

TRAVEL MEDIA
2007 Impressions



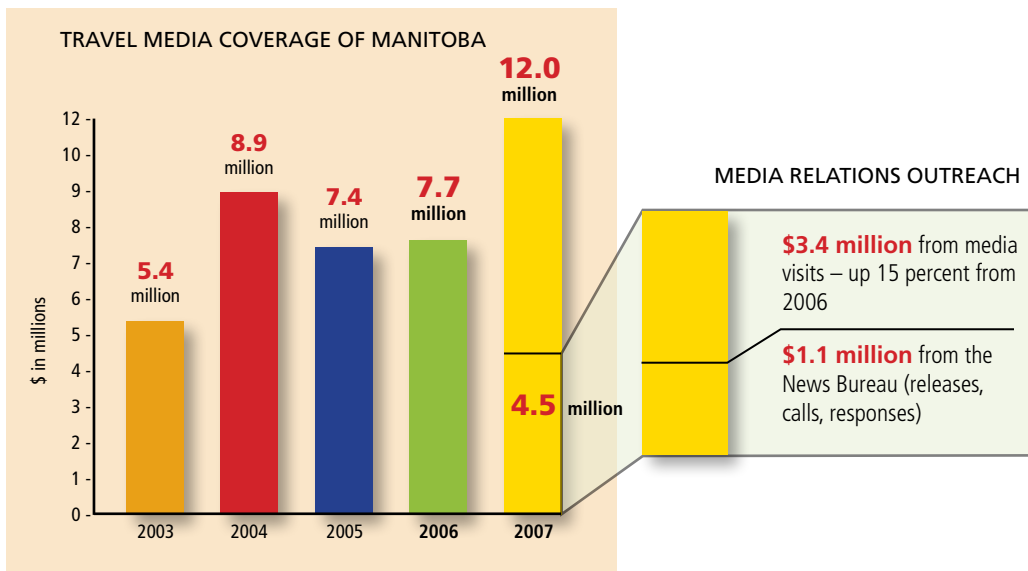
In *Dallas Morning News*, Glen Petrie, in his engaging story about snorkelling with beluga whales in Churchill, writes "as long as I made strange noises, they came to check me out, getting closer each time they swam past."

July 22, 2007

Value: \$100,000 / Circulation: 560,000

Media Relations

The goal of Travel Manitoba's Media Relations program is to secure unpaid media exposure of positive travel experiences. We do this through implementing an integrated media strategy that involves cultivating relationships with key travel media, attending media marketplaces and events, providing fresh ideas and materials and hosting media through the Media Tour Program.

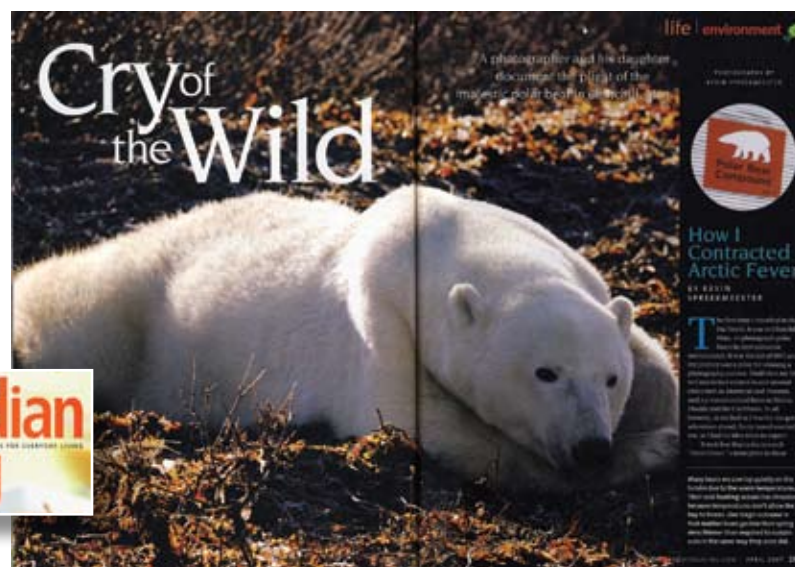


MEDIA COVERAGE RECAP 2007

- Reached a potential circulation of 180 million people worldwide
- Featured in 30 major media outlets and hundreds of others in Canada, U.S., U.K., Germany and other markets
- Secured coverage in major outlets including *USA Today*, *The Times (U.K.)*, *Dallas Morning News*, *Canadian Living Magazine* and hundreds of others

MEDIA MILESTONES

- Secured the bid to host the Canadian Chapter Meeting of the Society of American Travel Writers in August 2008, Manitoba's first ever travel media conference. Besides Travel Manitoba and VIA Rail Canada, major partners include Destination Churchill, Destination Winnipeg and Calm Air.
- Substantially expanded German media relations via close and ongoing liaising with CTC and German-based firm to expand media trips, build German website and provide content, produce German CD, media releases and attend five events. Media coverage in Germany reached almost \$1 million.
- \$4.5 million, or more than a third of the \$12 million in total monitored coverage, is directly attributable to Travel Manitoba's outreach.
 - \$3.4 million from media visits – including \$600,000 from new show and marketplace contacts
 - \$1.1 million from the News Bureau (releases, calls, responses)



PUBLICITY ONLINE

Online publicity is valuable for its significant long-term reach, potential backlinks and drive to Travel Manitoba and partner websites. Many of the articles published in print publications are simultaneously published in corresponding online publications such as *thestar.com*, *dailyherald.com*, *travel.timesonline.co.uk*, *usatoday.com*, *theglobeandmail.com*, *modernagent.com* and so on.

