



Canada Media Marketplace *San Francisco, California March 31 – April 2, 2014*

Final Report – Comox Valley

The 27th edition of Canadian Tourism Commission's annual Canada Media Marketplace was held in San Francisco this year. Taking place over two days, the marketplace consists of one solid day of meetings and one day of industry panels, briefings by Destination BC and the CTC and networking events.

The Tartan Group, represented by Kate Rogers and Dana Cohen conducted 44 sit down meetings during the rapid 15 minute rotational format and secured 6 additional meetings through open marketplace and separately arranged meetings.

Top outlets whom we met with included (but not limited too): MSNBC.com, Huffington Post, San Francisco Chronicle, Seattle Times, YAHOO.com, AFAR.com, Canadian Doctors, AAA Western Journey, AAA Home & Away, AOL, Sunset Magazine, Oregonian, enRoute Magazine, LA Times, San Diego Union Tribune, Northwest Travel, Outside Magazine, Islands Magazine, Coastal Living magazine, Jetsetter, CBS Network, USA Today, OARS Adventure blog, Conde Nast Traveler, KGO810 News and Information, kgotravel.com, Wine Spectator, Fox News Channel, NBC TV affiliates, slowlivingtoday.com, New York Times, The Travel Channel, USAToday.com, Outdoor Life, Fly Rod & Reel, Boston Globe, Washington Post, StayAdventurous.com

Top story angles that resonated with the media most: Agri-tourism, Festivals, BC Shellfish Festival, tours of shellfish farms/farming, culinary scene - culinary and wine tours, biking mecca – touring by bike, Mount Washington, wellness trips, girlfriend getaways, and anything new.

Event Statistics

- Attending media comprising of bloggers, photographers, writers, broadcasters and editors: 191
- Attending Canadian destinations: 93 (about 128 partners)
- 2500 face-to-face appointments in one day
- Tartan Group met with 50 media in total

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