

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

Oscar Wilde



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

Media Monitor

CONTACT US!

Nova Scotia
Department of
Tourism, Culture
& Heritage
Tourism Division
Suite 602
1800 Argyle St.
PO Box 456
Halifax, NS
B3J 2R5
novascotia.com/travelmedia

Randy Brooks
Manager
Media Relations
902.424.4171 T
902.424.2668 F
rbrooks@gov.ns.ca

Pam Wamback
Media and Market
Development
902.424.4170 T
902.424.2668 F
wambackp@gov.ns.ca

FEBRUARY 2010

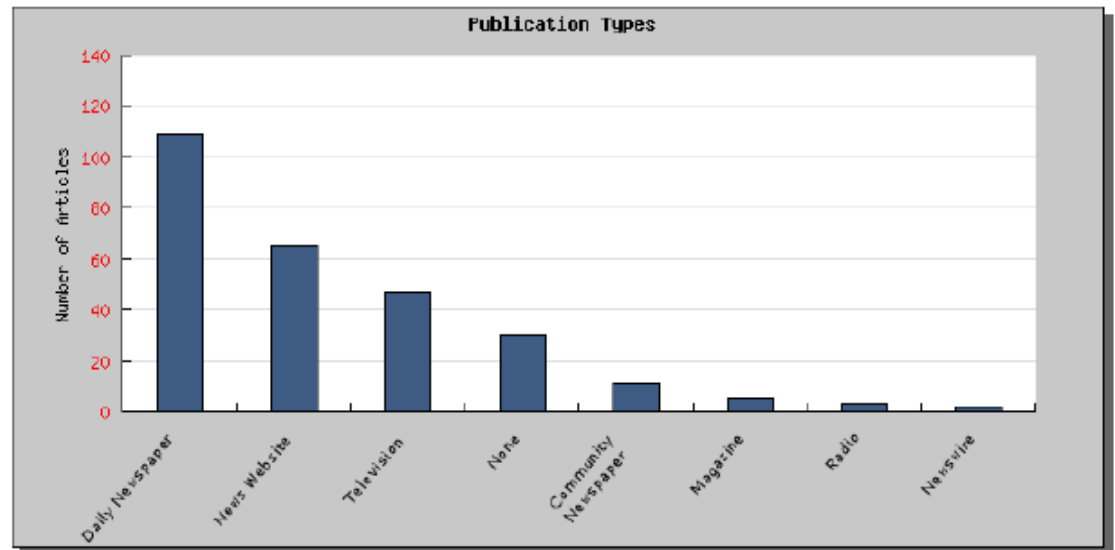
Circulation: 30,811,377

Advertising Value: \$432,274

YEAR TO DATE

Circulation: 32,306,919

Advertising Value: \$631,441



In a recent poll of Maxxim Vacations staffers, a Nova Scotia food experience topped their list of must-dos in Atlantic Canada:

"The iconic lighthouse and seascape of the hamlet of Peggy's cove in Nova Scotia is famous around the world - and no wonder. Why not take in the seascape and then feast on the best the local fishermen can provide at the Sou'Wester Restaurant overlooking the ocean? A deliciously-prepared cedar planked Atlantic salmon, followed by the restaurant's famous homemade warm gingerbread or perhaps some blueberry grunt, is sure to be a highlight of your holiday."

* * * * *

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:

#7 - 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.

Atlantic Canada House at the Olympics



Atlantic Canada House was THE house to visit during the 2010 Olympic Winter Games. Visitors from around the world at the Vancouver 2010 Winter Olympic Games had the chance to experience Atlantic Canadian hospitality first-hand at Atlantic Canada House which was located on Granville Island at the Arts Club Theatre from February 13 to 28, 2010. Measuring just media exposure alone, and not counting the thousands who actually visited the pavilion in person, we tracked over \$397,245 worth of editorial coverage reaching over 27,808,663 readers and viewers in Canadian and American media outlets!

