

“When I did occasionally look up from the shifting ground, the view was spectacular. The rust-red cliffs to the left were a geologist’s dream.”

Runner’s World UK (the writer participated in the ‘Not Since Moses’ race)

“Keji, riddled with waterways, is best explored by kayak. I glided by beaver dams, down lily-filled channels and past deer that paid me no mind at all. And although the sky wasn’t yet black, the water certainly was. Stained by tannins, it reflected the surrounding trees and boulders perfectly.”

The Guardian (UK)

“You get soaked. There is no way around it. This is a rodeo on the river, with the river bucking every way to toss you.”

The Toronto Star (reference to tidal bore rafting on the Shubenacadie River)

“With every turn down its winding roads, you’ll stumble upon breathtaking landscapes that are the stuff of jigsaw puzzles. Visiting the cities and towns within the province, the residents don’t make you feel like you’re interrupting but that you’re the first one to the party.”

Metro NYC



Nova Scotia Department of Tourism, Culture and Heritage
Tourism Division

Travel Media Services

2010 YEAR END

Circulation: 4,712,101,707*

Advertising Value: \$14,820,224*

* Canada, US, Germany & UK clippings

The purpose of this report is to highlight the travel media program activities that took place in 2010. The overall objective of the Travel Media Program is to leverage mediated communications to increase visitation. Mediated communications help increase consumer awareness by strategically targeting high-reach journalists, publications and other media vehicles. This was accomplished through an Editorial and Media Relations Plan and the Media FAM Program.





Highland Links ranked #6 in the Top 100 Golf Courses in Canada as compiled by Score Golf.

In the May edition of UP! Magazine (the on-board magazine for WestJet), **Halifax made the cut in their ranking of the Most Walkable Cities in Canada!** Among the factors considered were the amount of urban parkland, the percent of people walking to work and the density of residents per square kilometer.

On April 20th, the Globe and Mail printed an article listing Canada's top eco resorts. **Trout Point Lodge** made the list.

5 Great Spots to RV in Nova Scotia, provided by Reader'sDigest.ca:

1. Indian Harbour
2. Lunenburg
3. Kejimikujik National Park
4. Grafton
5. Dartmouth

On April 15th, Lonely Planet released its list of what it considers to be the Top 10 cycling trips in the world and **Cape Breton** placed high in the ranking!

Editorial Services

- Regular monthly updates to the Travel Media section of novascotia.com
- Provided Editorial support to CTC Overseas Campaigns
- Provided Editorial support to sales representatives in UK, Germany and US
- Over 200 media counseled individually
- Escorted 10 group press trips

Market Development

- Attended key media marketplaces & conducted sales activities:
 - * Travel Media Association of Canada (TMAC)
 - * CTC Media Marketplace, San Francisco
 - * SATW Conference, Germany
 - * Go Media Canada Marketplace
 - * CTC Media Partner Dinners in Boston
 - * Atlantic Canada House at the Olympics
 - * ACTP New York Media Appointments & Reception
- In-market representatives in UK, Germany and New York conducted sales calls, issued press releases and hosted several media functions on behalf of Nova Scotia
- Membership in professional associations:
 - * Travel Media Association of Canada
 - * Society of American Travel Writers
 - * International Food, Wine & Travel Writer's Association
- Enhanced social media presence:
 - * Twitter (pamatnovascotia)
 - * Facebook (Nova Scotia Travel Media)
- Assisted with several film/photo shoots, including:
 - * Canadian Living Fashion Shoot - Halifax / Peggy's Cove
 - * Radio Canada/TV "Le Petit Seduction" - Cheticamp

Media Assistance Program

For individual press trips, we helped to develop itineraries for over 100 qualified media. We coordinated accommodations, attraction admissions, outdoor activities, interviews, partner introductions, transportation, meals and more. A few of the individuals we assisted in 2009 represented the following media outlets:

CANADA / USA

Home & Away
Highways
Metro NYC
Outlooks
The Washington Post

Brix
Pathfinders Travel
Toronto Star
Up! Magazine
enRoute

UNITED KINGDOM / EUROPE

Reise-Traume (GER)
Frankfurter Allgemeine (GER)

Runner's World (UK)
The Guardian (UK)



NOVA SCOTIA.COM

Editors at IgoUgo.com have compiled a list of Top 10 weird attractions for those seeking a bit of novelty on their journeys. Making the list at #7 was **Joe's Scarecrow Village, Cape Breton Island**, Nova Scotia, Canada. This collection of scarecrows, including straw versions of Queen Elizabeth II, Margaret Thatcher and Ronald Reagan, is definitely unique. Located in Cap Le Moine, the dozens of figures are clever, quirky, and something a little different for those driving the Cabot Trail.

