

Canada Media Marketplace

Final Report

May 6th, 2013



Prepared by:

Keith Small

Business Development Manager

Overview

Canada Media Marketplace brings together Canadian media directors and representatives from a broad cross section of the Canadian tourism industry with U. S. media. Media guests represent travel and lifestyle journalists from print, electronic, and on-line consumer and travel publications. The purpose is to exchange the latest Canadian tourism information in a structured, professional setting consisting of scheduled, one-on-one appointments and related hospitality events.

This year's event took place in New York City from April 15th to 18th. Destination Labrador did not have this marketplace on it's original workplan for 2013 but was encouraged to attend as Newfoundland and Labrador would be hosting the opening reception and the Torngat Mountains National Park would be a major focus of this event. Upon consideration DL partnered with Nunatsiavut Tourism to attend but without an appointment schedule. Instead we chased after informal appointments with individuals leading up to and at the event and used networking opportunities to make connections with others.

Event Activity

During the show DL met with 18 individuals; some prearranged while others were resultant from introductions from colleagues or chance meetings. This would compare to approximately 35 meetings by other DMOs with official scheduled meetings.

Following is a list of the individuals with whom DL met and the type of product they would likely represent with media coverage:

<u>Company</u>	<u>Individual</u>	<u>Products/Services</u>
Freelance	Book, Jeff	Sightseeing/Touring - TLH
Freelance	Goldsmith, Margie	Outdoor Exploring - Soft Adventure,
Freelance	Howells, Bob	Sightseeing/Touring - Northern Ranger,
Freelance	Marty, Phil	Outdoor Exploring - Soft Adventure,
Freelance	McLean Robbins, Carolyn	Fishing - Remote Lodge
Freelance	Nieder, Janice	Fishing - Remote Lodge
Freelance	Turk, Jon	Outdoor Exploring - Hard Adventure, Outdoor
Brandy Y Productions	Yanchyk, Brandy	Sightseeing/Touring - TLH
Canoe & Kayak	Moag, Jeffery Lee	Outdoor Exploring - Hard Adventure, Outdoor
Endless Vacation	Peck, Barbara	Sightseeing/Touring - TLH
Fly Rod and Reel	Thomas, Greg	Fishing - Remote Lodge, Fishing - South Coast
Fodor's Travel	Cabasin, Linda	Sightseeing/Touring - Northern Ranger,
Forbes	Bender, Andrew	Sightseeing/Touring - TLH
Living on Earth	Lender, Mark Seth	Outdoor Exploring - Hard Adventure, Outdoor
Mike's Road Trip	Shubic, Mike	Sightseeing/Touring - Northern Ranger,
National Geographic / Gutsy Traveller	Bond, Marybeth	Outdoor Exploring - Soft Adventure,
Travel 4 Wildlife	Garcia, Christina	Outdoor Exploring - Soft Adventure
TravelZoo	Brody, Jim	Sightseeing/Touring - TLH

ROI

As a result of contacts made at CMM, DL has identified a number of solid opportunities for media trips to Labrador this coming season and even a couple that are more likely a fit for 2014. Follow-up contact has been completed with all the above individuals and discussions have been initialized with a few to further explore those opportunities.

The chart below summarizes the Media Fam opportunities identified from CMM followed by a more detailed listing for each of the 18 contacts DL met with at CMM.

Region	Product	Fam Participant	Publication / Outlet
Nunatsiavut	Kayaking from communities or Hiking in Torngats	Jon Turk / Jeffery Moag	Canoe & Kayak – magazine
Nunatsiavut	Wildlife viewing opportunities	Mark Lender	Living on Earth – radio / Shoreline Times – newspaper / Internet
Western/ Central/ Southern	Trans Labrador Highway	Bob Howell / Dacus Thompson	Men's Journal – Magazine
South Coast / Central or Nunatsiavut	Active Seniors with a tourism linkage	Brandy Yanchyk	BBC – Television
Central / South Coast	Angling	Greg Thomas	Rod & Reel – magazine
South Coast / Central	Trans Labrador Highway	Linda Cabasin	Fodor`s - travel guide

Media Coverage - New

Jeff Book
Writer / Editor
4216 Overlook Road
Birmingham AL 35222
USA

Work (Direct) (205) 930-9638

Web site: www.jeffbook.net
Work (Direct): jeff@jeffbook.net

Seasoned writer whose travel stories have appeared in Coastal Living, Travel & Leisure, Departures, Elle Decor, House Beautiful, Town & Country Travel, Los Angeles, Sunset, and Westways, among others. Interest and experience range from luxury getaways, culinary chronicles, and urban guides to road trips and outdoor adventures.

