

TRAVEL MEDIA RELATIONS

2009 Impressions



San Francisco Chronicle
NORTHERN CALIFORNIA'S LARGEST NEWSPAPER



Snorkeling with belugas. No, really.

By John Flinn
What is better than the idea of a beluga? Just
add it to the top. Belugas from the most
famous of the sea.
Cable-stayed, whose fiber optics are lighted like those
of a thousand suns, belugas are a rare breed of
fish. From Vancouver to Seattle, it was a matter of
time before they were in the water. But it took a
little while to get them to the water. They are
not the most common of fish. They are the most
valuable. They are the most sought after. They are
the most beautiful. They are the most delicious.
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the most beautiful. They are the most delicious.



A group out of Chocoma on the coast of the Pacific Northwest. In general, belugas are a rare breed of fish.

In both the *San Francisco Chronicle* and *SFGate.com*, John Flinn, in his fact-filled feature *Snorkeling with belugas. No, really*, wrote "The fiberglass hull of our kayak vibrated with their squeaking and chirping. Suddenly they were all around us. White torpedoes dove under our hull, sending up clouds of bubbles. A mother and calf swam parallel to us. Another pair surfaced right next to our bow and nuzzled our kayak." *October 25, 2009*

Value: \$145,000 Circulation: 434,000

Media Relations

The goal of Travel Manitoba's media relations strategy 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 through multiple channels, and hosting media through the Media Tour Program.

PUBLICITY SNAPSHOT

2009 Impressions

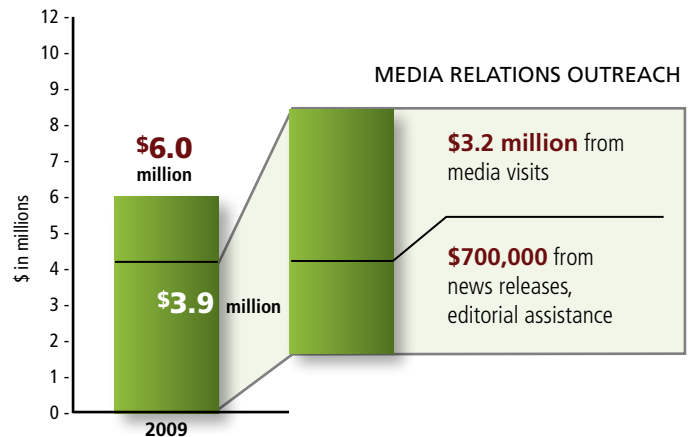
- In 2009, travel features on Manitoba reached a potential circulation of 278 million people worldwide. Partly, a rise in both on-line postings and increased monitoring caused this increase.
- Manitoba was featured in 20 major media outlets, including NBC and ABC-TV, and hundreds of others in Canada, United States, United Kingdom, Germany and other parts of the world.
- \$3.9 million – almost 70 per cent of the \$6 million in total monitored coverage – is directly attributable to Travel Manitoba's outreach. A few of the best features are illustrated in the following pages.
- \$3.2 million worth of publicity resulted from media visits, which are a direct result of building relationships at marketplaces.
- \$700,000 worth of coverage resulted from news releases and editorial assistance.

