

2006 TOURISM PLAN



TOURISM
ADVISORY
COUNCIL
PRINCE EDWARD ISLAND

*Prince
Edward
Island*
The Gentle Island



March 2006

Honourable Philip Brown
Minister of Tourism
PO Box 2000
Charlottetown, PE C1A 7N8

Dear Minister Brown:

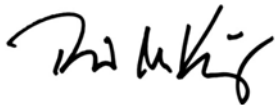
The Tourism Advisory Council (TAC), along with Tourism PEI, the Tourism Industry Association of PEI and ACOA PEI, has laid out a plan for tourism development, marketing and research initiatives in 2006.

To accomplish the primary industry goal of growing tourism visitation to two million and revenue to \$600 million by the year 2010 – **action must begin now.**

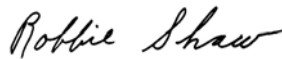
Prince Edward Island is a well recognized tourism destination in Canada and various parts of the USA, but the competition is getting stiffer and consumers even choosier. We must change the consumer's mindset from "I'll visit PEI someday" to "I can't miss out on a vacation in PEI **this year.**" There is a lot of work to do to continue to build a viable tourism destination. Increased marketing dollars are a necessity, but are not the sole answer. We must invest in re-invigorating our product mix and invest in scenic touring, cycling infrastructure, festivals and events, culture and heritage, beaches and golf product.

Following is the tourism plan for 2006. Overall, a total of 40 industry stakeholders were directly involved in its creation. The industry is committed to making our long-term goal a reality. Let's work together to turn planning into action and fully realize our true potential.

Yours truly,



David MacKenzie
Co-chair
Tourism Advisory Council



Robbie Shaw
Co-chair
Tourism Advisory Council



TOURISM
ADVISORY
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PRINCE EDWARD ISLAND

Overview — Attaining the Vision

The Five-Year Tourism Strategy, The New Product Culture, was developed in 2005 by the Tourism Advisory Council. During the development of the strategy, an in-depth assessment was conducted on PEI's strengths, weaknesses and opportunities for growth. This 2006 Tourism Plan stems from the Five-Year Strategy and will outline the actions that the tourism industry must undertake in 2006 in order to attain the long-term vision for the industry.



Victoria, Tourism PEI/John Sylvester

The vision is to expand tourism visitation to two million visitors per year and generate \$600 million in tourism revenues by 2010.

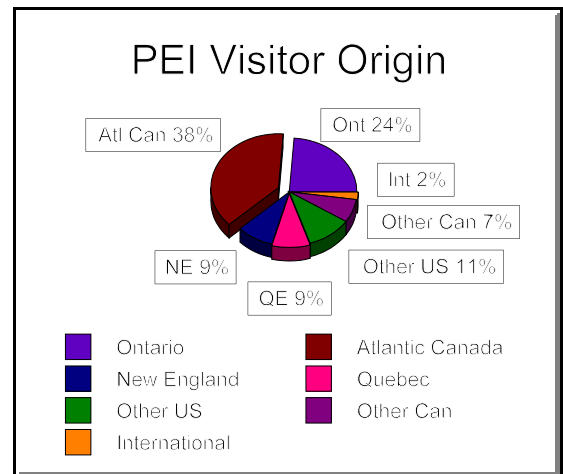
This plan will outline the goals and priorities for 2006 that will set the tourism industry in PEI on a path to achieve this target. The 2006 priorities are in the areas of research, product development and enhancement, marketing and the administration of the tourism industry.

Where Have We Been? 2005 in Summary

After a difficult five years, the tourism industry of PEI was determined to halt the pattern of decline – and they did just that. Tourism activity in 2005 was on par with 2004 visitation levels. Bridge traffic, which accounts for 80 per cent of visitor volume, was up 1 per cent compared to 2004. Ferry activity declined by 5 per cent and air enplanements increased by 11 per cent compared to 2004.

The PEI tourism industry embarked on a revised form of measurement in 2005. This new form includes, for the first time, measuring visitation year-round and includes non-resident as well as resident visitors. In 2005, it is estimated that 1.6 million non-resident and resident visitors contributed to the Island economy by staying overnight in hotels, eating in restaurants and visiting attractions.