Has done Newfoundland but not Labrador.

Andrea introduced us and suggested he would be a great opportunity.

Products/Services	Sightseeing/Touring - TLH
Categories	Internet, Magazine
Stage	Initial Communication (15%)
Confidence Rating	Fair
Status	In-Progress
Creation Date	April 29, 2013

CMM Follow-up

Sent a link to DL media kit but with no specific project suggestions.

Media Coverage - New

Margie Goldsmith
Writer - Freelance
301 East 52nd Street, 5B
New York NY 10022
USA

Work (Direct) (212) 838-7058

Web site: www.mgproductions.com
 Work (Direct): mgoldsmith@mgproductions.com

Specializes in experiential travel, adventure, luxury travel, lifestyle, and profiles.

Areas of Interest: Lifestyle

Target Audience: 18-35, 35-55, 55+, Business, Female, Male, Single

Publications and Outlets: Elite Traveler, HuffingtonPost, National Geographic Traveler, Robb Report, Visa Black Card Magazine

Winner of the Adventure Canada 2014 circumnavigation of Newfoundland.

Products/Services	Outdoor Exploring - Soft Adventure, Sightseeing/Touring - Northern Ranger, Sightseeing/Touring - TLH
Categories	Internet, Magazine, Newspaper, Photography, Radio
Stage	Initial Communication (15%)
Confidence Rating	Fair
Status	In-Progress
Creation Date	April 30, 2013

CMM Follow-up

Sent a link to DL media kit but with no specific project suggestions.

Media Coverage - New

Bob Howells
Freelance
5043 Maytime Lane
Clver City CA 90230
USA

Work (Direct) (310) 204-1162

Web site: www.bobhowells.com
Work (Direct): bob@howells.com

Writes for National Geo Traveller and on-line. Met with Andrea and asked to speak about Labrador.

Interested in the TLH and Northern Ranger experiences.

Could be a good match for an article in Men's Journal. Dacus Thomas of Men's Journal expressed interest in the TLH in 2012.

Products/Services	Sightseeing/Touring - Northern Ranger, Sightseeing/Touring - TLH
Categories	Books, Internet, Magazine
Stage	Initial Communication (15%)
Confidence Rating	Fair
Status	In-Progress
Creation Date	April 29, 2013

CMM Follow-up

Sent a link to DL media kit and suggested we explore a TLH project for him for 2013. Possibly a partnership to write an article for Men's Journal.

Media Coverage - New

Phil Marty
Travel Writer / Photographer
2240 W. Ainslie St.
Chicago IL 60625
USA

Work (Direct) (312) 339-3295
Mobile (773) 275-4050

Web site: www.pmp photography.net
 Work (Direct): phil@pmp photography.net

Former assistant travel editor, Chicago Tribune. Now freelances travel pieces on destinations, adventure and budget travel and writes four weekly pieces for the Tribune, including a deals column that also appears twice monthly in the Hartford Courant

Target Audience: 18-35, 35-55, 55+, Business, Family, Female, Male, Single

Products/Services	Outdoor Exploring - Soft Adventure, Sightseeing/Touring - Northern Ranger, Sightseeing/Touring - TLH
Categories	Magazine, Newspaper, Photography
Stage	Initial Communication (15%)
Confidence Rating	Unlikely
Status	In Progress
Creation Date	April 30, 2013

CMM follow-up

Sent a link to DL media kit but with no specific project suggestions.

Media Coverage - New

Carolyn McLean Robbins
Freelance Writer
Washington DC USA

Work (Direct) (410) 279-7009

Web site: www.McLeanRobbins.com
 Work (Direct): McLean@McLeanRobbins.com

McLean is a DC-based luxury lifestyle writer specializing in travel, spas, beauty and fashion for leading magazines and Web sites nationwide. Her work runs the gamut from luxury condos in Switzerland to Lake Como's newest five-star resort (Luxist) to hotel, spa and restaurant writing for Forbes Travel Guide to the best places to get waxed for The Washingtonian, plus daily news for Gadling and AOL Travel.

Met through Andrea...she suggested some of the 5-star fishing lodges might be a good match.

