

“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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### JANUARY 2011

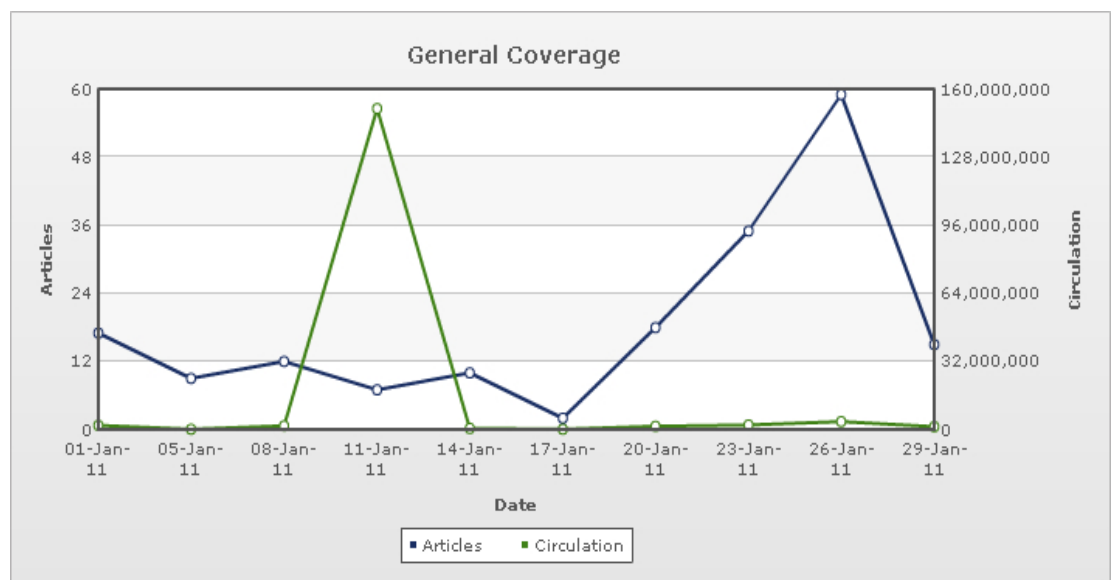
**Circulation: 164,231,157**

**Advertising Value: \$310,895**

### YEAR TO DATE

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**Nova Scotia  
voted tops by  
TripAdvisor**

Halifax and Lunenburg are among the top destinations in the country in the TripAdvisor Travelers' Choice Awards 2010.

Halifax was listed in the top 10 of the Top 25 Destinations in Canada. Halifax and Lunenburg were also voted among the Top 10 Culture and Sightseeing Destinations.

TripAdvisor Travelers' Choice Awards are based on millions of real reviews and opinions from travellers on TripAdvisor.com. The winners were determined by a combination of traveller's destination comments, favourite places, and overall destination popularity on the site.

**2011 Group Press Trips**

***June 5-11 ~ CRAFTED BY THE COAST***

Open to all qualified media, we will travel around the Province to experience its unique adventures and breath-taking beauty ...which will clearly define this land and its people as truly shaped by the sea. This week long journey will explore the hot, urban city of Halifax; several artisan communities on the South Shore; tidal bore rafting; the Cabot Trail and the Fortress of Louisbourg and much more!



