bed and breakfasts from Mahone Bay to White Point while a van carries our luggage and lets us ride our bikes without a care in the world ...”

Circulation: 201,043 Pages: 10
Advertising Value: \$166,150



“Nova Scotia - A Maritime Dreamland”

**By Florina Schwander
LIME Magazine (Germany)**

November 2008

“Ciad Mile Failte! This saying, which signifies ‘a hundred thousand welcomes’ is omnipresent, most of all in the north of Nova Scotia. In the Atlantic province, which is influenced by the Scottish culture, visitors are cordially invited at any time ...”

Circulation: 80,000 Pages: 6
Advertising Value: \$38,280 * Press Trip September 2008



“Super Nova Scotia”

By John Craven
London Express (UK)
August 9, 2008

“Fancy spending a night in a caboose or spotting a moose? How about watching eagles swoop or driving for miles along traffic-free coastal roads? I’ve just done all that in Nova Scotia ...”

Circulation: 769,576 * *Press Trip June 2008*
 Advertising Value: \$66,640

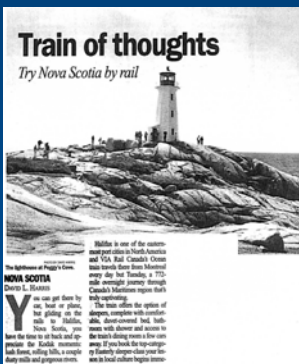


“The Intoxication of Colours”

By Hans Schloemer
Horzu (Germany)
September 26, 2008

“Maple, oak and alder ask for fireworks, the Indian Summer changes the Canadian peninsula into wonderland ...”

Circulation: 1,664,678
 Advertising Value: \$278,315

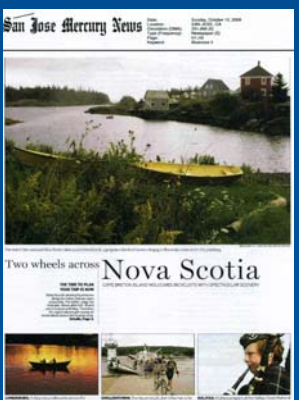


“Train of Thoughts ... Try Nova Scotia by rail”

By David Harris
Article featured in over 100 community newspapers in New England
October 2-6, 2008

“You can get there by car, boat or plane, but gliding on the rails to Halifax, Nova Scotia, you have the time to sit back and appreciate the Kodiak moments: lush forest, rolling hills, a couple of dusty mills and gorgeous rivers ...”

Circulation: 776,744 * *David visited Nova Scotia as part of the VIA Rail Press Trip in August 2008*
 Advertising Value: \$273,131



“Two wheels across Nova Scotia”

By Geri Migielicz
San Jose Mercury News
October 12, 2008

“This tiny Canadian province is a heck of a long way from the South Bah. Why go across the continent to see the Cabot Trail, described as the “Big Sur” of the North Atlantic? Consider: The seafood is incomparable...”

Circulation: 251,666
 Advertising Value: \$116,400