

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

Oscar Wilde



Economic and Rural Development and Tourism
Tourism Division– Travel Media Program

Media Monitor

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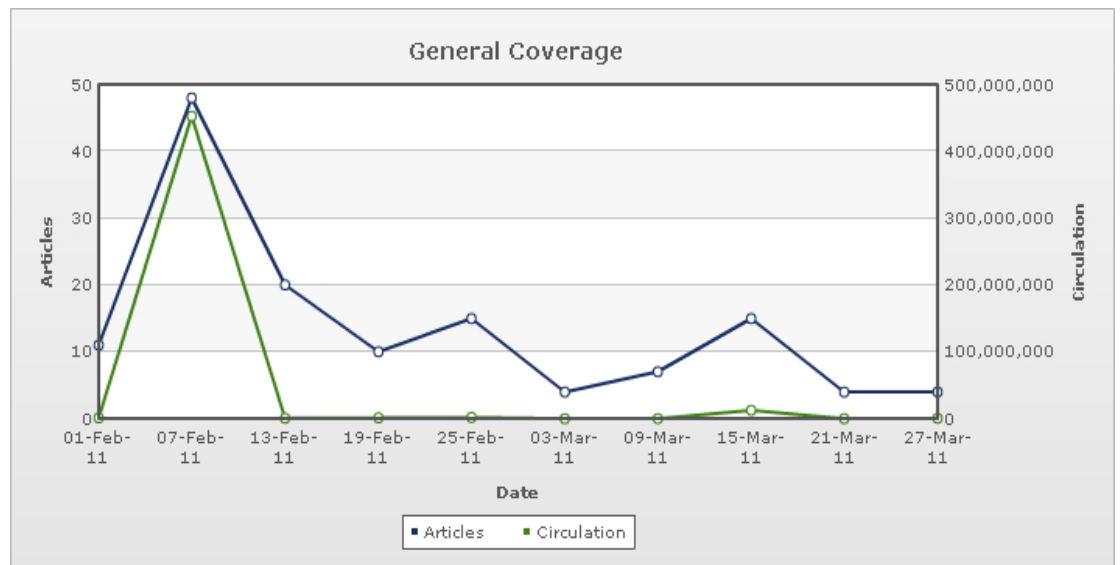
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FEBRUARY & MARCH 2011

Advertising Value: \$294,769

YEAR TO DATE

Advertising Value: \$605,664



Best of the East 2011

Progress Magazine published its seventh annual "best of" in Atlantic Canada list as voted on by the readers. Here are a few of the Nova Scotia faves:

Best Casual Dining:
Jane's on the Common
(Halifax)

Best Formal Dining:
The Press Gang (Halifax)

Best Place for a Breakfast Meeting:
Cora's

Best Cultural Space:
Canadian Museum of immigration at Pier 21
(Halifax)

Best Place to Clear your Mind:
Peggy's Cove

Best Place for Drinks with Clients:
The Fireside (Halifax)

Best Public Golf Course:
Granite Springs
(Bayside)

Best Place for a Morning Brew:
Two if by Sea
(Dartmouth)

Best Hotel for Out of Town Clients:
The Prince George

Best Space for Special Events:
The Westin Nova Scotian

Best Place to Unwind:
Spa at Ninety4
(Lunenburg)

Travel Media Services

Bay of Fundy Continues to get Coverage

The campaign to have the Bay of Fundy selected as one of the world's New7Wonders of Nature continued to receive positive exposure in the media across Canada for February and March. The Bay of Fundy is Canada's sole nominee for this international campaign.

In February, the premiers of New Brunswick and Nova Scotia joined forces to promote the Bay of Fundy nomination. We tracked 73 items in Canada related to the Bay of Fundy nomination and other travel related stories on the Bay.

Don't forget to vote: votemyfundy.com

Advertising Value: \$84,893

Nova Scotia featured in Santa Barbara News-Press

Travel writer Michael Cervin covered Nova Scotia for the Santa-Barbara News-Press in February. Featured in the four page article was tidal bore rafting on the Bay of Fundy, local seafood and the Hall's Harbour Lobster Pound, Lunenburg and the Fisheries Museum of the Atlantic, Ironworks Distillery, and Mahone Bay. Accommodations referenced in the article included the Train Station Inn in Tatamagouche and Blomidon Inn in Wolfville.

Circulation: 44,725

A sample of other coverage for February and March

Prima Magazine (U.K.): A full page on Nova Scotia featuring Halifax, the South Shore and the Annapolis Valley.

Runner's World (Germany): Four-pages on the Not Since Moses run.

Motorhome Magazine (U.S. & Canada): Four pages on Digby Neck and Islands focusing on outdoor family-based activities.

enRoute Magazine (Canada): Two pages on Cape Breton featuring the golf product.

Sea Kayaker (U.S. & Canada): A ten-page spread on sea kayaking around Nova Scotia written by local guide Scott Cunningham for this Seattle based publication.


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