***June 13-19 ~ EXPLORING THE BAY OF FUNDY***

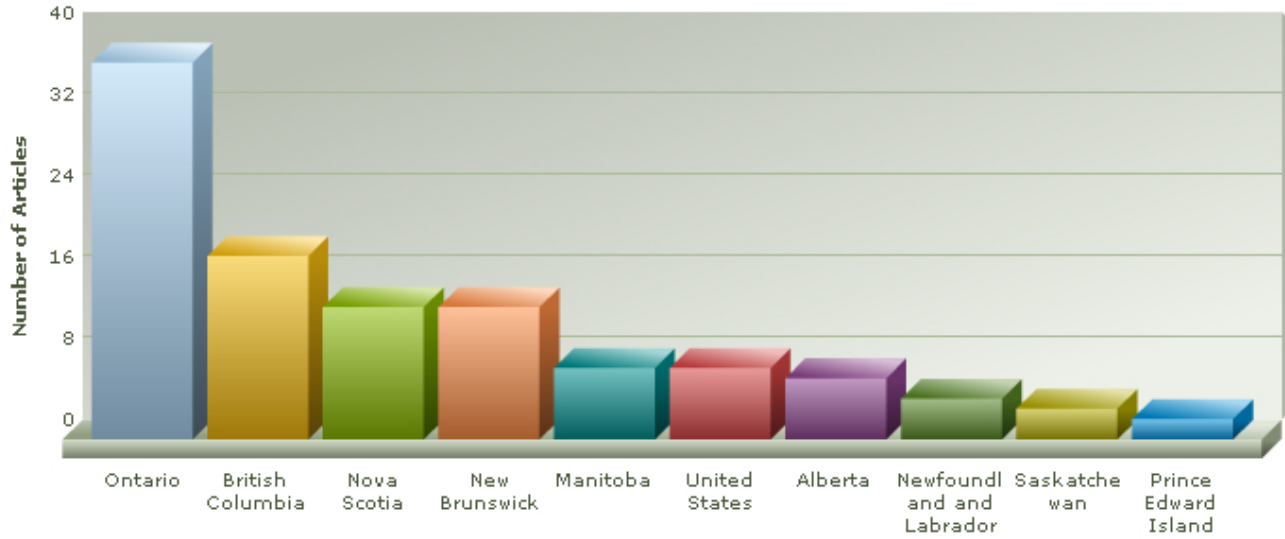
Open to all qualified media, we will experience Nova Scotia and New Brunswick's Bay of Fundy which is Canada's only finalist for the New7Wonders of Nature campaign. Highlights include tidal bore rafting, the Glooscap Heritage Centre, the Fundy Geological Museum, a tour of the Annapolis Valley, and a true hands-on Bay of Fundy experience with Fundy Adventures. Then participants will be off to explore New Brunswick's side of the Bay of Fundy with their hosts from Tourism New Brunswick.



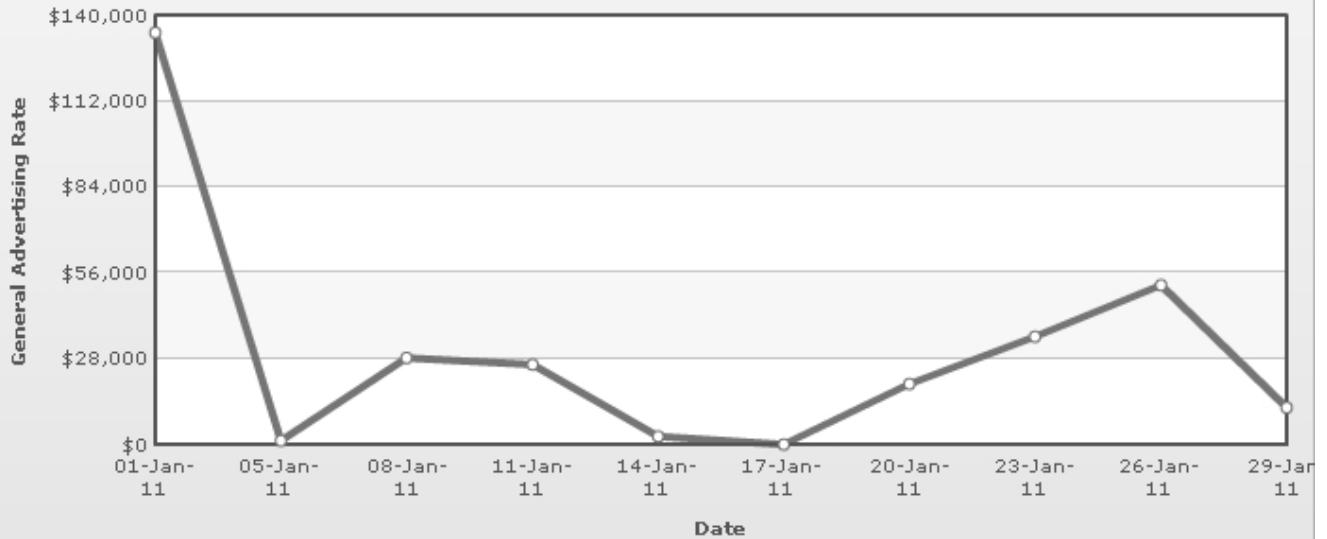


# Coverage Overview

## Top Regions



## General Advertising Rate



## Publication Types

