

TRAVEL MEDIA RELATIONS

# 2008 Impressions



In *National Geographic Traveler*, Robert Howells, in his eight-page feature *Called to the Wild*, writes "Few travel episodes have lodged so vividly in my consciousness as my underwater sojourns with the beluga whales." *October 2008*

Value: \$525,000

Circulation: 725,000

# Media Relations

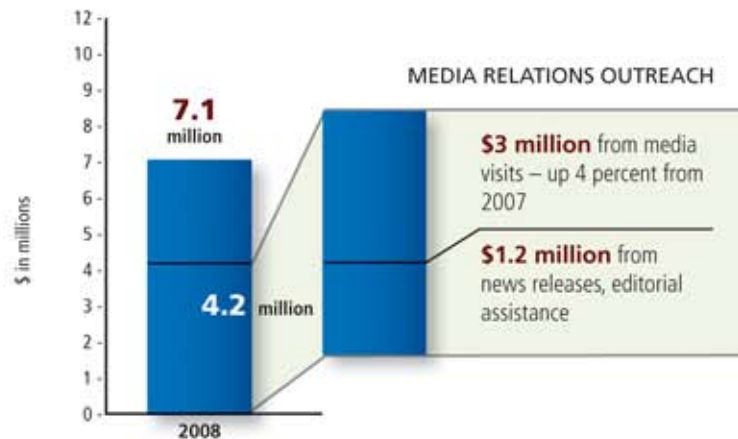
The goal of Travel Manitoba's Media Relations program is to secure unpaid media exposure of positive travel experiences. We do this through implementing an integrated media strategy that involves cultivating relationships with key travel media, attending media marketplaces and events, providing fresh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

## PUBLICITY SNAPSHOT

### 2008 Impressions

- In 2008, travel features on Manitoba reached a potential circulation of 121 million people worldwide.
- Manitoba was featured in more than 500 different outlets.
- Media monitoring services in North America and Europe collected positive Manitoba travel coverage worth more than \$7 million dollars.
- Of that \$7 million, Travel Manitoba generated \$4.2 million dollars worth of coverage (measured in equivalent ad value) exclusively from media relations outreach initiatives. The articles illustrated here are a few of the results.

## TRAVEL MEDIA COVERAGE OF MANITOBA



## MEDIA MILESTONES

### Hosted Travel Media Conference

- Travel Manitoba co-hosted the Canadian Chapter Meeting of the Society of American Travel Writers in August, Manitoba's first ever travel media conference. The meeting provided delegates with the opportunity to participate in story-gathering and networking experiences in three separate venues: Winnipeg, on VIA's Journey North by rail and in Churchill. A primary goal of hosting travel media is to highlight Manitoba to journalists and to eventually see articles written in newspapers, magazines and websites around the world. Besides Travel Manitoba and VIA Rail Canada, major partners included Destination Churchill, Destination Winnipeg and Calm Air.

### Strong Coverage

- In the same season, Manitoba appeared in *National Geographic Adventure* and *National Geographic Traveler* as a result of Travel Manitoba's media relations efforts. The eight-page piece in the October 2008 issue of *National Geographic Traveler* is about belugas and bears and anchors a 14-page section "Called to the Wild" on wildlife viewing around the world. Long-time editor-at-large Bob Howells says in his article "I had watched... one of Earth's most magnificent animals move across his native landscape, heeding his most fundamental instincts. All without the aid of television wildlife programming. Amazing." Travel Manitoba co-hosted Howells with Churchill Wild and the Canadian Tourism Commission in 2006. Howells claims the lead was planted in 2003 at Canada Media Marketplace in L.A. The ad equivalent value of the article is \$525,000.



### News Release Pickup

- Another article in the September issue of *National Geographic Adventure* resulted from Travel Manitoba's distribution of a news release entitled *Going With the Flow: Canoeing Meets Yoga in Backcountry Manitoba*. The piece appeared as a round-up of instant adventures, only two of which were in Canada. The release was also picked up by *The New York Times*, *MSNBC.com*, *Budget Travel Online*, dozens of websites and blogs and resulted in at least 75 qualified leads and 20 bookings. Releases highlighting The Costume Museum of Canada, Hudson Bay Quest, and Wolf Howling also generated coverage.



### The New York Times

### German Market Expansion

- Continued expansion with German media relations by liaising closely with our sales and public relations agency, Marketing Services International (MSI) in Frankfurt, to increase German media trips, translate and provide German website content, distribute media releases and participate in four media events.

