

“Nova Scotia isn’t defined solely by its glorious coastline. Away from the water’s edge, explore rolling farmland, ready-to-harvest orchards and wineries, centuries-old towns and fascinating living-history sites.”

*Woman’s World*

“The words flow off the tongue, lyrical and ethereal: Nova Scotia. To a kid from California, the name sounds so exotic ...”

*RoadBike Magazine*

“We blast along on a calm sea past islands covered with sea birds. Eagles perch in the trees that line the bay. Every time I turn and look, a harbor seal is poking its head out of the water. Chedabucto Bay has come to life.”

*Diver Magazine*

“Exploring Cape Breton Island’s famed Cabot Trail, long considered one of the world’s most beautiful drives, is not for the faint of heart. As your car zips around the 300 km loop, your stomach may feel like you left it behind on the side of the road. Much of the route is made up of twisty, hairpin turns that hug jagged cliffs with the ocean some 20 meters down below. But autumn’s true colours make up for any driving-induced queasiness ... You’ll encounter locals who are just about the friendliest people you’d ever meet, and rest assured, you’ll fall in love with every inch of this island.”

*Up!*



Department of Economic & Rural Development and Tourism  
Tourism Division

# Travel Media Services

## 2011 YEAR-TO-DATE

**Circulation: 2,891,184,695**

**Advertising Value: \$5,309,237**

Canada and US clippings as of Sept 30/11

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 is accomplished through the Editorial and Media Relations Plan and the Media FAM Program in cooperation with our many industry partners.



NOVA SCOTIA.COM

Le Caveau recognized as one of the World's Best Winery Restaurants by Canadian Wine Access.

Nova Scotia wines take home 26 awards at 2011 All Canadian Wine Championships

Travel + Leisure Magazine names Cape Breton as top island destination in Canada / Continental US

Cape Breton Recognized as one of the "50 Rides of a Lifetime" by Bicycling Magazine

Canadian Institute of Planners announce winners of Great Places in Canada: Great Neighbourhoods 2nd Place - The Hydrostone, Halifax

### Trip Advisor's 2011 Traveller's Choice Destination Awards:

- Top 25 Canada Destinations - Halifax #9
- Top 10 Bargain Hotels in Canada - Antigonish Evergreen Inn #3
- Top 10 B&B's and Inns in Canada - Hillsdale House, Annapolis Royal #5
- Top 10 Luxury Hotels in Canada - Prince George Hotel, Halifax #6
- Top 10 Hotels for Service in Canada - Antigonish Evergreen Inn #9

### Organized Group Press Trips:

The summer/fall season has been busy with a number of group press tours, organized and escorted in partnership with many of our industry colleagues. Stay tuned for related articles and releases in 2011!

**June 13-15, Bay of Fundy Adventures:** In partnership with New Brunswick, we hosted 3 writers (2 Canadian, 1 US). The trip involved experiences and adventures on both sides of the Bay of Fundy, with highlights in Nova Scotia including tidal bore rafting and clam digging.

**June 20-26 Germany:** In cooperation with TMR, we hosted several German travel writers on a week long visit to Nova Scotia, with visits to Halifax, Cape Breton and the Eastern Shore.

**July 7-14, UK Seafaring:** In cooperation with Clover George, we hosted 5 media from the UK with a focus on seafaring stories and activities including the Titanic connections, Lunenburg and the Bay of Fundy.

**September 12-19, TravelHome RV:** TravelHome is one of the largest publications catering to the RV market. We hosted a TravelHome PR representative as well as 4 journalists from the Netherlands and Belgium and toured them around points in southwest Nova Scotia ... in RV's of course!

**September 25/26, ACTP Press Trip:** This special project of the ACTP Marketing Committee saw 8 journalists from New York / Boston areas visiting Atlantic Canada via a private charter service. They were quick stops in each location and the overnight visit to Nova Scotia had the 8 journalists paired with individual escorts to various areas within a 2 hour drive of the airport.

**September 26 - October 2, Bridge & Wickers Travel :** In cooperation with Bridge & Wickers, this press trip consisted of some of the top travel writers in the UK. The group did a whirlwind tour of the province from East Kemptville to Ingonish Beach and many points in between.



UK Press Trip with the folks at Mi'careme Centre in Grand Etang.



**“Nice Catch”**  
**By Cinda Chavich**  
**UP! Magazine**  
**June 2011**

“Let your taste buds explore Nova Scotia’s prized crustacean as restaurants in the Halifax area serve up lobster dishes of every sort ... Since I’m in Nova Scotia, the land of lobster, I’ve decided to make the king of crustaceans my top priority and eat it in every way possible ...”