Van Dyk's by Nature 100% Pure Wild Blueberry Juice was chosen as the "Best Beverage 2010" by the Canadian Liver Foundation in their 2010 LIVERights Awards.

The Nova Scotia junior and senior culinary teams won the **Atlantic Provinces Culinary Exhibition** in PEI. The junior team will compete at the national level and if successful, will become Youth Team Canada, representing the country at the IKA culinary Olympics in Germany in 2012. The team will be managed by Chef Sean Kettle and Taste of Nova Scotia Chef Luis Clavel.

Organized Group Press Trips

We organized the following group press trips in 2010 in partnership with many of our industry colleagues:

June 2-8, CTC France: Visited operators and attractions throughout Cape Breton, Halifax and the Eastern Shore. One of the media came a few days early to specifically research the first French settlers in Lunenburg who came from the Monbeillard region.



Taking in the Beggar's Banquet in style in Louisbourg!

June 6-12, Crafted by the Sea: Created specifically to invite those media we have met in the past year from our attendance at various trade shows and marketplaces. We hosted media from Vancouver, Toronto, Hamilton, Dallas and Germany and escorted through the South Shore, Annapolis Valley, Central Nova and Cape Breton.

June 13-19, Go RVing Canada: Hosted several media and their families on this unique press trip by touring the province with them in RV's! Areas visited included Halifax, South Shore, Keji and the Valley.

June 14-17, Destination Southwest Nova FAM: Worked in partnership with DSWNS and its members to quickly put together this unique FAM which communicated that the southwestern part of Nova Scotia is very much "open for business" this season. We helped to create 2 itineraries focusing on the South Shore / Valley area & the Southwest / Acadian Shores region.

June 28-July 6, CTC Germany: Hosted media from Germany plus a CTC representative by touring them through Halifax, Cape Breton and the Eastern Shore.

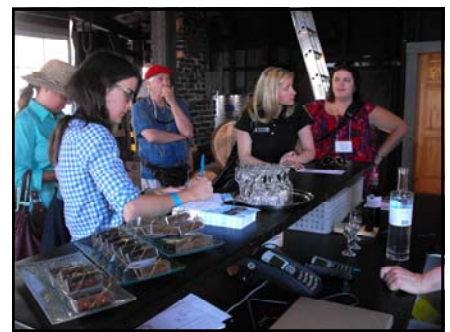
June 30-July 2, VIA Rail: In partnership with VIA Rail and their PR firm in New York, we hosted media from New York, Chicago and Providence plus a representative for VIA Rail in the US. In 48 hours, we gave them a teaser to Halifax and then shared with them a spectacular Canada Day in the Annapolis Valley!

July 8-11, ACTP UK : Hosted media from the UK. After their visit to Newfoundland, we highlighted Halifax, the Valley and Keji with some unique outdoor experiences.

August 12-16, Icelandair UK: In partnership with Icelandair, we hosted several media from the UK and highlighted Southwestern Nova Scotia.

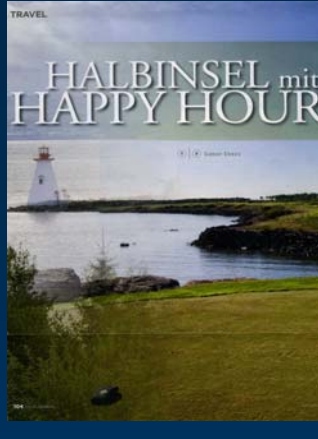
September 27 - October 2, IFWTWA: Worked in partnership with the International Food, Wine and Travel Writers Association to conduct an exclusive press trips for qualified members to focus on Nova Scotia's emerging culinary and wine products.

October 13-17, Fall Festival: In partnership with Destination Halifax, we hosted culinary media on this trip which took in harvest activities in the Valley and South Shore.