## INTERNATIONAL NON-U.S. MEDIA RELATIONS

Canada and Manitoba are on the minds of German travelers, in no small part due to our building presence in that market. CTC-Germany launched a new travel media website ([www.kanada-presse.de](http://www.kanada-presse.de)) and reported outstanding coverage of Canada. Its 2008 coverage doubled and tripled over 2007 in the second and third quarters, respectively.

This year, Travel Manitoba partnered with the CTC-Germany to host a German media polar bear trip and a Manito Ahbee cultural media trip. The trip generated the most German media interest ever, with six journalists from A-list outlets along the lines of *Neue Westfälische* and *Weltexpress*.

Coverage from each of these trips has already resulted in an equivalent ad value of more than \$400,000 and has been seen by close to one million readers, primarily in Germany. Travel Manitoba hosted 19 German media this year, 15 per cent of the total media hosted. Total coverage in Germany only for 2008 was more than half a million dollars.

Travel Manitoba plans to build media presence in the U.K. as well as explore media activities in emerging international markets such as Mexico and China. Initiatives may include attendance at CTC marketplaces in emerging markets, hosting of travel media from new markets, and retention of public relations services.

## MEDIA TOUR PROGRAM

The Media Tour Program generates the most publicity for Manitoba travel experiences. With the travel industry, it co-hosts journalists and producers on media trips who come to experience and then write about or broadcast their positive experiences.

For 2008, Travel Manitoba partnered with provincial and national partners to leverage the \$140,000 media tour program budget with an additional \$160,000 of in-kind support.

- 124 media trip projects
- Individual and group media visits generated \$3 million in equivalent ad value in media outlets around the world, up four per cent from 2007.
- Three group media trips planned for 2009:
  - Canoe-yoga – Go With the Flow
  - Fall for Winnipeg
  - Hecla Oasis – Luxuriate in Natural Wonders
- Hosted outlets included *Backpacker Magazine*, *TravelAge West*, *WDAZ-TV*, *In-Fisherman TV*, *Bowhunter TV*, *Randmcnally.com*, *Pittsburgh Post Gazette*, *E! Entertainment*, *Toronto Star*, *Regina Leader-Post*, *Elle Magazine*, *Canadian Geographic Traveler*, *La Petite Séduction TV*, *Canadian Living*, *Loulou*, *Zeit Online* (Germany), *The Times* (U.K.), *The Daily Express* (U.K.), *travelmole.com*.

## 2008/2009 MEDIA MARKETPLACES

	Location	Date
CTC-Canada media events	Toronto/Montreal	March 11-13, 2008
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	Houston	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 (TMAC)	Richmond	February 3-6, 2009
CTC-Canada media event	Toronto	March 11, 2009
Canada Media Marketplace 2009	New York	April 19-22, 2009
Mexico City, Conozca – CTC	Mexico	September 9-12
GoMedia Canada Marketplace	Whistler	September 20-24
Society of American Travel Writers – Annual	Guadalajara	October 8-12

Pack it in  
Here are a few tips to become  
"backpack ready" before you hit the  
road on foot for the summer.  
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Backpack hiking in a beautiful setting  
in the Rockies.

### Summer camp at 70 — a real trip

No tent needed? No matter.  
Adult adventures in  
backpacking for seniors  
are now a breeze.

A lot of people expect to pack and  
hike and camp, and I did that for a  
while. But then I realized that I just  
didn't want to do that anymore. I  
wanted to go on a trip that was  
easy and fun. I wanted to go on a  
trip that was a real trip. I wanted  
to go on a trip that was a real trip.

It's not just the scenery that's  
great. It's the people. It's the  
sense of adventure. It's the  
feeling of being on a real trip.  
It's the feeling of being on a real trip.



## CHIRPING IN CHURCHILL WITH BELUGAS



Churchill, Manitoba — There  
is only one place in the world  
where you can watch belugas  
swim. It's in Churchill, Manitoba.  
Belugas are the only fish that  
live in the Arctic. They are the  
only fish that live in the Arctic.

In *San Antonio Express-News*, Lauren Kramer, in her engaging story Chirping in Churchill With Belugas about snorkeling with whales, writes "Transfixed by the eerie beauty of this underwater world, I've forgotten the discomfort of the chilly, 6-degree Celsius water, and am only too happy to be submerged." *July 13, 2008*

Value: \$72,800      Circulation: 334,000

**Jet Set**  
weekend / week-end

**Great Lake**  
Gimli, Manitoba, is one long prairie beach party.

**Au bord de l'eau**  
Dans ce coin de villégiature prisé des Manitobains, les plages s'écumant.

BY: CAROL BURSHEIN

On the western shore of Lake Winnipeg, Gimli is probably one of the only resort towns with 4 a.m. traffic jams. In this busy fishing village, daybreak travelers will supply much of the world's sweet, mild pickers. Come August the population swells from 3,000 to 50,000 almost overnight during the so-called "Weekend Festival" featuring Viking re-enactments, dunking booths and fireworks over the lake. But this month, the ticket to the annual film festival, which has shown...