Atlantic Canada represents PEI's largest market share with 38 per cent of visitors coming from New Brunswick and Nova Scotia. Ontario is the second largest visitation group but a very important one as they account for the largest spend on the Island. New England and Quebec each account for nine per cent of visitation. Other US, including three per cent for mid-Atlantic states, accounts for 11 per cent of PEI's total visitation.



Within Atlantic Canada, PEI held its own. Nova Scotia's visitation decreased by five per cent. New Brunswick's preliminary estimates show a stable year, with increases in air traffic and accommodation activity on par with the previous year. Newfoundland reported no increase in ferry traffic and a slight increase in air traffic.

With today's excessively busy consumer, the trend continues toward last-minute bookings and ease of access. Affordable air access is critical to the growth of PEI's tourism industry. The Charlottetown Airport Authority increased service with the addition of Northwest and WestJet airlines. The airport had its best year in recent history with an increase in enplanements of 11 per cent compared to 2004.

The PEI tourism marketing campaign produced positive results in 2005. The strategy enticed visitors to inquire about PEI and turned phone calls and web visits into room sales.

There were many new initiatives in 2005, including the creation of a new industry-government partnership (TAC), the hiring of a new marketing agency, the development of the new economic impact model, and the implementation of occupancy reporting for accommodations and campgrounds. All of this, combined with the new Five-Year Strategy for tourism growth, resulted in a year of re-energizing for PEI's tourism industry.

For a full list of programming and project highlights visit www.gov.pe.ca/tourism and download the Tourism Advisory Council **2005 Report Card**.

The Five-Year Strategy for Tourism Competitiveness

The Five-Year Strategy for Tourism Competitiveness — The New Product Culture — was developed in 2005 by the Tourism Advisory Council. It provides a road map for tourism development and includes strategic priorities for product development and enhancement, marketing, research and the administration of tourism. Annually, a tourism plan, based on the strategy, will be developed that will assess the current situation and establish strategic objectives for the year ahead.

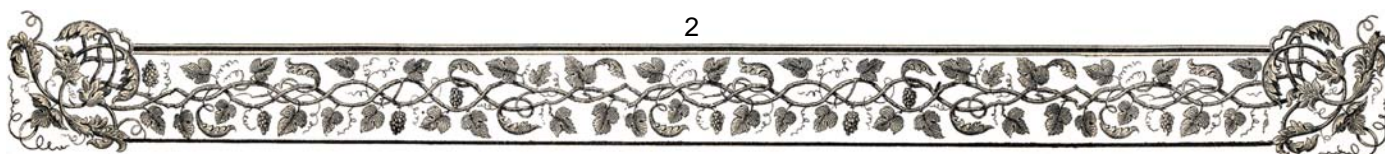


To download the Five-Year Tourism Strategy visit www.gov.pe.ca/tourism

Economic Importance of Tourism

PEI is a world-class tourism destination attracting approximately 1.26 million non-resident visitors year-round to experience our endless beaches, first-class golf and unique Island culture. In addition, research estimates that 340,000 trips of a tourism nature are taken by Islanders within the province annually. This is a total of 1.6 million resident and non-resident visitors contributing to PEI's economy.

In 2004, the tourism industry was calculated to contribute \$290 million in direct spending to the Island's



economy. This, however, was not a complete picture of the impact of the tourism industry, as it only measured revenue for non-resident visitors six months of the year. The traditional method of counting visitation and revenues has been revised to a broader measurement including both non-resident and resident visitors 12 months of the year. Based on national research information and historic visitor data at entry points, it is estimated that **in 2005 tourism was worth over \$400 million to Prince Edward Island.**

Tourism is an export industry, meaning that the majority of the money generated is new money flowing into the economy, which contributes to jobs and tax income. The industry accounts for approximately 15,000 jobs and \$37.5 million in provincial tax receipts. This spending generates tax revenues both municipally and provincially and helps support and maintain essential services like health care and education.