Sampling the apple-based vodka at the new Ironworks Distillery in Lunenburg!


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“Halbinsel mit Happy Hour (Peninsula with the Happy Hour)”

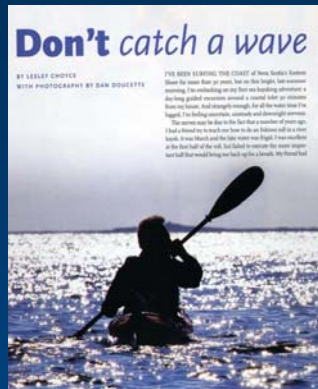
Story and Photography by Gabor Ekecs

Golf Journal (GER)

June 2010

“Hi, my name is Tank! That was the first thing I heard – even before the barkeeper took notice of me. My thoughts were still at the impressive Highlands Link course which is situated in the centre of Cape Breton national park. A picture-show of the various holes played in my head ...”

Circulation: 767,500 Advertising Value: \$82,009



“Don't Catch a Wave”

By Lesley Choyce

Photographer Dan Doucette

Canadian Geographic Travel (CAN)

Summer 2010

“I've been surfing the coast o Nova Scotia's Eastern Shore for more than 30 years but on this bright, late-summer morning, I'm embarking on my first sea kayaking adventure: a day-long guided excursion around a coastal inlet 30 minutes from my house ...”

Circulation: 201,043 Advertising Value: \$99,690



“Canada's Cabot Trail”

By Susan Zimmerman

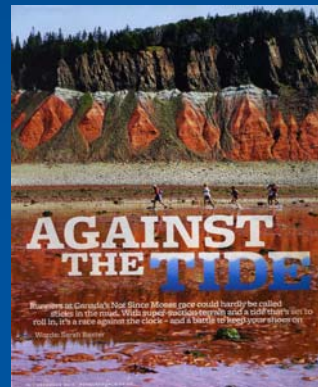
Photographer Randall Hyman

AAA Home & Away (US)

September/October 2010

“There are many reasons for the motto Canada's Ocean Playground on Nova Scotia's license plate, but the best one for this maritime province is the 185-mile drive a the northern tip of Cape Breton Island dubbed The World Famous Cabot Trail. Each summer, tourists converge”

Circulation: 235,800 Advertising Value: \$31,520



“Against the Tide”

By Sarah Baxter

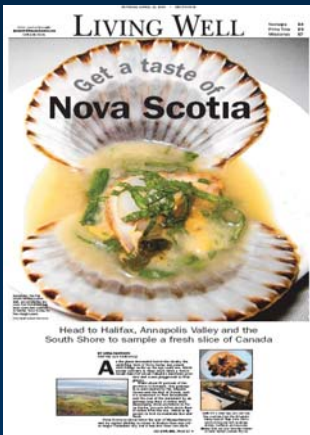
Photographer Len Wagg

Runner's World (UK)

December 2010

“Runners at Canada's Not Since Moses race could hardly be called sticks in the mud. With super-suction terrain and a tide that's set to roll in, it's a race against the clock - and a battle to keep your shoes on ...”

Circulation: 94,456 Advertising Value: \$36,180



“Get a Taste of Nova Scotia”

By Linda Fasteson Photographer Roger Fasteson
The Sun Chronicle (US)
April 18, 2010

“As the plane descended below the clouds, the unfolding view of Nova Scotia was awash with foliage as far as the eye could see, which seem contrary to what you’d think a visitor would discover about Canada’s maritime province and ocean playground at first glance ...”

Circulation: 18,798 Advertising Value: \$8,694



“Riding High in Nova Scotia”

By Lorraine Sommerfeld
Toronto Star (CAN)
August 7, 2010

“An RV trip to the Maritimes includes rafting, divine eating and glorious seaside scenery. ‘Now you’ll be wantin to hold onto the ropes real tight’ said Trevor. This was the rugged young man who would be piloting the dinghy, his Nova Scotian lilt sneaking in on some broadened vowels. Six of us sat in the inflatable rubber boat, staring mutely at our feet that were encased in several kilograms of rapidly hardening red mud ...”