Products/Services	Fishing - Remote Lodge
Categories	Internet, Magazine, Radio, Travel Guides
Stage	Initial Communication (15%)
Confidence Rating	Unlikely
Status	In Progress
Creation Date	April 29, 2013

CMM follow-up

Sent a link to DL media kit with a suggestion to look at a project to partnership project with some of Labrador's high-end fishing lodges.

Media Coverage - New

Janice Nieder
Food, Travel and Lifestyle Writer
3639 A, Scott St.
San Francisco CA 94123
USA

Work (Direct) (415) 921-0989

Web site: www.travelwriters.com/janicenieder
 Work (Direct): jnredsie@aol.com

Janice could be the love child of Indiana Jones and Julia Child.

Target Audience: 35-55, 55+, Business, Female, Single

Publications and Outlets: JustLuxe.com, Tangodiva.com, Examiner.com, The Epoch Times, TheGlobalHerald.com

Introduced by Andrea...could possibly be a good fit for high-end remote lodges with a specialty focus on women's travel and culinary.

Products/Services	Fishing - Remote Lodge
Categories	Books, Internet, Newspaper
Stage	Initial Communication (15%)
Confidence Rating	Unlikely
Status	In Progress
Creation Date	April 30, 2013

CMM follow-up

Sent link to DL media kit and suggested looking at visiting some the fishing lodges that are offering a higher-end culinary experience or catering more specifically to a female clientele.

Media Coverage - New

Jon Turk
Freelance
65 Cokato Rd apt 405
Fernie BC V0B 1M4

Work (Direct) (205) 423-7621

Web site: www.jonturk.net
Work (Direct): jon@jonturk.net

Has written three award winning adventure/travel books and most recently won an award for his article in Canoe and Kayak magazine: Two Men Alone in a World of Ice.

His partner on this trip around Ellsmere Island was Erik Boomer who is working on a project in Iqaluit to revitalize the tradition of building kayaks. He and his partner (Susan McNare?) are also involved with snow sailing.

Met with Jon with Johannes Lampe. Good discussion on the history of Nunatsiavut.

Products/Services	Outdoor Exploring - Hard Adventure, Outdoor Exploring - Soft Adventure
Categories	Books, Internet, Magazine, Newspaper, Photography
Stage	Initial Communication (15%)
Confidence Rating	Fair
Status	In Progress
Creation Date	April 29, 2013

CMM follow-up

Sent a link to the DL media kit and suggested a project for 2014 in partnership with the Nunatsiavut government to feature either the kayaking experience along the Nunatsiavut coastline or the new hiking routes at TMNP.

Jon replied with great enthusiasm and we have agreed to begin exploration of the details in the fall 2013.

Media Coverage - New

Brandy Yanchyk
Reporter, Writer & Videographer
Brandy Y Productions
10230 - 114 Street Suite 307
Suite 307
Edmonton AB T5K 1R9
Canada

Work (Direct) (780) 761-4116

Web site: www.brandyproductions.com
 Work (Direct): brandy@brandyyproductions.com

Brandy Yanchyk is a freelance Broadcast Journalist who works primarily for the British Broadcasting Corporation (BBC's travel show Fast Track, BBC World News America, BBC World TV, BBC News Online and BBC On Demand) and the Canadian Broadcasting Corporation.

Target Audience: 18-35, 35-55, 55+, Business, Family, Female, Male, Single, Under 18

Planning a trip in NL this year focusing on seniors. Interested in including the south coast of Labrador.

Products/Services	Sightseeing/Touring - TLH
Categories	Radio, Television
Stage	Initial Communication (15%)
Confidence Rating	Fair
Status	In Progress
Creation Date	April 30, 2013

CMM Follow-up

Sent a message to enquire more details on the 'Seniors' project.

Brandy's reply

I am going to be doing three one hour documentaries and I am looking for seniors who are doing extraordinary things when it comes to their bodies through fitness, their minds when it comes to inventing something or starting a new company and lastly through volunteerism and activism. If you have anybody who fits these topics please let me know. For the BBC's travel show Fast Track I am always looking for a new adventure to try and film or something newsy.

Media Coverage - New

Jeffery Lee Moag
Editor in Chief
Canoe & Kayak
236 Avenida Fabricante
Stn 201
San Clemente CA 92672
USA

Work (Direct) (949) 325 6159

Work (Direct): jeff@canoekayak.com

Suggested that we should talking with Eric Boomer who is doing some kayaking and snow sailing activity in Iqaluit. Possibly a similar project/activities could be looked at for Nunatsiavut.