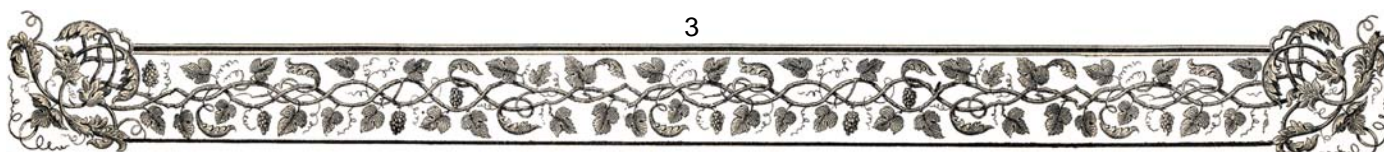
Investing in tourism yields a significant return for the province. In 2005, an investment of just over five million in tourism advertising generated over \$111 million in export ad-generated expenditures. This is a return of \$22 for every dollar spent.

The tourism industry in PEI is committed to increasing visitation and revenues. Continued investment in the industry will ensure that growth is achieved. The five-year goal for the tourism industry is aggressive but achievable. The goal is to attract two million visitors annually and generating \$600 million annually in direct spending by 2010. The following table illustrates the base year outputs and indicators that will be measured as the PEI tourism industry moves toward achieving this goal.

Indicator	2005 Base Year Outputs	2010 Vision Outputs
Visitation	1,600,000	2,000,000
Direct Revenues	\$413,000,000	\$600,000,000
Revenues as a percentage of GDP	10.3%	14.5%
Tourism Employment ¹	15,000	20,000
Tourism Employment in FTEs ²	4,500	6,600
Industry payroll	\$48,900,000	\$65,000,000
Provincial Tax receipts	\$37,500,000	\$55,500,000
Federal Tax receipts	\$24,500,000	\$36,500,000

1. Estimate includes full time, part time and seasonal employment in PEI's tourism industry

2. Application of Canadian Tourism Commission formula of one Full-Time Equivalent (FTE) job created or maintained for every \$1 million in tourism related spending, applied to PEI's revenue estimate of \$413 million.



2006 Objectives

The objectives for 2006 are directly linked to the Five-Year Tourism Strategy. The objectives are to increase visitation by two per cent and revenue by five per cent.

Research Agenda

Research is fundamental to all tourism planning and programming. Learning new insights and monitoring market conditions allows the tourism industry to make informed decisions. It is important for all stakeholders in the tourism industry to keep up-to-date on industry performance levels and trends. With market conditions and consumer habits continually evolving, quality research has become even more important. PEI's tourism industry is responding to this need by increasing research capacity, further enhancing tourism indicators and conducting market intelligence research.



North Port Pier, Tourism PEI/John Sylvester

Partners in Tourism Research

Expanding Capacity

Enhancing tourism research capability is critical to tourism growth. In 2006, the University of Prince Edward Island (UPEI) will be commissioned to work on various research projects. UPEI will also host a research summit in the fall of 2006 to extend the knowledge base for tourism educators, researchers and the industry.

Industry Performance Measures

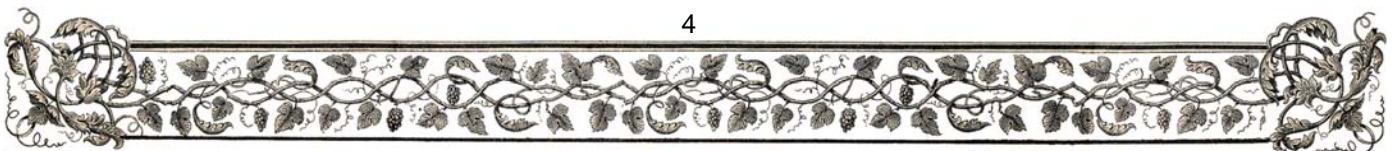
Tourism PEI will continue to track and communicate key indicators of tourism performance that are reported monthly by transportation partners and industry stakeholders. These indicators are posted online at www.gov.pe.ca/tourism monthly and notification is emailed to industry stakeholders in the Tourism Industry Association's monthly E-News. Occupancy reporting was initiated in 2005 and will be expanded in 2006 to include customized reports that can be used at the operator level.



*St. Catherines,
Tourism PEI/Barrett & MacKay*

Put Research to Work for You

Having the ability to conduct and analyse the research information is only the first step. At the provincial level, research findings and insights are continually used to aid in planning and decision-making. In addition, this information must also be readily available to stakeholders. Tourism will enhance communications with partners and industry stakeholders so a broader base of industry experts will have the opportunity to learn from tourism performance indicators, market intelligence and use this information to make informed business decisions.



