February 25, 2016

Re: Your request for access to information under Part II of the Access to Information and Protection of Privacy Act BTCRD 5/2016

On January 29, 2016 the Department of Business, Tourism, Culture and Rural Development received your request for access to the following records:

"Requesting records that outline the most recent tourism marketing budget, specifically the funds used to market NL Tourism in the US/International markets"

I am pleased to inform you that a decision has been made by the Deputy Minister for the Department of Business, Tourism, Culture and Rural Development to provide access to the requested information.

In accordance with your request for a copy of the records, the appropriate copies have been enclosed.

Please be advised that you may ask the Information and Privacy Commissioner to review the processing of your access request, as set out in section 42 of the Access to Information and Protection of Privacy Act (the Act). A request to the Commissioner must be made in writing within 15 business days of the date of this letter or within a longer period that may be allowed by the Commissioner.

The address and contact information of the Information and Privacy Commissioner is as follows:

Office of the Information and Privacy Commissioner
2 Canada Drive
P. O. Box 13004, Stn. A
St. John’s, NL A1B 3V8
You may also appeal directly to the Supreme Court Trial Division within 15 business days after you receive the decision of the public body, pursuant to section 52 of the Act.

If you have any further questions, please contact me by telephone at 729-3356 or by email at wcomeau@gov.nl.ca.

Sincerely,

Wayne Comeau
ATIPP Coordinator
Title: Atlantic Canada Tourism Partnership (ACTP)

Issue: What is the current status of the ACTP?

Background:
• The ACTP is a nine member pan-Atlantic partnership comprised of the four Atlantic Canadian Tourism Industry Associations, the four Provincial Government Departments responsible for tourism, and the Government of Canada as represented by the Atlantic Canada Opportunities Agency (ACOA).

• The current Agreement is effective April 1, 2015 to March 31, 2018 and has been renewed every three years since 1991.

• The Department of BTCRD is represented by the Director of Tourism Marketing on the Marketing Committee and the Deputy Minister (Assistant Deputy Minister alternate) on the Management Committee.

Financial Scope of the Agreement
• The overall value of the current ACTP $19,950,000, over three years. Sources of funds for the Agreement are as follows:
  ACOA (50%) $9,975,000
  Provinces (33%) $6,583,500
  Industry (17%) $3,391,500

  Respecting the Provinces’ 33% contribution, it is allocated as follows:
  1) Province of Nova Scotia 10.8%
  2) Province of New Brunswick 10.8%
  3) Province of Newfoundland & Labrador 7.2%
  4) Province of Prince Edward Island 4.2%

• The tourism industry contributions include in-kind and other cash investments which industry makes in relation to marketing activities such as advertising, participation at tradeshows and marketplaces, and hosting travel media and travel trade on familiarization tours and press trips.

• Based on 7.2%, Newfoundland and Labrador’s three year financial contribution to the Agreement is $1,436,400, or $478,800 per year. The share of contribution to ACTP is related to the share of marketing funds that can be drawn down by each province. Newfoundland and Labrador’s share for programming is therefore approximately $3.43 million over the current three year Agreement.

Tourism Markets and Tactics
• The objective of the ACTP is to combine limited resources to undertake specific tourism marketing activities. Specific objectives are:
  o To market the Atlantic provinces, under individual provincial brands, in the Mid-Atlantic and North East United States. Marketing activity includes consumer advertising, travel media and travel trade initiatives concentrating on key market segments: Outdoor Experiencers, Exurban Explorers and Young Families
Information Note
Department of Business, Tourism, Culture and Regional Development
Atlantic Canada Tourism Partnership (ACTP)

- To market Atlantic Canada as a regional destination, in overseas markets. Specifically in the United Kingdom – England. The overseas strategy focuses on consumer and travel trade activities in the United Kingdom and is leveraged with Destination Canada programs in market.

- The ACTP US Marketing Strategy builds on the brand equity already established by each province in the Mid-Atlantic and New England regions through consumer advertising campaigns and supporting travel trade and media relations activities. This creates efficiencies through media buying, sales initiatives while maintaining provincial brand identity.

- In the UK - England, ACTP delivers an integrated consumer advertising, travel trade and travel media relations program designed to build brand awareness of the Atlantic Canada region using an Atlantic Canada brand.

- Newfoundland and Labrador also participates with Destination Canada in the German markets outside of the ACTP.

Newfoundland and Labrador’s Position
- ACTP has benefited Newfoundland and Labrador in many specific areas. Through ACTP initiatives, the Province has gained increased awareness in the Mid-Atlantic and New England United States and recognition as a tourism destination in Europe. An estimated 9% of non-resident travellers to Newfoundland and Labrador come from the US, while Overseas represents 4% of non-resident visitors.

- This Pan-Atlantic partnership continues to jointly plan and deliver initiatives recognizing the benefits of the existing partnership as an information sharing forum and for leveraging opportunities where collaboration enhances Newfoundland and Labrador’s impact in the marketplace.

- While recognizing the importance of travel trade activity, US consumer advertising remains the priority for Newfoundland and Labrador to raise awareness of Newfoundland and Labrador as a tourism destination in our key secondary market.

Action Being Taken:
- Development of the 2016 ACTP Marketing Plan is in final stages of completion. Approval of the Plan by ACTP Management Committee is due in early December 2015 with Plan implementation in market to begin in February 2016.

Prepared by/Approved by: Andrea Peddle, Director Tourism Marketing/Carmela Murphy, ADM
November 23, 2015
Potential copyright material

If you wish to obtain a copy please contact the ATIPP Office at (709) 729-7072 or atippoffice@gov.nl.ca.