Atlantic Canada House provided an inspiring and authentic setting to experience Atlantic Canada as a cultural tourism destination and a place to live and work. For two weeks, visitors from around the world and international media, as well as residents of Vancouver, tasted Atlantic Canada's culinary delights, discovered the region's culture and spirit, and shared in Atlantic Canadian hospitality. Included in the pavilion space were performance stages and venues that featured and showcased 46 Atlantic Canadian artists such as George Canyon, Matt Mays, Ashley MacIsaac and many more. The pavilion also included an important trade and investment component with space for hosting and meeting with industry leaders from around the world.

Atlantic Canada House was a pan-Atlantic partnership comprised of the Government of Canada, represented by the Atlantic Canada Opportunities Agency (ACOA), and the Provinces of Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador.

"Atlantic Canada House is recognized by most people as being one of the two or three best spots to be."

- Vancouver Sun Online



"Each night, the pavilion (Atlantic Canada House) has a Kitchen Party, spotlighting East Coast musicians. Ashley Mac-Isaac, the Nova Scotia fiddler who performed at the Olympics' opening ceremony, came by to entertain and people started lining up at 4 p.m. for a midnight show. MacIsaac felt bad so many fans had to wait that long, so he played a short set for the lineup and moved his show up two hours."

-Toronto Star

The Ties That Bind
Cape Breton Island offers a unique history, highlands and a touch of Scotland.
By Beatrice Ang

Cap Breton Island has an intriguing history. Dotted with historical sites, picturesque vistas and places for outdoor pursuits, the island is filled with scenic trails that not only reveal the beauty of the region, but also provide a glimpse into the life therein ...

Circulation: 32,000 Advertising Value: \$30,163

"The Ties That Bind"

By Beatrice Ang
Canadascope
Vol. 11, No. 1 (8 pages + cover)

"...Lying apart from the rest of Nova Scotia, Cape Breton Island has an intriguing background thanks in part to its immigrant forefathers and its famous residents. Dotted with historical sites, picturesque vistas and places for outdoor pursuits, the island is filled with scenic trails that not only reveal the beauty of the region, but also provide a glimpse into the life therein ..."

Circulation: 32,000 Advertising Value: \$30,163

everyDAY travel
how to travel solo
February 2010

... has waived its \$200 single supplement fee to tempt solo cooks to its renowned three day seafood culinary school during May and June of this year. At the luxe lodge, you'll have a boat-to-table experience, visiting the source of oysters, mussels and lobster ..."

Circulation: 1,696,336 Advertising Value: \$28,250

"Everyday Travel: Get stuffed at Trout Point Lodge, Nova Scotia"

Everyday with Rachel Ray
February 2010

"... has waived its \$200 single supplement fee to tempt solo cooks to its renowned three day seafood culinary school during May and June of this year. At the luxe lodge, you'll have a boat-to-table experience, visiting the source of oysters, mussels and lobster ..."

Circulation: 1,696,336 Advertising Value: \$28,250

YAHOO! NEWS CANADA
cbc.ca
Nova Scotia woos at Olympics
Jan Feb 16, 7:12 AM

Nova Scotia has its own competition of sorts at the Olympics to stand out ... On Tuesday, Nova Scotia Day, the province takes centre stage to show off its food, wine and music. Among the events, six culinary students and an instructor from the Nova Scotia Community College will prepare specialties with a provincial flair ...

Circulation: 1,483,000 Advertising Value: \$14,830

"Nova Scotia woos at Olympics"

Yahoo News Canada (online)
January / February 2010

Nova Scotia has its own competition of sorts at the Olympics to stand out ... On Tuesday, Nova Scotia Day, the province takes centre stage to show off its food, wine and music. Among the events, six culinary students and an instructor from the Nova Scotia Community College will prepare specialties with a provincial flair ..."

Circulation: 1,483,000 Advertising Value: \$14,830

suite101.com
Cape Breton Square Dancing in Nova Scotia
February 20, 2010

... Although some locals say that Gaelic culture in Cape Breton, Nova Scotia is on the decline, visitors are delightfully oblivious. With a square dance happening every night of the week during the summer months - which includes much step dancing and hearing Gaelic language - travelers can simply plot out their Cape Breton vacation depending on dances...."