Circulation: 609,000 Advertising Value: \$84,600



“Uncovering Nova Scotia”

By Patrick Healy
Metro New York (US)
August 12, 2010

“Nova Scotia should be teeming with tourists. But for some reason, its hilly Atlantic expanses, welcoming locals and rich Canadian culture, remain not as much a secret as they are uncorrupted. With every turn down its roads, you’ll stumble upon breath-taking landscapes ...”

Circulation: 301,443 Advertising Value: \$25,000



“Into the darkness”

By Sarah Baxter
The Guardian (UK)
October 30, 2010

“Clocks have gone back, so it’s time to make the most of the night ... Canada’s Kejimikujik National Park is now a Dark Sky Preserve and the perfect spot for stargazers. They call this the place where fairies dance ...”

Circulation: 284,538 Advertising Value: \$14,490

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“Nova Scotia’s Savour Food & Wine Show”

By Mary Luz Meija
Suite101.com
March 13, 2010

“Every year, Haligonians celebrate the best in food and wine from Nova Scotia. And there's a lot to celebrate, with highlights including some of the region's best...”

Circulation: 20,000 Advertising Value: \$500



“Nova Scotia’s hidden gem Annapolis Royal - Canada’s True Birthplace”

By Saskia Geerts
Hub Pages Online
June 11, 2010

“Annapolis Royal has earned its place in history. Annapolis Royal has a lot of impressive 'firsts' to boast about. At the same time though, this little town is humble and very aware of the responsibilities that come with so much historic significance. Some quick facts about Annapolis Royal: ...”

Circulation: 2,842,925 Advertising Value: \$15,000



“East coast cool: Halifax, Nova Scotia”
Canadian Living Online / Magazine*
September / October 2010

Halifax is filled with gorgeous scenery, indulgent seafood and incredibly friendly people. See where the Canadian Living Team shopped, ate and explored while visiting Halifax ...”

Circulation: 1,205,074 Advertising Value: \$327,334

* We assisted the Canadian Living Team with a fashion photo shoot in Halifax and Peggy’s Cove. Two 5-page spreads appeared in September and October editions of the magazine accompanied by several online articles.



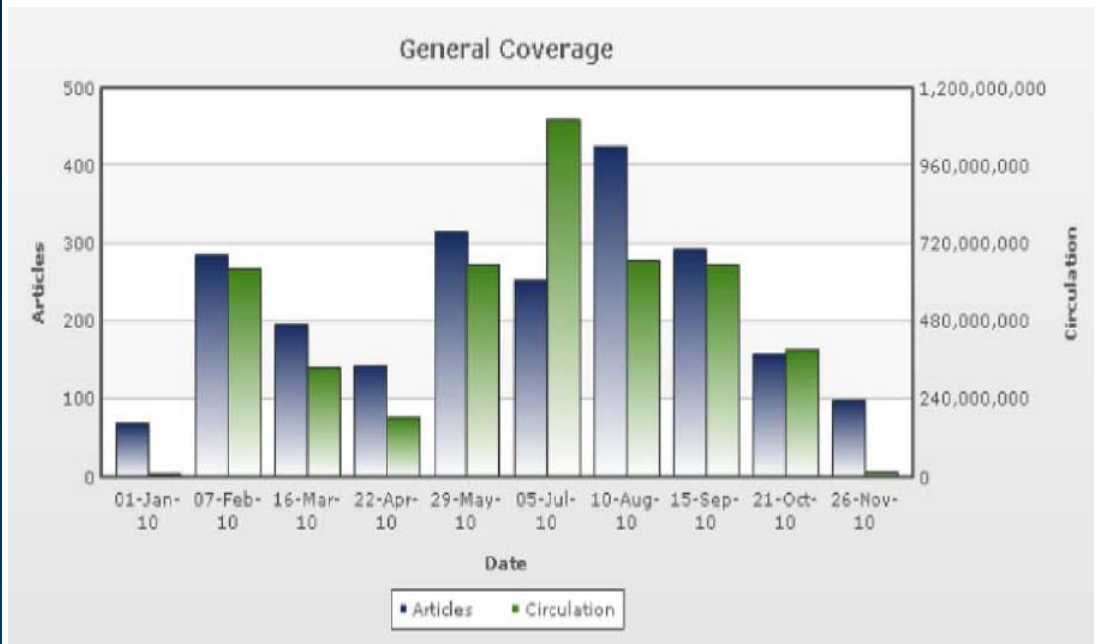
“Nova Scotia’s Best Food”
By Alison Wellner
About.com
October 30, 2010

“Nova Scotia’s food scene has long made good use out of its most obvious resources” The Atlantic Ocean. But there’s more than just excellent fresh seafood. This maritime province is home to wineries, dairies and farms of all varieties - which feeds locavore restaurants in the capital city ...”