Eric Boomer was Jon Turk's partner on the Ellsmere trip.

Products/Services	Outdoor Exploring - Hard Adventure, Outdoor Exploring - Soft Adventure
Categories	Magazine
Stage	Initial Communication (15%)
Confidence Rating	Fair
Status	In-Progress
Creation Date	April 29, 2013

CMM Follow-up

Sent a link to DL media kit and suggested a project consideration for featuring kayak along the Nunatsiavut, possibly in partnership with Jon Turk.

Jeff replied with interest and we have agreed to explore.

Media Coverage - New

Barbara Peck
Editor in Chief
Endless Vacation
360 Lexington Avenue
19th Floor
New York NY 10017
USA

Work (Direct) (646) 437-0619
Mobile (646) 342-4755

Work (Direct): barbara.peck@storyworldwide.com

Endless vacation - for Canadian destinations, we want information on new hotels, restaurants and shopping; new outdoor and cultural experiences; and other recent tourism developments.

Target Audience: 18-35, 35-55, 55+, Family

Products/Services	Sightseeing/Touring - TLH
Categories	Internet, Magazine
Stage	Initial Communication (15%)
Confidence Rating	Unlikely
Status	In Progress
Creation Date	April 30, 2013

CMM follow-up

Sent link to DL media kit but with no specific project suggestions.

Media Coverage - New

Greg Thomas
Editor / Writer
Fly Rod and Reel
Box 8162
Missoula MT 59807
USA

Work (Direct) (408) 926-1052
Mobile (206) 817-6001

Web site: www.anglerstonic.com
 Work (Direct): greg@anglerstonic.com

Expressed interest in the Flowers and Eagle rivers.

Discussed doing a trip to visit group of lesser known rivers to exposed the variety of fishing opportunities in Labrador and some of the developments in the product offering - i.e.: Eco-Friendly, couples or female angling, accessible from the TLH.

Expressed a consideration to do as early as this coming season (2013)

Products/Services	Fishing - Remote Lodge, Fishing - South Coast
Categories	Books, Internet, Magazine, Newspaper, Photography
Stage	Initial Communication (15%)
Confidence Rating	Fair
Status	In Progress
Creation Date	April 29, 2013

CMM Follow-up

Sent an invitation to consider a 2013 trip to feature the variety of fishing opportunities in Labrador; different species, Eco friendly lodge, higher-end lodges, operators partnering fishing product with the sightseeing touring market, operators offering product that caters to female clients.

Greg replied with interest and is reviewing his schedule for 2013.

Media Coverage - New

Linda Cabasin
Editorial Director
Fodor's Travel
1745 Broadway, MD 5-1
New Yourk NY 10019
USA

Work (Direct) (212) 572-8770

Web site: www.fodors.com
Work (Direct): lcabasin@fodors.com

She met with Andrea but we never got a chance to follow-up with one another.

Andrea suggested featuring the top 7 destinations in the province...the TLH being one of them.

Products/Services	Sightseeing/Touring - Northern Ranger, Sightseeing/Touring - TLH
Categories	Internet, Travel Guides
Stage	Initial Communication (15%)
Confidence Rating	Fair
Status	In Progress
Creation Date	April 29, 2013

CMM follow-up

Sent link to DL media kit and requested feedback on her possible plans to follow through on her plans with Andrea to feature the top 7 destinations in NL.

Media Coverage - New

Andrew Bender
Travel & Food Writer
Forbes
441 Raymond Avenue
Santa Monica CA 90405
USA

Work (Direct) (310) 452-0877

Web site: www.forbes.com/sites/andrewbender/
Work (Direct): andy@andrewbender.com

Publications and Outlets: Forbes, Lonely Planet, Los Angeles Times, SilverKris, Westway

Introduced by Monica Campbell Hope...Interested in TLH.

Products/Services	Sightseeing/Touring - TLH
Categories	Books, Internet, Magazine, Newspaper, Photography, Travel Guides
Stage	Initial Communication (15%)
Confidence Rating	Fair
Status	In Progress
Creation Date	April 29, 2013

CMM follow-up

Sent link to DL media kit but with no specific project suggestions.

Media Coverage - New

Mark Lender
Writer, Photographer, Producer
Living on Earth

Mobile (917) 607-6917

Web site: www.MarkSethLender.com
 Work (Direct): MSL@MarkSethLender.com

A nature writer, photographer and producer for Living on Earth (Public Radio). Has spent a lot of time documenting wildlife on Hudson Bay. Recommended by Mike Robbins (The Tourism Company).