Circulation: 20,000 Advertising Value: \$500

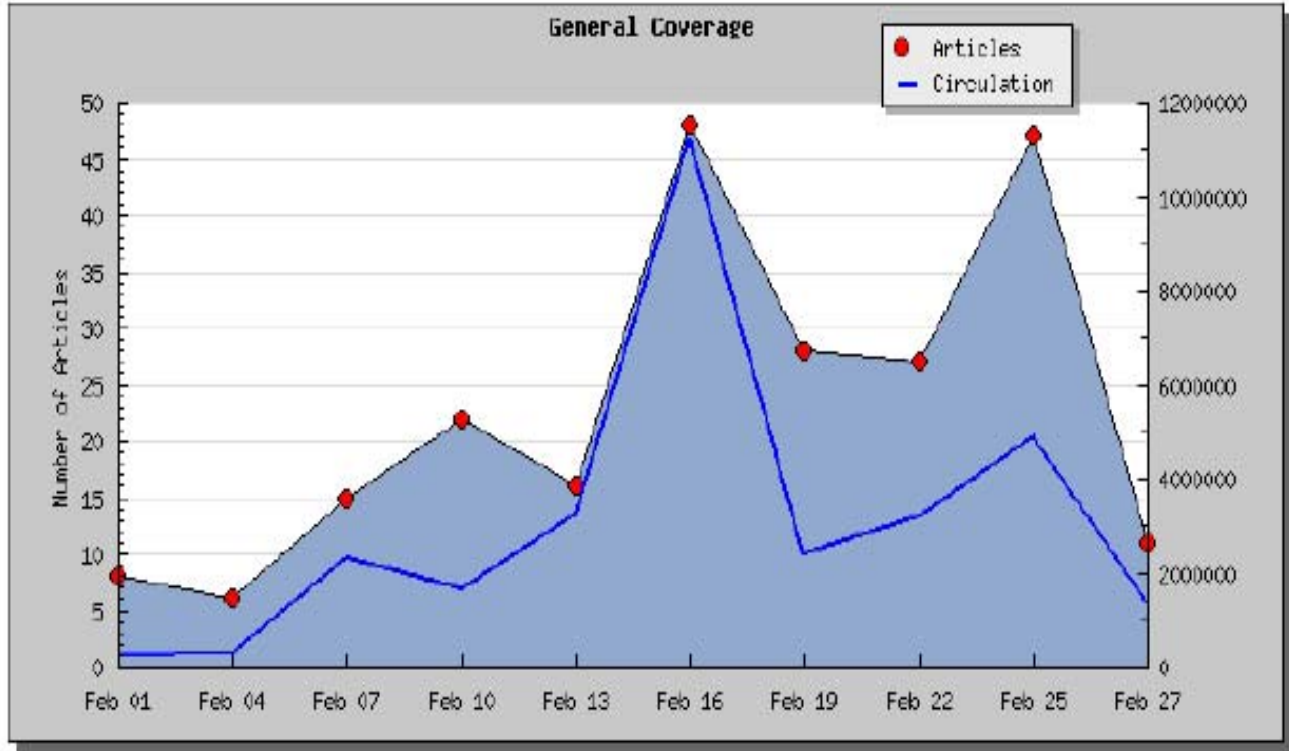
"Cape Breton Square Dancing in Nova Scotia"

