

CANADIAN PROVINCES JOIN FORCES TO PROMOTE ATLANTIC CANADA



The Atlantic provinces of Canada have teamed up with Ottawa launching a three-year plan to promote Atlantic Canada as a major tourist destination. The cost of the project is \$24.5 million but the estimated profit should be \$200 million in export revenue. 200 new businesses and 6,000 new jobs are to be created as well.

Around \$11.4 million will come from Ottawa, while the rest will be provided by the four Atlantic provinces and local tourism industry associations.

The project is going to reach out the United States, the United Kingdom, Germany, and China and promote Atlantic Canada as a travel destination. **The provinces want to combine their strengths and market the destination collectively.**

The new agreement is basically a renewal of the Atlantic Canada Agreement of Tourism signed back in 1994 that has done wonders for the area. If the initiative is as successful as the proponents hope, then it really will pay for itself in time and prove to be a smart move.

Atlantic Canada relies on tourism as the main source of profit. It's only recently however, thanks to initiatives like the one being undertaken now, that the world is truly opening up to it.

Atlantic Canada comprises of the Canadian provinces of New Brunswick, Nova Scotia, Newfoundland & Labrador, and Prince Edward Island. Together they offer some of the most beautiful and pristine coastline in all of the country. Visitors find a breath-taking scenery from an uncrowded beach and are welcomed by the warm and inviting culture.

Something that really put Atlantic Canada on the map as a travel destination is the seafood. Fans of lobster, scallops, mussels, cod, oysters, and everything in-between, should never have to worry about going hungry during a visit.

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