restaurants and activities for  
**Manitoba** Les hôtels, le resto  
and... **Gimli, au Manitoba.**

771 4th Ave., 204-642-7560  
gimlifestival.com  
642-5961.gimliyachtclub.ca

**Travel Planner**  
Planificateur de voyage  
Gimli

On the western shore of Lake Winnipeg, Gimli is probably one of the only resort towns with 4 a.m. traffic jams," writes Karen Burshtein in *enRoute*. *July 2008*

Value: \$40,000      Circulation: 157,000

Media
Toronto/Montreal-based
L.A.-based
non-U.S. international & Canadian
Canadian
New-York-based
North American
German
Denver-based
Chicago-based
Canadian
Toronto-based
New-York-based
Mexican
non-U.S. international & Canadian
North American

## 2009/2010 PLANS

- Maintain media presence in U.S. and Germany
- Build media presence in U.K.
- Explore media activities in emerging international markets
- Expand and optimize media centre at [TravelManitoba.com/Media](http://TravelManitoba.com/Media)

**THERE ARE MANY WAYS** of exploring the northern lights, but the ones of the experience goes beyond description, which is why the center's five-day program "Winter Skins: Aurora and Adventure" offers an all-inclusive package of wilderness observation lectures, which culminate in our monthly "The Gateway to 15 Minutes" and almost nightly observation. The course has drawn 14 participants, including many Americans from the southern states, for whom returns could be astronomical. Hanging in our front end-fifty to fifty — the original little buildings in 80 — they're open-faced, open-roofed and up for anything. They support Wilderness' claim that "winter is the best time to see."

Wildlife, a 16-year-old Manitoba native, believe that animals should be accessible. It's not one for many winters, and when we go outside, he follows. He uses an old-school approach to learning the country's flora and fauna. The Big Dipper with your naked eye, and work from there. We're given an Observer's Handbook, which he insists we bring to class every evening so we can mark up the tracking data for the book's charts and tables. This essential brings out all my grade-five apple-picking instincts, and I'm thrilled when I'm the first to figure out the name of the eleven-thousand-southern-of-Canada, 10's 1000's after a close-huddle — like all good teachers, Wildlife has an instant for drama — we get the northern-lights lesson. Because there are high-energy people and wild winds among the particles toward the Earth's magnetic field, which is strongest near the poles. When these particles collide with gases in the Earth's atmosphere, the energy becomes light. And not just any light, but dazzling streams of white, green, pink and red.

In *Canadian Geographic Travel*, Alison Gillmor, in her northern lights piece City of Lights, writes "to really feel the northern lights you need to get out there on the frozen ground, with nothing between you and the immeasurable reach of the night sky." *December 2008*

Value: \$100,000      Circulation: 201,000

READ ABOUT MANITOBA...

NATIONAL POST

**In-Fisherman**  
THE WORLD'S FOREMOST AUTHORITY ON FISHING

**ADVENTURES**

**LAKE OF THE WOODS**  
ONTARIO  
**Crappies** - Sabaskong Bay near Neeter Falls probably produces more crappies than anywhere else in Canada during winter, with fish running up to about 1.5 pounds.  
**Contact:** Phoenix's Hibiscus Lodge, 888/383-5674, phoenixvalleges.com  
Muskie Bay Resort, 800/383-3379, muskiebayresort.com

**RED RIVER** MANITOBA  
**Walleyes** - Walleyes from Lake Winnipeg move into the 20-kilometre section of the river below the Lockport Dam to feed on shiners. Some of the best fishing is near Selkirk, just north of Winnipeg, for fish up to 14 pounds.

**REINDEER LAKE**

**Square Peg? No way**

There's a reason people have been meeting here for 6,000 years. In fact, there are many

**There's a reason people have been meeting here for 6,000 years. In fact, there are many.**

Karen Burshtein in the *National Post* writes about Winnipeg "There's a reason people have been meeting here for 6,000 years. In fact, there are many." July 19, 2008

Value: \$25,000

Circulation: 230,000

"Some of the best fishing is near Selkirk, just north of Winnipeg, for fish up to 14 pounds." December 2008

Value: \$4,000

Circulation: 265,266

**Geographic Travel**

**LAKE WINNIPEG, MAN.**  
**A grand ol' time**

Three kilometers of fine sand backed by 12-metre dunes, a remnant of glacial Lake Agassiz, Grand Beach (across the ice in minutes north of Winnipeg, in Grand Beach Provincial Park) has a popular people-watching beach. In the larger of a series of beaches on the eastern side of Lake Winnipeg, including Little Limestone Lake Park Recreation Area, Sandbars and shallow water allow beachcombers of all ages to walk long distances and still remain knee-deep.