By Lori Henry
Suite101.com
February 20, 2010

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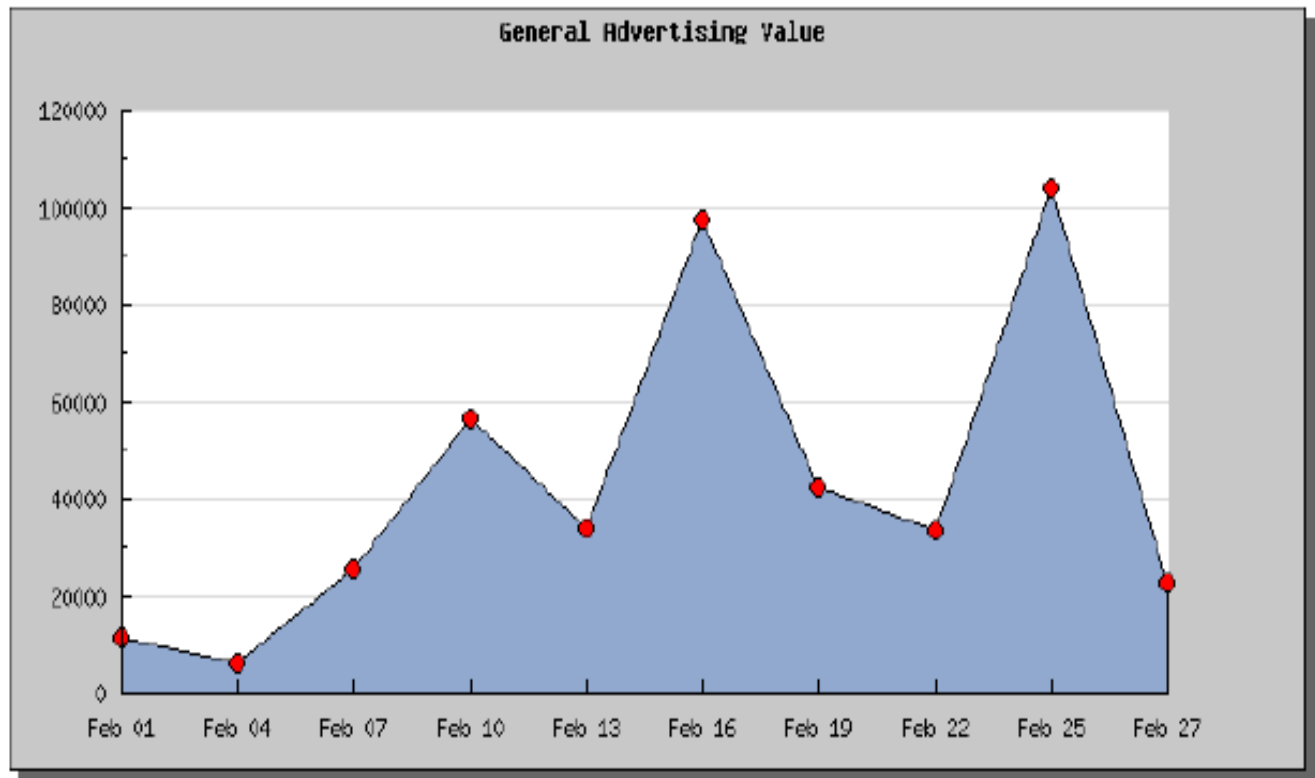
Circulation: 20,000 Advertising Value: \$500