Circulation: 25,000 Advertising Value: \$35,640.68



**“Canadian Club”**  
**By Jon Langston**      **Photographer Colleen Langston**  
**RoadBike Motorcycle Cruising Magazine**  
**August 2011**

“The words flow off your tongue, lyrical and ethereal; Nova Scotia ... to a kid from California the name sounds so exotic it may as well refer to a sector of the Martian landscape. So when I got the chance to visit the gem of the Canadian Maritimes, I wasn’t going to let the opportunity slip through my fingers ...”

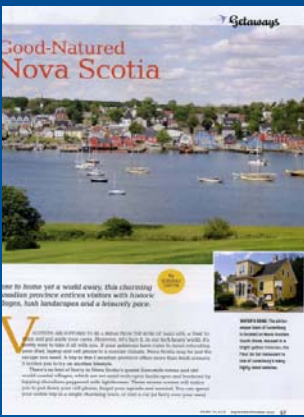
Circulation: 55,950 Advertising Value: \$27,616.00



**“Nova Scotia Dreamin’ Down East”**  
**By Kelvin Browne**  
**The National Post**  
**September 3, 2011**

“I fell in love with Nova Scotia last week. I’d been there a couple of times before but not with the same results. Maybe I’m besotted this time because of the places I spent time in - Chester, Port Medway and Annapolis Royal ...”

Circulation: 157,628 Advertising Value: \$3,570.63

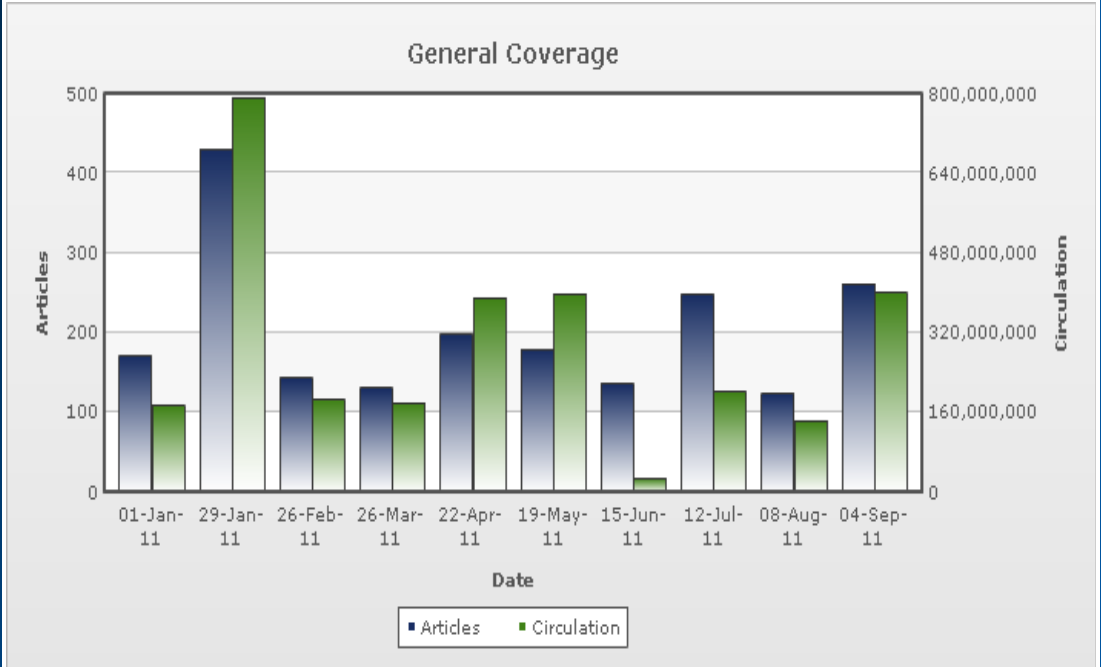


**“Good Natured Nova Scotia”**  
**By Deborah Carter**  
**Park Place Magazine**  
**September/October 2011**

“Close to home yet a world away, this charming Canadian province entices visitors with historic villages, lush landscapes and a leisurely pace ... a trip to this Canadian province offers more than fresh scenery, it invites you to try on another lifestyle...”