Circulation: 9,260,224 Advertising Value: \$15,000

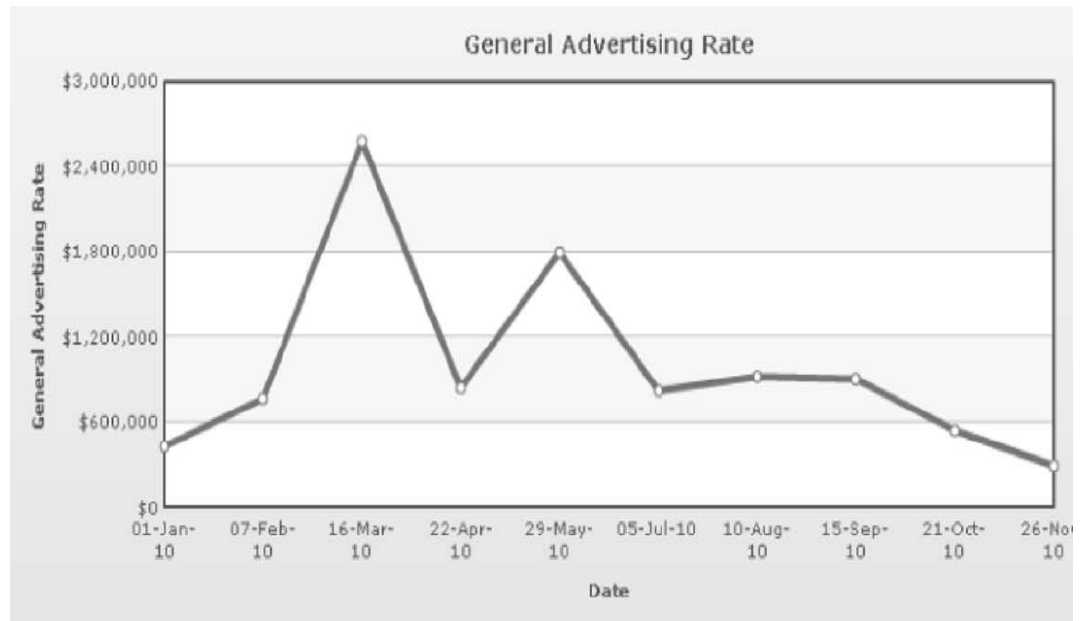


(as provided by Media Miser)



Date	Articles	Circulation
Jan 01, 2010 - Feb 06, 2010	69	7898659
Feb 07, 2010 - Mar 15, 2010	284	640081802
Mar 16, 2010 - Apr 21, 2010	196	339449669
Apr 22, 2010 - May 28, 2010	144	104396590
May 29, 2010 - Jul 04, 2010	314	657417314
Jul 05, 2010 - Aug 09, 2010	252	1101604719
Aug 10, 2010 - Sep 14, 2010	425	666097083
Sep 15, 2010 - Oct 20, 2010	292	655029337
Oct 21, 2010 - Nov 25, 2010	158	394139886
Nov 26, 2010 - Dec 31, 2010	99	16683391
Total	2233	4662798450