General Coverage



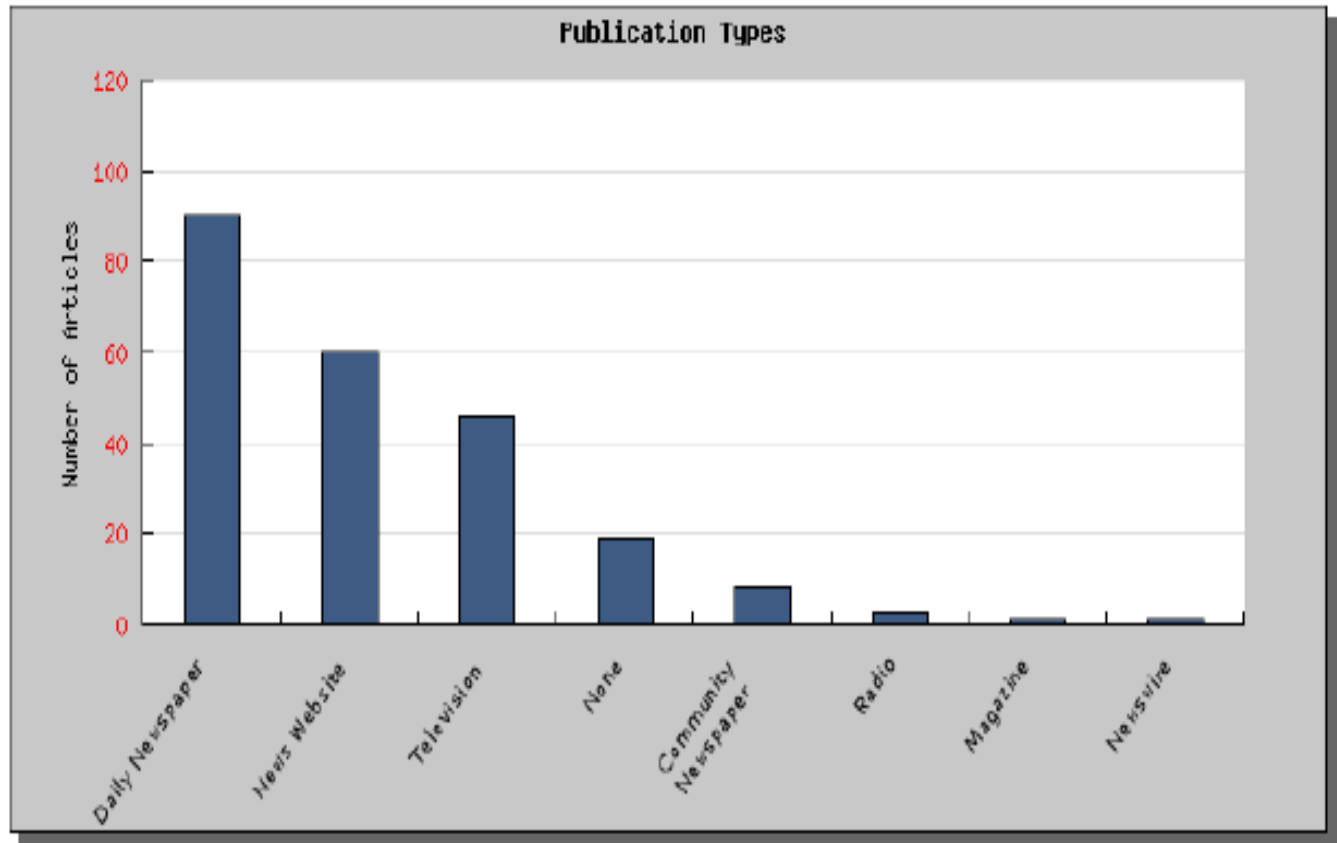
Date	Articles	Circulation
Feb 01, 2010 - Feb 03, 2010	8	247922
Feb 04, 2010 - Feb 06, 2010	6	299015
Feb 07, 2010 - Feb 09, 2010	15	2315974
Feb 10, 2010 - Feb 12, 2010	22	1636929
Feb 13, 2010 - Feb 15, 2010	16	3227893
Feb 16, 2010 - Feb 18, 2010	48	11237301
Feb 19, 2010 - Feb 21, 2010	28	2391913
Feb 22, 2010 - Feb 24, 2010	27	3197374
Feb 25, 2010 - Feb 26, 2010	47	4873277
Feb 27, 2010 - Feb 28, 2010	11	1383779
Total	228	30811377