"Three kilometers of fine sand backed by 12-metre dunes, a remnant of glacial Lake Agassiz, Grand Beach." May 2008

Value: \$17,000

Circulation: 200,000

**VIA destinations**

**Undiscovered, Unforgettable Manitoba**

With its big open skies and endless stretches of shoreline, it's hard to believe that a province in the geographical heart of North America can still be so little known.

**MICHELLE PETERSON**

Manitoba offers a surprising array of unique experiences, from swimming with beluga whales off its wild, unspoiled northern coastline to seeing a winning chess player in its capital city of Winnipeg. Here are some ideas for experiencing what might be Canada's best kept secret.

**EXPLORE**  
Begin with a walking tour from Winnipeg's Owen Scharer, a 1911 masterpiece of art by the architect who designed Grand Central Station in New York. Head for the nearby Exchange District National Historic Site, a 30-block cluster of exquisite pre-1913 structures home to trendy restaurants, nightclubs, and galleries. Tour ArtSpace ([www.artspace.ca](http://www.artspace.ca)), a flowing atrium sensuously located in a restored heritage building.

**Discovering Manitoba**

In VIA destinations, Michelle Peterson writes, "Manitoba's chefs draw upon diverse backgrounds from First Nations and European to Caribbean and Asian." Spring/Summer 2008

Value: \$28,000

Circulation: 58,000

## IN THE NEWS

### Outlets featuring Manitoba also included:

- The New York Times
- BudgetTravel.com
- Chicago Tribune
- Leisure
- Philadelphia Sunday Sun
- Healing Lifestyles & Spas
- American Hunter
- Outdoor Canada
- Toronto Star
- National Post
- CAA
- enRoute
- Westjet's Up!
- The Globe and Mail
- Western Living
- Doctor's Review
- Winnipeg Free Press
- Edmonton Journal
- Calgary Herald
- Midwest Outdoors
- Le Bel Age
- Our Canada
- VIA destinations
- LOULOU
- Camping Life
- Air Canada's onAir
- Schwarzwaelder Bote (Germany)
- Tours (Germany)
- Der Tagesspiegel (Germany)
- Liverpool Daily Post (U.K.)

via, *AAA's California magazine*, published Chris Woolston's Call of the Wild which states "Sparring males reliably put on the best show on the tundra." He's talking about polar bears. *September 2008*

Value: \$162,300      Circulation: 2,800,000

In the *Chicago Tribune*, Bob Ecker, in Hunka, hunka burning love in Manitoba snake dens, writes "These snakes emit a musky kind of odor when aroused, and it hung heavy in the warm air. . . 'Calvin' for snakes." *June 22, 2008*

Value: \$66,000      Circulation: 940,000

In *LOULOU*, Christine Laroche writes "part picturesque Prairie town, part metropolitan centre and 100-percent fashionista playground, this city is packed with great galleries, restaurants and, of course, superhot shops" in Winnipeg. *June 30, 2008*

Value: \$55,000      Circulation: 140,000

In *Western Living*, Jake MacDonald, in Belugas, Birds (and Bears), writes "...the train ride from Winnipeg alone makes the trip (to Churchill) worthwhile. I would never fly to Churchill unless the train was booked." *May, 2008*

Value: \$54,330      Circulation: 184,715



In *American Hunter*, Patrick Durkin, in his piece Saddle Up for Northwoods Bucks writes about the only way to hunt in Manitoba's Duck Mountains—on horseback. "I can't tell you how many times we've walked right up on big bucks when we're on horseback. You see a lot of things you never see when you're on foot or riding snowmobiles." *December 2008*

Value: \$205,000      Circulation: 900,000

We need your news! The media relations team creates material for travel media on an ongoing basis. Please send us your travel news, story ideas, itineraries and packages and we'll use it whenever relevant.

### Travel Manitoba Media Relations

700 – 155 Carlton Street  
Winnipeg, Manitoba R3C 3H8



**Cathy Senecal**  
Manager, Media Relations  
204-927-7827  
csenecal@travelmanitoba.com



**Jillian Brown**  
Specialist, Media Relations  
204-927-7832  
jibrown@travelmanitoba.com