

2010 Impressions

Travel
Manitoba

.com/media




up here
LIFE IN CANADA'S FAR NORTH

THE PILGRIMAGE BACK TO YORK

ABANDONED AND FORGOTTEN, THE ARCTIC YORK FACTORY — ONCE A CENTRE OF GRAVITY IN EARLY CANADA — IS BEING RE-ANIMATED BY THE MANITOBA CREE

BY MARGO PFEIFF

York Factory was built in 1786 and was once the most important place in all of English Canada. Today it stands abandoned, forgotten and abandoned in the imagination. A few miles away, they still make a living out of the land. It was once a bustling trading post, but now it is a ghost town. The story of the factory is a story of survival, of struggle, of hope, and of the human spirit. It is a story that has been forgotten, but it is a story that is being rediscovered. The Manitoba Cree are rediscovering their connection with York Factory, which for 273 years has stood within their traditional homeland. Yet despite the significant place in Canadian history that York holds, southern Canadians with direct cultural linkages to it remain disinterested and removed. Unlike the Cree, they've left York Factory to the ghosts.

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In her poignant tale *The Pilgrimage Back to York in Up Here*, Margo Pfeiff wrote: "The Manitoba Cree are rediscovering their connection with York Factory, which for 273 years has stood within their traditional homeland. Yet despite the significant place in Canadian history that York holds, southern Canadians with direct cultural linkages to it remain disinterested and removed. Unlike the Cree, they've left York Factory to the ghosts."

October 2010 / Circulation 100,000

MEDIA *Relations*

The goal of Travel Manitoba's media relations strategy is to secure earned media of positive travel experiences in order to impact visitation. Our integrated strategy involves keeping pace with trends; fostering relationships with vital travel media; providing fresh experiential-based communications; and hosting media through the media tour program.

PUBLICITY SNAPSHOT *2010 Impressions*

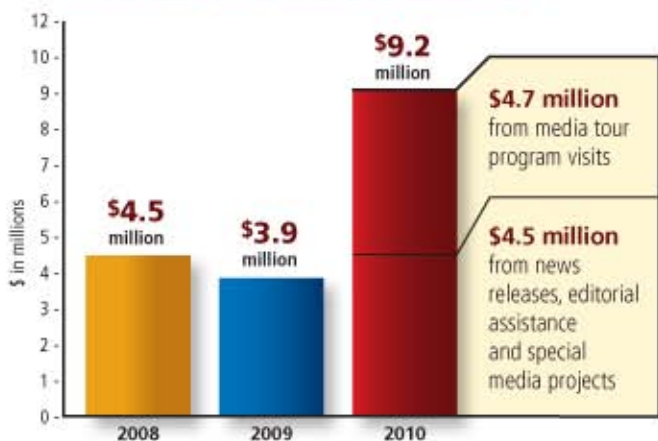
- Manitoba travel features, broadcasts and mentions reached a potential audience of 646 million people worldwide up from 278 million in 2009. This significant growth is partially due to the increase of online publicity as tracked by our media monitoring service provider.
- This year, 86% of total travel media coverage was circulated globally via the Web, compared to 72% in 2009.
- Travel Manitoba's media relations efforts directly influenced \$9.2 million worth of travel publicity (see chart below). This three-fold increase from \$3.9 in 2009 is attributed to a few high-profile media projects:
 - > Olympic Torch Relay pick-up featuring Eddie (the Eagle) Edwards
 - > NBC broadcasting Churchill vignettes during Olympic Prime Time
 - > Multiple airings of a bass fishing episode and moose hunting episode on *Cabela's Ultimate Adventures*
- Total travel media coverage was equally attributable to media tour program visits and editorial support provided by Travel Manitoba media relations staff.

MEDIA TOUR PROGRAM

The media tour program is the fulfillment side of the media relations department. Most media visits derive from relationships fostered at media marketplaces, conferences and events.