MEDIA MILESTONES

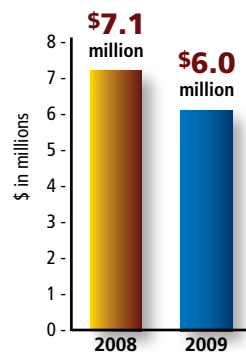
- Travel Manitoba will host GoMedia Canada Marketplace in 2013, a two-day marketplace including media from Canada, Germany, the U.K., Japan, Korea, China, Australia, Brazil and India. Besides meeting with other tourism "story sellers," the meeting provides a fantastic opportunity to showcase Winnipeg and to offer up to eight post-trips for media to experience the rest of Manitoba. These experiences result in increased editorial and broadcasts in publications, websites, blogs and tweets around the globe.
- Travel news releases "Snorkelers go Belly to Belly with Beluga Whales in Manitoba" and "Northern Lights, Arctic Sights" received tremendous pickup by *ABC News*, *LA Times*, *Chicago Tribune*, *Orlando Sentinel* and numerous websites. The circulation for the northern lights release alone reached more than two million.
- Editorial coverage in Germany on Manitoba travel experiences exceeded \$700,000. Travel Manitoba hosted seven media trips including Jurgen Juchtmann of *Neue Westfälische*, who first visited in 2008 and again in 2009, and continues to give Manitoba great coverage.
- While circulation increases in the U.K. were moderate, circulation increases in Mexico were substantial, from one to three million; and in Germany, from two to seven million.



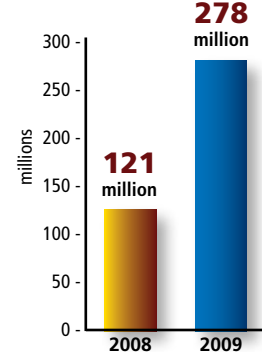
TRAVEL MEDIA COVERAGE OF MANITOBA



AD VALUE



CIRCULATION



Note: Because coverage is linked to ad values, and ad rates have declined, the slight decrease in value for 2009 was expected. However, the number of potential people reached more than doubled from 121 million in 2008 to 278 million in 2009.

2010 PLANS

- Refresh media centre at TravelManitoba.com/Media
- Secure up to 25 media visits from non-U.S. international markets
- Hold Travel Manitoba events in U.S. and U.K.
- Create additional German and Spanish media material
- Explore media activities in China
- Increase media relations activity in Canada/U.S. near markets

INTERNATIONAL NON-U.S. MEDIA RELATIONS

Germany

MSi is our in-market agency in Germany for both trade and media. For Travel Manitoba, MSi issues releases, arranges partnered mailings, attends media events, arranges translation, updates website content and meets with the media. Plans for 2010 include a German story idea sheet for mailings and event distribution.

As a result of a brief meeting with Travel Manitoba at GoMedia Canada, Gerald Fritsche published a news item about stalking polar bears in Manitoba over *dpa*, a large German syndicate. The news piece was published on more than 25 websites of regional and national dailies, and generated 11 million page impressions and an advertising value of approximately \$166,000.

The United Kingdom

In the U.K. we now have an in-market travel media representative, Cloverdale-George, to put forth a media relations plan with elements that include CTC media meetings, media events, release creation and distribution, and media hosting. Plans include CTC-partnered blogger events as well as two Travel Manitoba events with themes around water and music festivals.

Mexico

In November 2009, Travel Manitoba and Churchill Nature Tours hosted a polar bear media trip for six Mexican journalists and photographers. Thus far, published articles have reached close to three million people. We also hosted two Mexican media for a northern lights media trip in March 2010. We continue to work with individual Mexican media through GoMedia Marketplace and our database. In 2010, Travel Manitoba will attend the long-running CTC media marketplace in Mexico for the second time.

China

Media relations initiatives are preliminary and any major long-term plans are linked to China finalizing Approved Destination Status for travelers to Canada. Meanwhile, we continue to meet media at GoMedia Marketplace in Canada and to host Chinese media on trips. We are working with CTC-China to potentially host one major film crew in 2010.



In the *Los Angeles Times*, Margo Pfeiff, in her piece *Arctic's Warm Whales* wrote of her beluga encounter "Holding the gaze of that intelligent eye is surreal and strangely calming. Slowly, I reach out. They pirouette closer, keeping just out of reach. I laugh and swallow a mouthful of Hudson Bay." August 23, 2009