General Advertising Rate



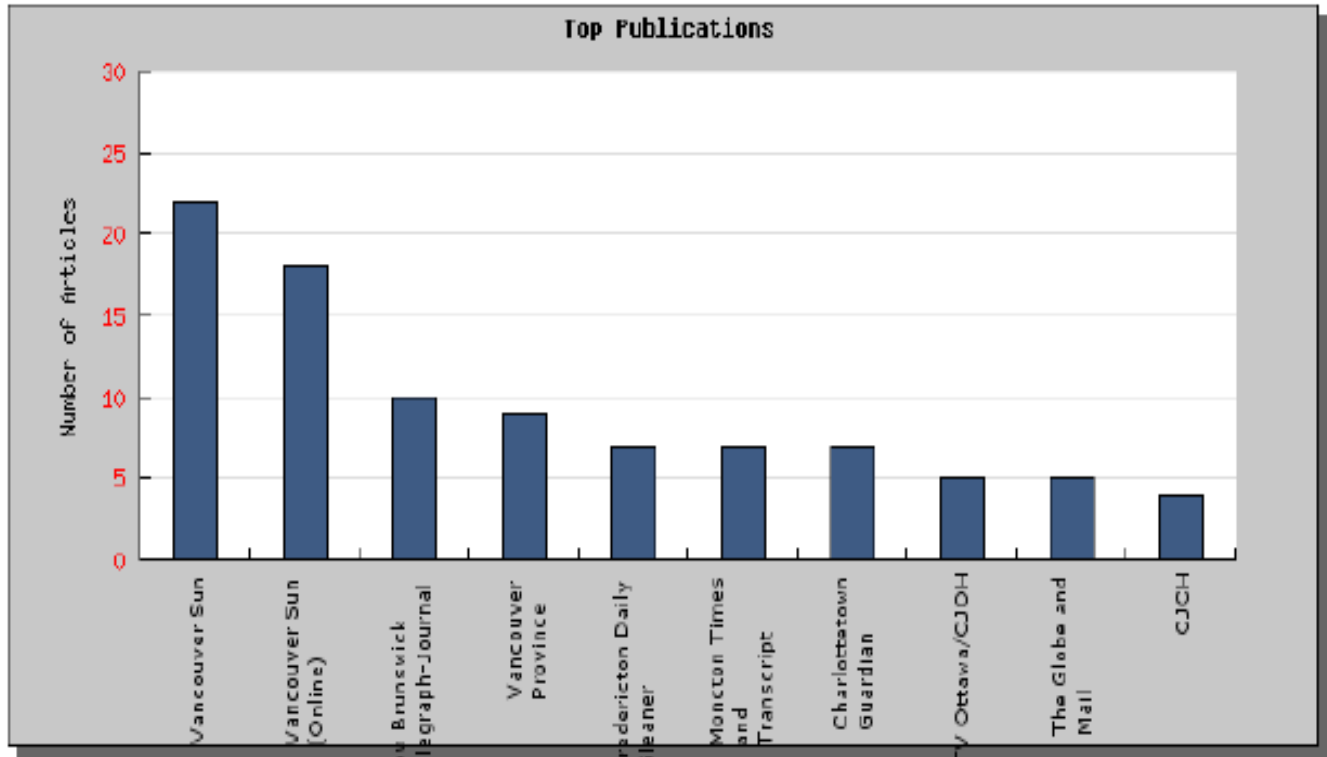
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Feb 01, 2010 - Feb 03, 2010	\$11,272
Feb 04, 2010 - Feb 06, 2010	\$6,213
Feb 07, 2010 - Feb 09, 2010	\$25,547
Feb 10, 2010 - Feb 12, 2010	\$56,293
Feb 13, 2010 - Feb 15, 2010	\$33,768
Feb 16, 2010 - Feb 18, 2010	\$97,216
Feb 19, 2010 - Feb 21, 2010	\$42,267
Feb 22, 2010 - Feb 24, 2010	\$33,193
Feb 25, 2010 - Feb 26, 2010	\$104,079
Feb 27, 2010 - Feb 28, 2010	\$22,425
Total	\$432,274