Market Intelligence Research

Travel Motivations Research

Tourism Atlantic research conducted in August 2005 showed that potential visitors from Ontario and Quebec were less likely to visit PEI than in 2004. Of these travel planners, 33 per cent were not interested in visiting Atlantic Canada or they went elsewhere. In partnership with the other Atlantic Canada provinces, travel motivations research will be conducted in the Ontario and Quebec markets to uncover more information on the travel motivations for consumers.

Pricing and Perceptions

The Internet has heightened the consumer's ability to compare vacation destinations, price airline tickets and check room rates with only the click of a button. In this highly competitive marketplace, pricing and value for price are becoming even more important. Anecdotally, it is noted that PEI has been losing its competitive edge, both in the leisure and travel-trade markets, because it is deemed *too expensive* in comparison to neighbouring provinces. Two pieces of research will be conducted in 2006 including:

- a Room Rate Survey that compares PEI's pricing with other Maritime provinces, and
- a Visitor Survey that will examine the consumer's perception of value for price in PEI.

Marketing Conversion Research

Marketing, planning and decision-making continues to be research driven. Annually, marketing campaign performance is tracked through toll-free numbers, website URLs and Business Reply Cards. This information provides insight on the campaign performance, allowing room to adjust tactics and make informed decisions in the future.



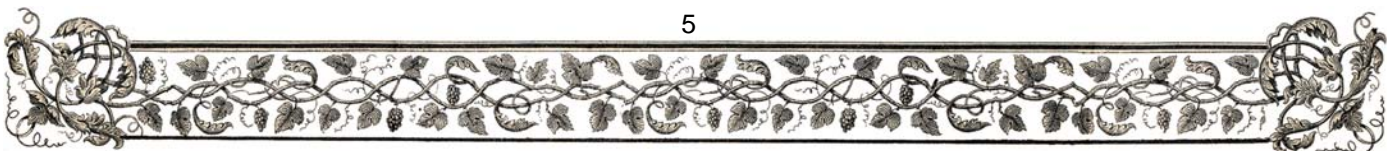
South Shore, Tourism PEI/John Sylvester



*Confederation Landing,
Tourism PEI/John Sylvester*

Consumer Testing

Marketing ads will be tested by consumers in key target markets. This testing is critical to ensure that the advertising is doing its job. Consumer testing gives the marketing agency the opportunity to tweak messaging and images based on consumer feedback.



Product Development Research

In order to bring our key icon products to the next level, consumer research will be conducted in the following areas:

- **Scenic Touring** — evaluate the visitors' perception of The North Cape Coastal Drive product in order to gain insight that will assist in enhancing this coastal drive and aid in planning for coastal drives in other parts of the province.
- **Confederation Trail** — based on the recommendation in the Confederation Trail study, conduct consumer research on the visitor experience.
- **Beaches** — commission research to evaluate consumers' preferences for a beach experience.

Economic Impact Research

A new economic impact model will be finalized and tested early in 2006. This highly regarded model will enable the industry to accurately measure the economic impact associated with tourism visitation including both non-residents and residents. The ability to confidently quantify the value of tourism is crucial to the long-term investment in this industry. We will use the findings from this model to establish the business case for continued investment in tourism as a key economic generator for Prince Edward Island.

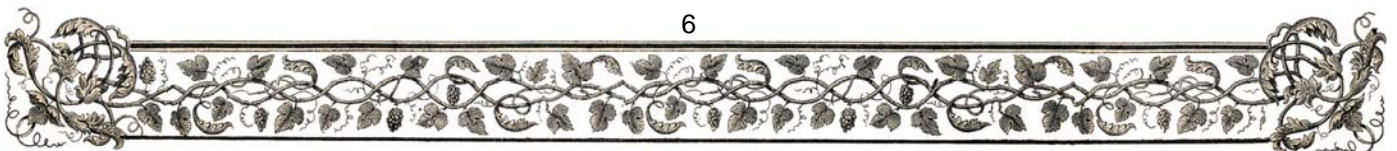
Product Development

The following initiatives have been identified from the Five-Year Tourism Strategy as product development priorities for 2006. The tactics fall under seven major product categories:

Icon Product
Coastal Experiences
Culture & Heritage
Meetings & Conventions
Festivals & Events
Improving the Visitor Experience
Building Industry Expertise



Fiddler, Tourism PEI/John Sylvester



Icon Products

Confederation Trail

For more than 14 million active Canadian travellers, outdoor soft adventure is a key motivator when planning a vacation. According to the most recent PEI Exit Survey information (2004), 20 per cent of visitors used the Confederation Trail, seven per cent indicated that they cycled while on the Island and 15 per cent took part in hiking.