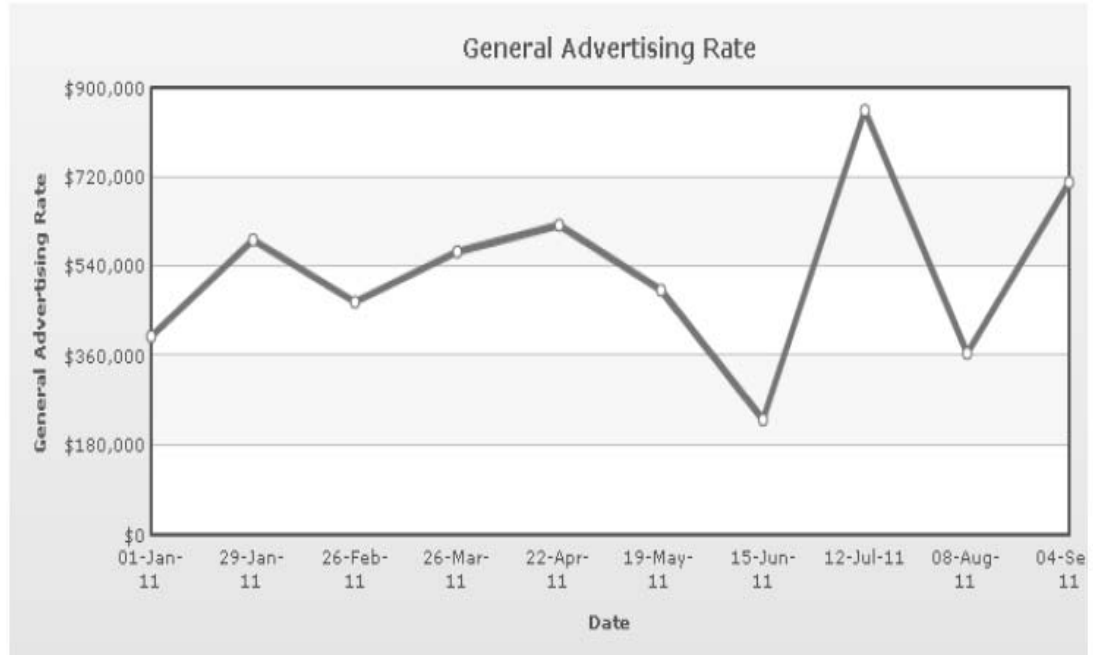
Circulation: 30,000 Advertising Value: \$10,680.00

(as provided by Media Miser)



Date	Articles	Circulation
Jan 01, 2011 - Jan 28, 2011	171	173723463
Jan 29, 2011 - Feb 25, 2011	429	791829172
Feb 26, 2011 - Mar 25, 2011	143	185670881
Mar 26, 2011 - Apr 21, 2011	130	179670812
Apr 22, 2011 - May 18, 2011	197	390226649
May 19, 2011 - Jun 14, 2011	179	398313504
Jun 15, 2011 - Jul 11, 2011	136	28370480
Jul 12, 2011 - Aug 07, 2011	248	200345981
Aug 08, 2011 - Sep 03, 2011	123	143189943
Sep 04, 2011 - Sep 30, 2011	261	399843810
<b>Total</b>	<b>2017</b>	<b>2891184695</b>

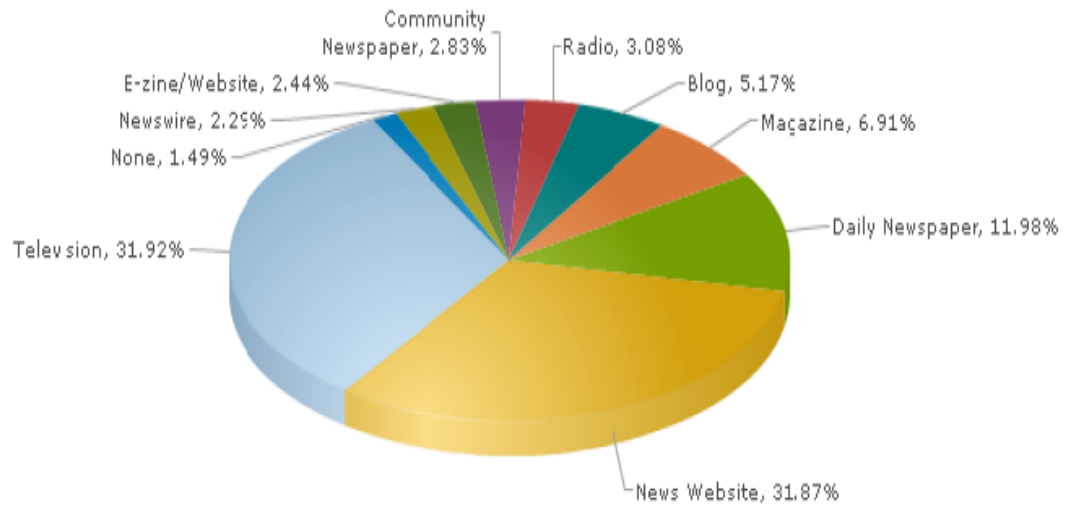
(as provided by Media Miser)