- We hosted 112 media trip projects involving 164 people (extra film crew, photographers).
- Media visits generated \$4.7 million in equivalent ad value in outlets around the world. This is a 47% increase from 2009.
- Media trip market breakdown: 83 from North America, 19 from Europe, 5 from Mexico, 5 from Asia-Pacific
- Six group media trip projects occurred in 2010:
 - > Ice Fishing Derby with Cats on the Red (7 media)
 - > Winter Fun with Festival du Voyageur and Tourism Winnipeg (3 media)
 - > Northern Lights, Winter Nights with Frontiers North (9 media)
 - > Farm to Table Culinary Trip (3 media)
 - > GoMedia Taste Winnipeg, Touch the Arctic with Churchill Wild (9 media)
 - > Waterfowl Mania with Narrows West Lodge (5 media)
- We partnered with provincial tourism partners and the Canadian Tourism Commission to leverage the \$170,000 media tour program budget with an additional \$239,000 of in-kind support.
- Hosted outlets included *The Martha Stewart Show*, *Lonely Planet*, *Frankfurter Rundschau* (Germany), *Playboy*, *Outdoor Life*, *Flare*, *Popular Mechanics*, *Nuvo*, *Birmingham Post* (UK), *Petersen Hunting*, *Le Soleil*, *Swishy* (Mexico), *Sherman's Travel*, *The Georgia Strait*, *Manchester Evening News* (UK), *Medical Post*, *Snowmobile TV*.

TRAVEL MEDIA COVERAGE OF MANITOBA



Bruce Ramsay returned home for Manitoba Homecoming 2010. In his *Up!* article *Social Networking in Winnipeg*, he wrote: "Walking at night in the Exchange District, once a fool-hardy endeavour, now feels like early 1990s Seattle...studios, coffee houses and boutiques are opening with surreal fervour, run by young pioneers lured by the city's reasonable rent and the gritty artistic palate."

August 2010 / Circulation 26,500

MEDIA MILESTONES

- In spring 2010, we initiated a high-volume media relations campaign targeting travel writers in North Dakota and Minnesota. Outreach began with sending 25 top media 'Story Idea Suitcases' filled with homegrown treats linked with story ideas. We followed up, pitching more editorial angles and appeals to visit. Five individual media trips and one group media trip resulted. We hosted outlets such as *Lillie Suburban News*, *Mpls/St. Paul*, and *Asian American Press*.
- This past fall, we redesigned our travel media website. The home page features compelling and visual story ideas highlighting Manitoba experiences. Stories are posted weekly to entice travel media to include Manitoba in any editorial coverage. Options exist to sign up for an RSS feed, share stories with friends, and post to social media channels. Plans for 2011 include more video-illustrated stories.
- We also launched a Facebook page (WildManitoba), Twitter handle (@wildman204) and YouTube channel to target travel media. Through these interactive tools we share new story ideas just posted on our media site, distribute other travel news about Manitoba, and engage with media to answer editorial queries.

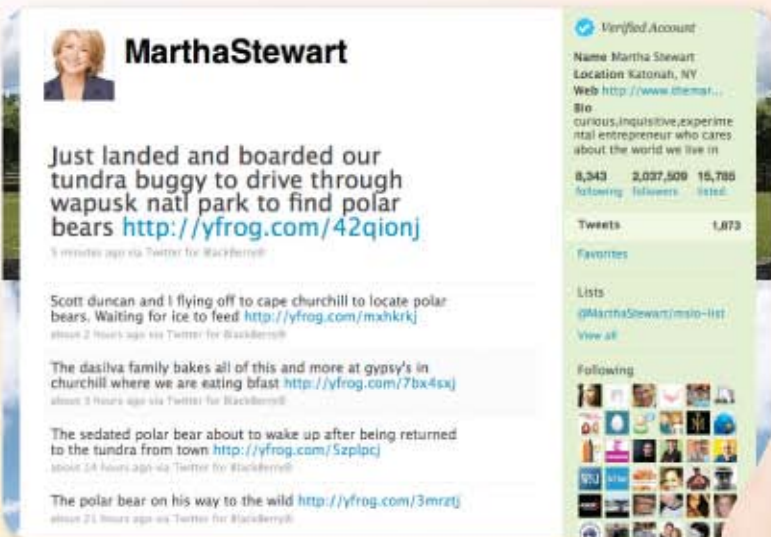
- The media tour program supported celebrity Martha Stewart's visit to Churchill to film an episode for her television show. News of her adventures broke via Twitter when she tweeted to her two million followers about boarding a Tundra Buggy®, visiting Wapusk National Park, and dining at Gypsy's Café.
- *Write Angles* media e-newsletter is a new tool developed in 2010 to drive readers to our media site. Over 600 media receive the monthly e-newsletter, which features four stories linked to the media site. Other information includes latest news and events. Content from *Write Angles* has been repurposed for *Shaw TV*, *canoe.com*, and various travel blogs and social media channels.
- This year, the media tour program focused on hosting new media influencers such as website editors, bloggers, v-loggers, and social media communicators. Manitoba garnered features on the high-traffic travel pages of *readersdigest.ca* and *canada.com*. We also earned posts on *Gadling*, *World Hum*, and *Lonely Planet TV*, which are considered influential travel blogs. The viral nature of new media poses a challenge for evaluating ROI of today's media efforts. Under the guidance of the Canadian Tourism Commission, we are working to find more relevant metrics for new and traditional media.