Travel Manitoba also had articles posted on publications that are exclusively online, such as *travelvideo.tv*, *closetcanuck.com*, *perceptivetravel.com*, *naturaltraveler.com*, *tangodiva.com*, *bayareafamilytravel.com*, *tourismeplus.com*. Press releases on fall suppers, Hecla Oasis Resort, snowshoeing near Riding Mountain, and Oak Hammock Marsh were picked up by dozens of newspapers and websites.



MEDIA TOUR PROGRAM

The Media Tour Program—which hosts media trips for journalists and producers to experience and then write or broadcast that experience—has a history of burgeoning success in Manitoba, due in large part to the participation of the Manitoba tourism industry. The Media Tour Program generates the most publicity.

We sincerely thank the venue and experience providers who continue to host and facilitate our travel media as they explore our province. Travel Manitoba partnered with provincial and national partners to leverage the \$140,000 media tour program budget with an additional \$150,000 of in-kind support.

- 111 media trip projects involving 111 media plus 59 support crew
- Individual and group media visits generated \$3.4 million in equivalent ad value in media outlets around the world, up 15 per cent from 2006.
- Eight group media trips planned for 2008:
 - Bloodvein River pre-GoMedia trip
 - Thompson Trails post-SATW trip
 - Fly-in Fishing post-SATW trip
 - Riding Mountain post-SATW trip
 - Hecla post-SATW trip
 - Wonders of Winnipeg post-SATW trip
 - Polar Bear – Manito Ahbee German media trip
 - ManitoAhbee Cultural media trip

2007	111 media projects
2006	135 media projects
2005	96 media projects
2004	99 media projects

2008/2009 Media Marketplaces	Location	Date
Canada Media Marketplace 2008	Los Angeles	April 7-9, 2008
GoMedia Canada Marketplace	Quebec City	July 3-6, 2008
Society of American Travel Writers – Canadian Chapter Meeting	Manitoba	August 11-17, 2008
CTC-US media event	New York	September 19, 2008
Society of American Travel Writers – Annual Conference	Houston, Texas	October 17-22, 2008
CTC-Germany media events	Berlin/Hamburg/Frankfurt/Munich	November 17-20, 2008
CTC-US media event	Denver	January 27, 2009
CTC-US media event	Chicago	February 5, 2009
Travel Media Association of Canada Conference	Richmond, BC	February 4-6, 2009
Canada Media Marketplace 2009	New York	April 19-22, 2009

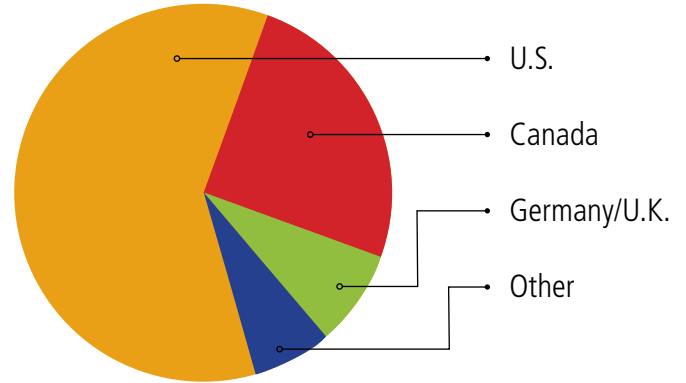
WORKING WITH MEDIA PERSONNEL

GOAL

RESULT

Foster relationships through media marketplaces, events and conferences	Media respond to trip invitations and media materials; seek and include Manitoba information; produce articles or broadcasts that mention or feature Manitoba travel experiences
Provide fresh story lines, pitches, newsletters and e-mails relevant to media and cross-purposed with current marketing thrusts	Capture attention, build interest and shape desired coverage
Distribute media releases electronically through Travel Manitoba's database of 700-plus global travel media, through newswire services and through our U.S. and German agents	\$1.1 million worth of publicity (as measured in equivalent ad value) in print and online articles
Work closely with media relations personnel at Canadian Tourism Commission offices in key markets to inform and stay informed	Visibility in media websites and publications in targeted CTC posts including CTC-US, CTC-Canada, CTC-Germany, CTC-UK and CTC-Australia
Design, coordinate, fill and host appealing story-filled group media trips	\$3.4 million worth of publicity
Use tools of "edge" content online (RSS feeds, videos, widgets, Flickr photos, etc.)	Increase visibility on search engines to increase traffic to media website – www.TravelManitoba.com/Media

TRAVEL MEDIA WE WORK WITH



2008/2009 PLANS

Experiment in social media space using the tools of "edge" content (RSS feeds, YouTube videos, widgets, Flickr photos, etc.)