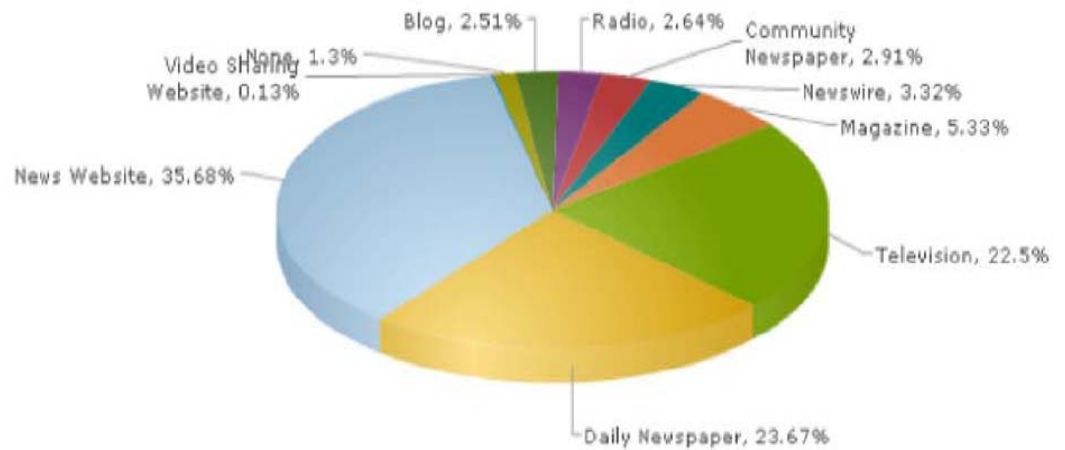
(as provided by Media Miser)



Date	Value
Jan 01, 2010 - Feb 06, 2010	\$429,150
Feb 07, 2010 - Mar 15, 2010	\$764,883
Mar 16, 2010 - Apr 21, 2010	\$2,578,794
Apr 22, 2010 - May 20, 2010	\$843,100
May 29, 2010 - Jul 04, 2010	\$1,796,952
Jul 05, 2010 - Aug 09, 2010	\$821,658
Aug 10, 2010 - Sep 14, 2010	\$921,447
Sep 15, 2010 - Oct 20, 2010	\$905,813
Oct 21, 2010 - Nov 25, 2010	\$540,309
Nov 26, 2010 - Dec 31, 2010	\$294,742
Total	\$9,896,846

(as provided by Media Miser)

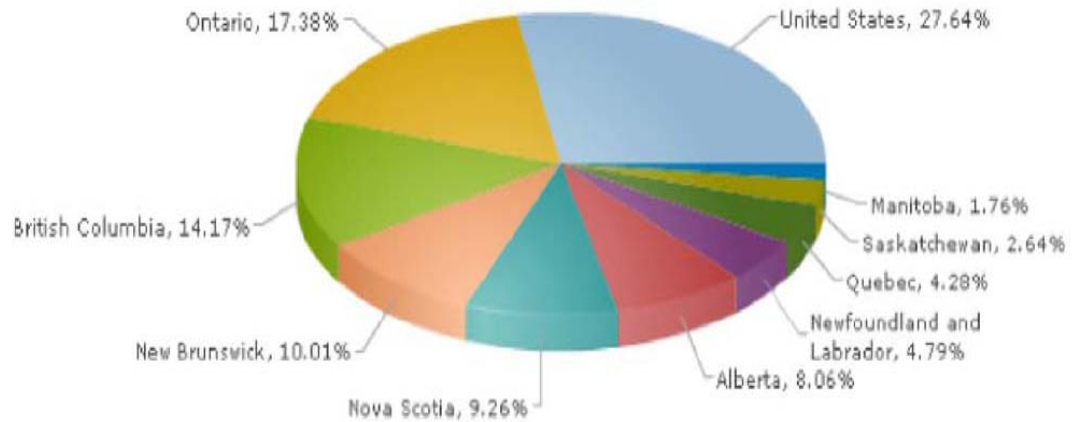
Publication Types



Publication Types	#	Circulation
1) News Website	796	4476539065
2) Daily Newspaper	528	65876454
3) Television	502	88835433
4) Magazine	119	23605714
5) Newswire	74	1551672
6) Community Newspaper	65	1422843
7) Radio	59	2894700
8) Blog	56	1906293
9) None	29	130591
10) Video Sharing Website	3	N/A
(0)	0	0
Total Articles	2231	4662762765

(as provided by Media Miser)

Top Regions



Region	#	Circulation
1)United States	439	540193417
2)Ontario	276	26714140
3)British Columbia	225	28321060
4)New Brunswick	159	4104361
5)Nova Scotia	147	10517158
6)Alberta	128	10882267
7)Newfoundland and Labrador	76	3193701
8)Quebec	68	5837616
9)Saskatchewan	42	1277387
10)Manitoba	28	1963815
Other Regions(3)	30	329739
Total Articles	1618	633334661