Publication Types



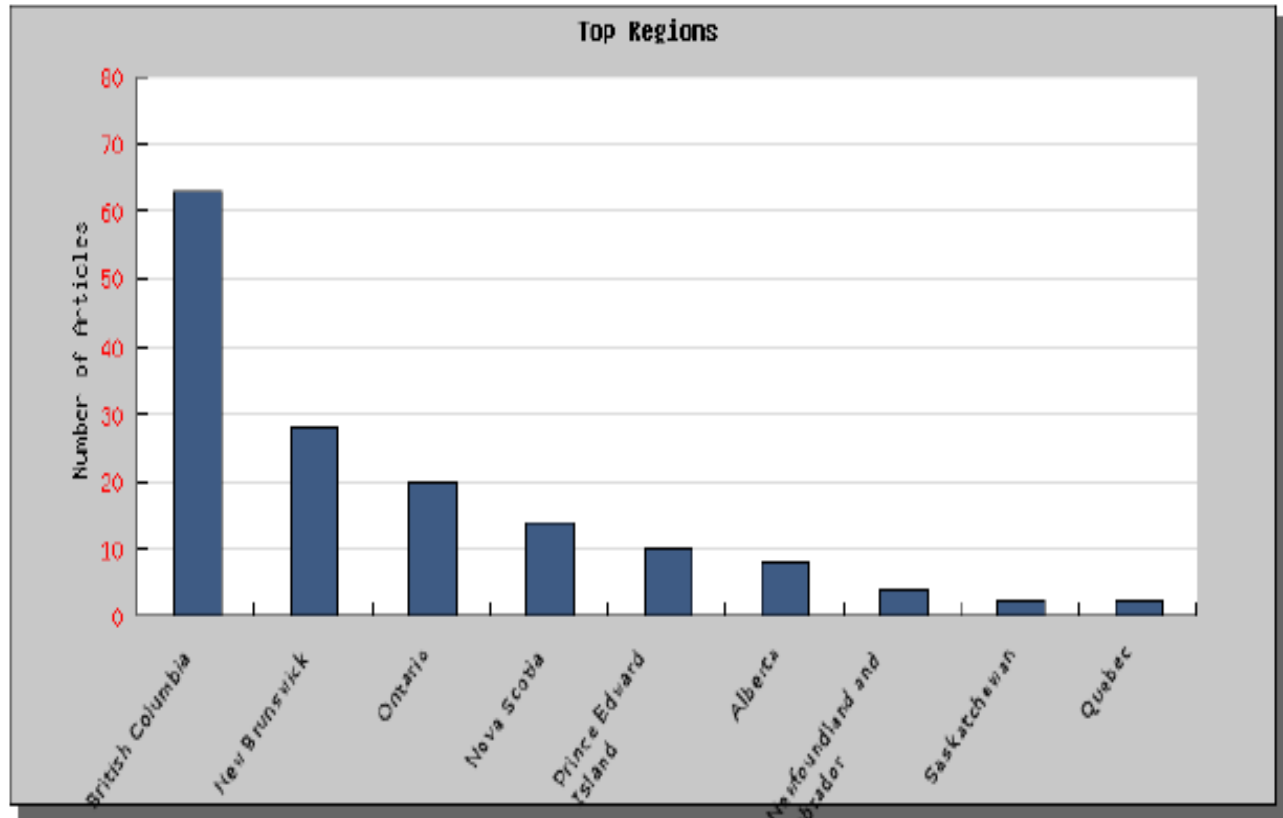
Publication Types	#	Circulation
1) Daily Newspaper	90	8631969
2) News Website	60	16509832
3) Television	46	5357140
4) None	19	N/A
5) Community Newspaper	8	89670
6) Radio	3	67400
7) Magazine	1	155365
8) Newswire	1	1
Total Articles	228	30811377

Top Publications



Publication	#	Circulation
1) Vancouver Sun BC, CA (ENG)	22	3872130
2) Vancouver Sun (Online) BC, CA (ENG)	18	7092000
3) New Brunswick Telegraph-Journal NB, CA (ENG)	10	436500
4) Vancouver Province BC, CA (ENG)	9	1273176
5) Fredericton Daily Gleaner NB, CA (ENG)	7	151389
6) Moncton Times and Transcript NB, CA (ENG)	7	292165
7) Charlottetown Guardian PE, CA (ENG)	7	149317
8) CTV Ottawa/CJOH ON, CA (ENG)	5	800000
9) The Globe and Mail ON, CA (ENG)	5	733092
10) CJCH NS, CA (ENG)	4	45600
<i>Other Publications (90)</i>	133	15966008
Total Articles	227	30811377

Top Regions



Region	#	Circulation
1) British Columbia	63	13436812
2) New Brunswick	28	907798
3) Ontario	20	3834625
4) Nova Scotia	14	1341072
5) Prince Edward Island	10	177847
6) Alberta	8	687164
7) Newfoundland and Labrador	4	257233
8) Saskatchewan	2	160000
9) Quebec	2	56000
Total Articles	151	20858551