Date	Value
Jan 01, 2011 - Jan 28, 2011	\$398,872
Jan 29, 2011 - Feb 25, 2011	\$593,814
Feb 26, 2011 - Mar 25, 2011	\$468,542
Mar 26, 2011 - Apr 21, 2011	\$570,237
Apr 22, 2011 - May 18, 2011	\$623,126
May 19, 2011 - Jun 14, 2011	\$492,570
Jun 15, 2011 - Jul 11, 2011	\$232,009
Jul 12, 2011 - Aug 07, 2011	\$854,414
Aug 08, 2011 - Sep 03, 2011	\$365,906
Sep 04, 2011 - Sep 30, 2011	\$709,748
<b>Total</b>	<b>\$5,309,237</b>

(as provided by Media Miser)

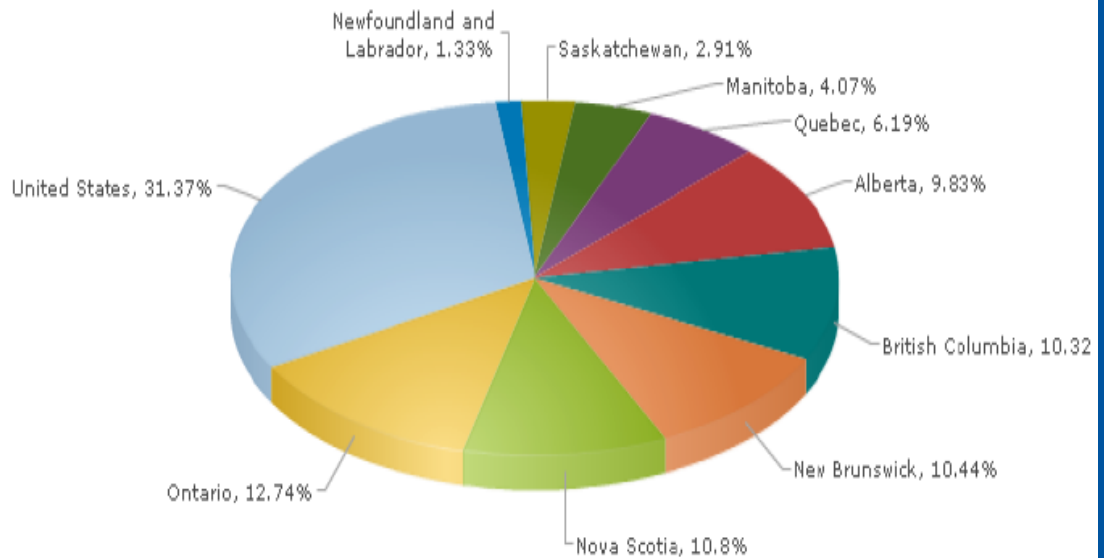
Publication Types



Publication Types	#	Circulation
1) Television	642	85872163
2) News Website	641	2569321167
3) Daily Newspaper	241	59184023
4) Magazine	139	21486548
5) Blog	104	5272494
6) Radio	62	4007754
7) Community Newspaper	57	1215567
8) E-zine/Website	49	1289665
9) Newswire	46	9283423
10) None	30	N/A
(0)	0	0
<b>Total Articles</b>	<b>2011</b>	<b>2756932804</b>

(as provided by Media Miser)

Top Regions



Region	#	Circulation
1) United States	517	2675958356
2) Ontario	210	27982359
3) Nova Scotia	178	13104209
4) New Brunswick	172	4283539
5) British Columbia	170	19248191
6) Alberta	162	14465123
7) Quebec	102	9434170
8) Manitoba	67	4560955
9) Saskatchewan	48	1537884
10) Newfoundland and Labrador	22	1156913
Other Regions(3)	24	181281
<b>Total Articles</b>	<b>1672</b>	<b>2771912980</b>