www.travelmanitoba.com/media

In her article *Any Bears Around Today?* on *World Hum*, blogger Kim Mance wrote: "But as it turned out, the bears weren't the highlight of the trip. It was the jovial and friendly people who choose to weather the elements and live in this unforgiving environment a world away from everyone else... They are people who live an adventure every day and put my own adventures to shame."

December 2010 / www.worldhum.com



Martha Stewart's Twitter Feed



GLOBAL MEDIA RELATIONS

GERMANY

MSi is our in-market agency in Germany for both travel trade and media. In 2010, Travel Manitoba and MSi designed a German story idea booklet to showcase Manitoba experiences during media meetings and for mailings. In October, Travel Manitoba hosted a German media dinner in Berlin. Through the media tour program, we hosted 11 German media.

UNITED KINGDOM

For a second year, Clover-George is Travel Manitoba's in-market travel media representative implementing plans in the U.K. In 2010, Manitoba stories reach a potential readership of 11 million in the U.K. This was largely due to Emily Beament's polar bear article *Where Having a Big Bum is a Bear Necessity* which ran syndicated in over 35 British regional newspapers. Two Manitoba articles were nominated for best travel journalism at the British Annual Canada Travel Awards: Anthony Lambert's *Fur & Ice* in *Wanderlust* magazine and Jolyon Attwooll's article in the *Daily Telegraph*. Travel Manitoba hosted all three of these writers in 2009.

EMERGING MARKETS

CHINA

This summer Travel Manitoba accompanied the Premier of Manitoba on a sales mission to China. We provided media kits to over 20 travel and business media in attendance. An article on northern lights was published in *CAAC Inflight*, the official magazine of the Civil Aviation Authority of China, distributed on six major domestic Chinese airlines.

MEXICO

Travel Manitoba scaled back marketing efforts in Mexico in 2010 due to Canada's travel visa restrictions. However, we continue to work with individual media through GoMedia Canada Marketplace. This year, Manitoba garnered great attention in a trio of high-end, glossy travel magazines: *Travesías*, *Deep* and *Swishy*.



Jolyon Attwooll of the *Daily Telegraph* wrote in his article *Trailing the World's Largest Land Carnivore*: "The bear scanned the horizon, somehow aware that more than just the sub-Arctic wind was intruding into its afternoon repose. For a fleeting moment, seared forever on my mind, its gaze fell on three puny human forms, motionless on the tidal flat grass."

April 2010 / Circulation: 686,679



In her playful piece *Wellness for Whales* in *Suddeutsche Zeitung*, German writer Birgit Lutz-Temsch wrote: "We don't have to look for the whales,' says Lindsay, the young kayak leader. 'We wouldn't find them anyways...the whales look for us.' My kayak gets a gentle nudge. This is how whales find people."

**August 2010
Circulation: 448,000**



In his article *Brilliant Aurora Night* in *Civil Aviation Authority of China Inflight*, photojournalist Qun Chen wrote: "You may have seen the northern lights in pictures or on television, but this doesn't compare to the experience and feeling of seeing them in person."