Expand media activities in high-yield international (U.K., Germany) and emerging (China) markets

Expand and optimize media centre at TravelManitoba.com/Media

Increase uptake by all media formats from media releases and editorial assistance



IN THE NEWS

2007 published highlights based on hosted media visits

In **USA Today**, Jayne Clarke, in her two-page cover feature *Tours bear witness to Earth's sentinel species*, writes "even before polar bears became the poster child for global warming, visitors had been coming to Churchill to view them." *November 2, 2007*

Value: \$400,000

Circulation: 2.7 million

In **Canadian Living Magazine**, Kevin Spreekmeester, in his polar bear and the environment feature *Cry of the Wild* writes "in one short tundra buggy ride I found a passion that would guide my career for years to come." *April 2007*

Value: \$213,000

Circulation: 530,000

In **The Times** in London, Amy Lamé, in her polar bear piece *In search of the Arctic's great white*, writes "For one week in the polar bear calendar, women are invited to Dymond Lake . . . Susan led power tundra walks. Wendy coaxed us out of bed at midnight to see the Aurora Borealis." *October 27, 2007*

Value: \$85,000

Circulation: 640,000

In **CAA magazine**, Michele Sponagle, in *Road Trip: History comes alive in Manitoba*, an article about a drive through southern Manitoba, writes "Spruce Woods Provincial Park . . . you may wonder if you're still in Canada when you see the desert-like Spirit Sands area, complete with shifting sand dunes and cacti." *Summer 2007*

Value: \$58,000

Circulation: 1.5 million

In the **Daily Herald** in Chicago, Kathy Rodeghier, in *White creatures of the North*, a double-page spread about her beluga whale kayaking experience, writes "One bold fellow torpedoes straight toward me, surfaces and sprays from his blowhole before diving under my kayak and swimming away." *April 22, 2007*

Value: \$47,000

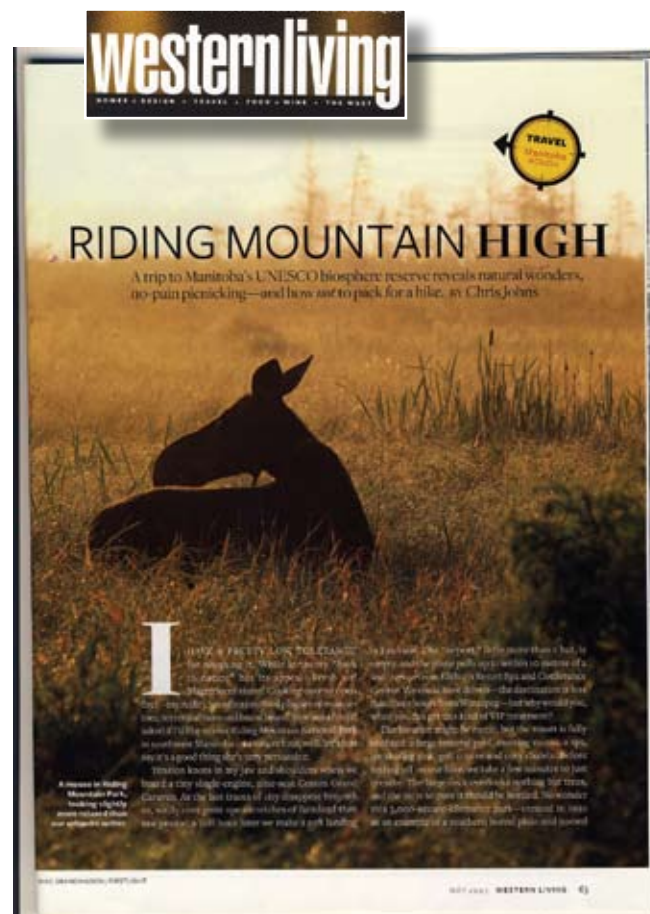
Circulation: 140,000

In **The Globe and Mail**, Michele Peterson, in *Going with the flow*, an article about Canada's newest heritage river, writes "the Red is a waterway of epic proportions – its primordial power first acknowledged by the Cree, who called it Miscousipi, the Red Water River." *May 26, 2007*

Value: \$30,000

Circulation: 400,000

Manitoba has also been featured in *Westworld*, *Toronto Star*, *National Post*, *enRoute*, *The Globe and Mail*, *Western Living*, *Philadelphia Sunday Sun*, *Trailer Life*, *Edmonton Journal*, *Calgary Herald*, *Zoom Airlines inflight*, *Der Tagesspiegel* (Germany), *Chinese Tourism* publication, *Healing lifestyles & spas* magazine and many other publications. Broadcast coverage included specialty programs and channels such as *HDTV's My Oasis*, *OutTV*, *Midwest Outdoors*, *Simply Fishing*, *Archers' Choice TV* and more in North America and internationally.



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