Value: \$112,000 Circulation: 1,100,000

2010/2011 MEDIA MARKETPLACES

	Location	Date	Media
Canadian Partners-US media event	Denver	January 19, 2010	Denver-based
Travel Media Association of Canada (TMAC)	Cardiff	March 7-11, 2010	Canadian
Canada Media Marketplace 2010	San Francisco, CA	April 11-14, 2010	L.A.-based
Canadian Partners-US media event	Chicago	April 30, 2010	Chicago-based
Society of American Travel Writers – Canadian Chapter Meeting	Shreveport-Bossier, USA	June 7-10, 2010	Canadian
Travel Manitoba Kayak the Canal event	London, England	June, 2010	British
CTC-UK cuisine bloggers event	London, England	June 30, 2010	British
Travel Manitoba Cambridge Folk Festival media event	Cambridge, England	July, 2010	British
CTC GoMedia Canada Marketplace	Toronto, ON	August 22-26, 2010	non-U.S. International & Canadian
CTC GoMedia Mexico Marketplace	Mexico City	August 30-September 1	Mexico City-based
Society of American Travel Writers – Annual Conference	Leipzig, Germany	October 7-12, 2010	North American
CTC-Germany media events	Berlin/Hamburg/Frankfurt/Munich	November 17-20, 2010	German
Canadian Partners-US media event	San Francisco	November 4, 2010	San-Francisco-based
Canadian Partners-US media event	Los Angeles	November 7, 2010	L.A.-based
Travel Manitoba Pan for California Gold events	Los Angeles and/or San Francisco, CA	dates unknown	Californian

MEDIA TOUR PROGRAM

The Media Tour Program generates the most publicity for Manitoba travel experiences. With the Canadian Tourism Commission and the Manitoba travel industry, Travel Manitoba co-hosts media trips for media of all kinds, who then produce content on their experiences.

For 2009, Travel Manitoba partnered with provincial and national partners to leverage the \$150,000 media tour budget with an additional \$187,000 of in-kind support.

- 96 media trip projects involving 140 people (extra film crew, photographers)
- 71 projects from North America, 16 from Europe, 6 from Mexico, 3 from Asia-Pacific
- Media visits generated \$3.2 million in equivalent ad value in media outlets around the world
- Five group media trips occurred in 2009:
 - Nanuk Polar Bear media trip with 3 media (U.K., U.S., Canada)
 - Churchill Nature Tours polar bear media trip with 6 Mexican media
 - Fall for Winnipeg GoMedia post with 3 media (Mexico, Canada, Korea)
 - Narrows West Lodge media trip with 6 hunting media (U.S., Canada)
 - Franco-Manitoba media trip with 5 Quebecois media
- Three group media trips planned for 2010:
 - Northern Lights, Winter Nights Media trip
 - Taste Winnipeg, Touch the Arctic GoMedia trip
 - Great Manitoba Cultural Spa Media trip

- Hosted outlets included *Los Angeles Times*, *San Francisco Chronicle*, *Press-Republican* (New York), *Midwest Outdoors TV*, *Field & Stream*, *Cabela's TV*, *Outdoor Canada*, *CAA Westworld*, *enRoute*, *American Hunter*, *Going Places*, *TripAtlas.com*, *Canadian Geographic*, *Canadian Living*, *Toronto Star*, *Snowshoe Magazine*, *SnowGoer*, *Winnipeg Free Press*, *Le Soleil*, *La Presse*, *L'Express* (France), *Quantas Magazine*, *Frankfurter Neue Press*, *Fisch und Fang*, *Neue Westfaelische*, *Welt am Sonntag*, *Choice* (U.K.), *The Daily Telegraph* (U.K.), *Wanderlust* (U.K.), *Daily Express* (U.K.), *Fly Tying Magazine* (U.K.), *Reforma* (Mexico), *Imagenes del Turismo* (Mexico), *Travesias* (Mexico).