His recent work in Arviat generated \$38,000 (4 trips) for one tourism company in Arviat.

Interested in Nunatsiavut.

Products/Services	Outdoor Exploring - Hard Adventure, Outdoor Exploring - Soft Adventure
Categories	Newspaper, Photography, Radio
Stage	Initial Communication (15%)
Confidence Rating	Fair
Status	In Progress
Creation Date	April 29, 2013

CMM follow-up

Sent link to DL media kit and suggested we would be interested in further exploration of a project to have him feature the wildlife viewing experiences available in Labrador, most likely in Nunatsiavut. Most likely that this is a project for 2014.

He replied with great enthusiasm, detailing some of the more interesting experiences he would be interested in. We have agreed to follow-up in the Fall.

Media Coverage - New

Mike Shubic
Travel Vidoe Blogger / Publisher
Mike's Road Trip
P.O. Box 1052
Wickenburg AZ 85358
USA

Work (Direct) (480) 983-3100

Web site: www.MikesRoadTrip.com
 Work (Direct): mike@mikesroadtrip.com

A leading travel video blog site in North America...named Best Travel Tips Blog by GotSaga in 2010. Taget audience is age 35-55, male & female.

Expressed interest in visiting Labrador as part of an Eastern Canada trip in 2013.

Products/Services	Sightseeing/Touring - Northern Ranger, Sightseeing/Touring - TLH
Categories	Film/Video, Internet, Photography
Stage	Initial Communication (15%)
Confidence Rating	Unlikely
Status	In Progress
Creation Date	April 29, 2013

CMM follow-up

He contacted me right after CMM indicating interest in visit Labrador this coming summer. He has a trip planned for Ontario and Quebec in mid-summer and wanted to add on a flight to Labrador with DL's assisting with the itinerary.

I replied indicating that before we got into preparing an itinerary we would have to identify the purpose of the trip, the details of his request for assistance and the ROI.

Media Coverage - New

Marybeth Bond
Writer/Editor/Contributor
National Geographic / Gutsy Traveller
685 Hilary Dr.
Tiburon CA 94920
USA

Work (Direct) (415) 435-6824

Web site: www.gutsytraveler.com
 Work (Direct): mbond99@yahoo.com

Sat in on her PD session "Tips and Tools for Multi Media".

Strong supporter of ensuring operators/destinations get ROI in press trips and encourages the idea that media should be receptive of specific request, insofar as entering into contracts, with those supporting the trip. Maintains that a professional relationship between media and the destination is dependent upon this!

Products/Services	Outdoor Exploring - Soft Adventure, Sightseeing/Touring - Northern Ranger, Sightseeing/Touring - TLH
Categories	Books, Film/Video, Magazine, Newspaper, Radio, Television, Travel Guides
Stage	Initial Communication (15%)
Confidence Rating	Unlikely
Status	In Progress
Creation Date	April 29, 2013

CMM follow-up

Sent a link to DL media kit but with no specific project suggestions.

Media Coverage - New

Christina Garcia
Writer/Photographer
Travel 4 Wildlife
P.O. Box 17117
Asheville NC 28816
USA

Work (Direct) (828) 318-3116

Web site: www.travel4wildlife.com
Work (Direct): cristinagarcia.cat@gmail.com

Interested in tourism experience that allow responsible opportunities to view wildlife and promote conservation.
Expressed interest in the Torngats and Nunatsiavut.

Travels with her husband Hal Brindley.

Products/Services	Outdoor Exploring - Soft Adventure
Categories	Internet
Stage	Initial Communication (15%)
Confidence Rating	Unlikely
Status	In Progress
Creation Date	April 29, 2013

CMM follow-up

Sent link to DL media kit but with no specific project suggestions.

Booking Sites - New

Jim Brody
General Manager, Destinations
TravelZoo
75 Arlington Street
Suite 500
Boston MA 02116
USA

Work (Direct) (617) 848-4531
Mobile (857) 208-8795

Web site: www.travelzoo.com
Work (Direct): jbrody@travelzoo.com

Working with HNL (Craig F) to come into NL to work with operators to set up profiles that will promote packages and work on the logistics management to improve yield management.

Products/Services	Sightseeing/Touring - TLH
Categories	Internet
Stage	Initial Communication (15%)
Confidence Rating	Fair
Status	In Progress
Creation Date	April 29, 2013