June 2010 / Circulation 320,000

WHAT OTHERS ARE SAYING

About Manitoba:



In her piece *Company's Coming* in **Country Woman**, writer and St. Joseph resident Vivianne Remillard wrote this about fall suppers: "When my neighbours and I have people over for supper, we go all out—inviting a thousand of our closest friends, relatives and complete strangers with a taste for good home cooking."

October 2010 / Circulation 1,500,000

2011 MEDIA RELATION PLANS

Secure over 30 media visits from non-U.S. global markets

Saturate media outreach in Canada and U.S. high volume markets

Continue a strong focus on hosting online media and social media influencers

Explore Eastern U.S. media hubs

Expand fish and hunt media efforts in the U.S.



In his piece *Manitoba Magic*, **Wildfowl** editor Paul Wait wrote: "Plentiful waste grain and perfect roost waters concentrate geese on Lake Manitoba in late September and early October. The birds are fresh from their breeding grounds and looking for fuel for a long flight south... Scout, set up and shoot Canada Geese—in Canada."

**Summer 2010
Circulation 40,000**

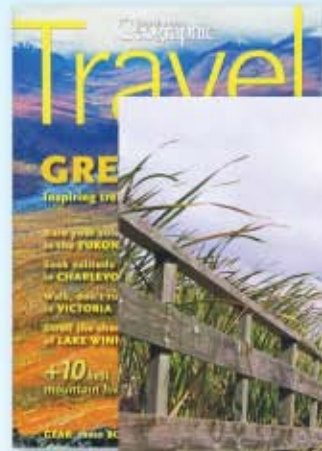
2011-2012 MEDIA MARKETPLACES & EVENTS

	Location	Date	Media
Travel Media Association of Canada (TMAC)	Ottawa	March 9-12	Canadian
Canada Media Marketplace	New York City	April 4-6	American
CTC Partners-US media event	Chicago	April 28	Chicago-based
Society of American Travel Writers (SATW) Canadian Chapter Meeting	Montreal	May 3-6	Canadian
Travel Bloggers Exchange (TBEX)	Vancouver	June 11-12	North American
Travel Manitoba 'Pooh at the Zoo' media event	London, England	August	British
GoMedia Canada Marketplace	Edmonton	September 18-22	International
SATW Annual Conference	New Zealand	October 7-11	North American
Travel Manitoba media dinner	Munich or Hamburg	October	German
CTC Germany media events	German city	November	German
Canadian Partners-US media events	Seattle & Denver	January 22-24	American
Travel Manitoba trade and media events	Boston & New York	February	American/Travel
Manitoba media event	London, England	February	British



In *Where the Fur Flies*, which appeared in the **Sydney Morning Herald News**, Ben Cubby wrote: "Watching dog-sled teams getting ready to run is a bit like observing a cocktail party sped up into comical fast forward. Frisky females flirt and compete for attention. Alpha males preen and strut."

December 2010
Circulation: 360,000



Take a walk on the child side

In *Take a Walk on the Child Side* for **Canadian Geographic Travel**, Michael Kapral wrote: "We've covered another 100 metres in the past hour. Annika is strolling along the beach and doesn't want to leave. 'Can you write down that this place has really soft sand,' she instructs. 'It's almost like powder.'"

Fall 2010 / Circulation 193,374



In *Wild Whiteshell* for **enRoute**, Shel Zolkewich wrote: "Granite claws burst out of canola fields, and silvery aspens are swallowed up by sky-high tamaracks... Here in the Whiteshell, the barrier between nature and civilization is thin at best. So take a deep breath: that's aromatherapy, boreal-forest-style."

June 2010 / Circulation 146, 613



In his piece, *Natural Capita* for **Outdoor Canada**, Bob Sexton wrote: "Getting pampered is certainly not my goal. Rather, I have one main concern—to catch a monster pike... Having someone unhook your fish so you can get fishing faster? Now *that's* the kind of pampering I can handle."

May 2010
Circulation: 89,000



MEET THE TEAM

The media relations team wants to help tell your story. Please send us your travel news, story ideas, itineraries and new packages and we'll be happy to share it with media.

TRAVEL MANITOBA MEDIA RELATIONS

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