In *Outdoor Canada*, Jake MacDonald, in *Land of the Giants*, wrote "I almost crapped my slacks," Doug would later tell me, explaining how he jerked the spoon away from the fish—a reflex action he now regrets—and the monster vanished with a swirl." April 2009

Value: \$35,000

Circulation: 95,000

TRAVEL MANITOBA GOES FOR THE GOLD

The Olympics may have been three provinces away, but Travel Manitoba's media relations team was involved every step of the way. Months in advance, we provided dozens of story ideas for Olympic media looking for filler material between Games coverage. Features were covered by media from Germany, Mexico and Canada, but we were most excited about the NBC Olympics crew selecting two stories to film in Manitoba: Isobel the blind sled dog, and the intrigue of polar bears. In the early fall, Travel Manitoba, Frontiers North and Blue Sky Expeditions worked very closely with NBC to set up and escort the crew.

Producer Jim Thompson said "It was a tremendous experience. I don't think I've known a group to have been so heavily affected by a shoot. You made so much of it possible and you were in every frame of the piece."

In January, Jillian Brown worked closely with the Canadian Tourism Commission to develop ski-jumping Olympian Eddie the Eagle's itinerary through Winnipeg during the times he wasn't carrying the torch. Eddie's story was published and syndicated across North America and the U.K., where he is from.

Days before the Games began, Travel Manitoba worked with the CTC to bring a group of international travel media to CentrePlace Manitoba. Twenty-five media toured the pavilion and received a preview of Travel Manitoba's spring launch of UnexpectedTV.com.



During the Olympic Games, NBC aired the polar bear segment. The "Isobel the blind sled dog" segment also aired. Combined coverage reached more than 20 million viewers.

During the Games, and to good response, Travel Manitoba released news about ice sculptors, curling, Manitoba's Homecoming Social in Vancouver and much more. Numerous posts on Twitter, Facebook, Flickr and other social media sites included everything from news on Manitoba's bears, belugas and big surprises to pictures of cheese cube mountains at the social.

READ ABOUT MANITOBA...



In the *National Post*, Joanne Sasvari, in *Manitoba's Gold Rush*, wrote "But look again and you may find a hidden beauty in the homely pike. That's because this bottom-feeding denizen of northern Prairie lakes produces some of the best roe outside the Caspian Sea." April 25, 2009

Value: \$40,000 Circulation: 230,000



In *Choice*, a U.K. magazine, a 14-page spread titled *Magnificent Manitoba*, illustrated by Clive Nicholls, starts off "From communing with polar bears and whales to exploring the vastness of the prairies and the arts scene of Winnipeg, Norman Wright finds the Canadian province of Manitoba full of possibilities." October 2009

Value: \$105,000 Circulation: 268,000

In *Elle Québec*, Louise Dugas, in her engaging story *Les Derniers Monarques de l'Arctique* about polar bear viewing in Churchill, wrote "À droite du buggy, deux ours polaires. Deux montagnes de muscles et de griffes. À l'intérieur, 18 touristes près de l'apoplexie." April 2009

Value: \$67,500 Circulation: 88,000





In *Canadian Living*, Doug O'Neill, in *Sweat Lodge Ceremony in Winnipeg*, wrote "One of the highlights of my visit was the Manito Ahbee International Pow Wow. Watching more than 500 dancers . . . perform with 22 drum groups was a mesmerizing explosion of colour and music. It was fun to just kick back and watch them work up a little sweat." *May 2009*

Value: \$43,500 Circulation: 538,000



In *American Snowmobiler*, Linda Aksomitis, in *Manitoba crossroads*, wrote "Whiteshell Provincial Park turned out to be a secret we finally uncovered . . . a four-season playground with 1,700 square miles of wilderness parkland and 200 lakes." *Spring 2009*

Value: \$51,500 Circulation: 129,000



In *Men's Journal*, Diane Senecal, in her Bloodvein River paddling piece *Canada's Best Remote River*, wrote "If there's a middle of nowhere, Canada's Bloodvein River runs through it. Winding 200 miles through canyons and marshes before emptying into Lake Winnipeg, it's the perfect blend of rough and relaxing." *June, 2009*

Value: \$84,000 Circulation: 1,770,000

MEET THE TEAM

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

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