Confederation Trail, Wiltshire

Much has been accomplished through government and communities working together to develop the trail, however, further work is needed to establish the trail and PEI as a hiking and cycling destination. A consultant was contracted to evaluate the current status of the trail, benchmark other jurisdictions and develop a plan for the next phase of development. The report has been endorsed by the Tourism Advisory Council and following are some of the major activities that are priorities for 2006:

- extension of the trail-head at Gateway Village;
- evolve branding of the trail to include the heritage of the railway;
- paving of welcome mats to increase visibility at 88 trail entry areas;
- upgrading the trail-head signs and trail warning signs;
- collect information for the development of storylines, based on the history of the railway, that will be used for interpretation; and
- design a kiosk standard.

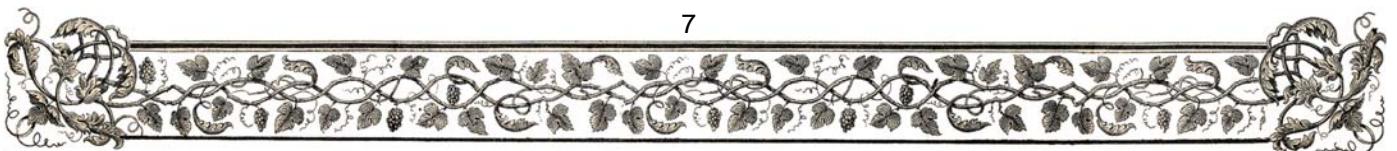
Beaches

Where every mile is a beach and every beach a mile – from white sand to red cliffs, bustling with activity to secluded beaches – PEI is the natural fit for a beach vacation destination. The Portrait of Canadian Leisure Travellers published in November 2005 concludes that a beach experience is one of the most desirable activities for consumers when deciding on a vacation destination. Approximately 67 per cent of these visitors are looking for a beach experience. What PEI needs to learn more about is the type of beach experience today's consumer is seeking. More and more consumers want amenities and services at their fingertips,



PEI National Parks, Tourism PEI/John Sylvester

while looking to escape from the hustle and bustle of everyday life. PEI can capitalize on its outstanding beaches. A key priority for the year ahead is to assess shoreline access and develop a PEI Beaches Strategy.



Coastal Experiences

Scenic Touring

Based on consumer research, the PEI tourism industry undertook the ambitious task of re-vamping its scenic touring network in 2005. The first step was the development of a new coastal drive in the western end of the Island, known as The North Cape Coastal Drive. In addition to researching the consumer's perception of The North Cape Coastal Drive this year, the following activity will also take place to further enhance scenic touring:

- Eastern PEI will launch a new scenic touring product, known as Points East Coastal Drive. The drive will be visible with new signage and visitor maps.
- Western PEI will continue to enhance The North Cape Coastal Drive with the construction of scenic-look-offs and the development of themed tours.



*North Cape,
Tourism PEI/John Sylvester*



Lakeside, Tourism PEI/John Sylvester

Cruise

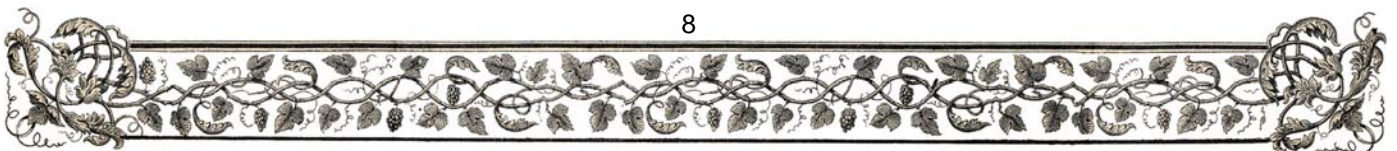
The Charlottetown Harbour Authority Inc. announced an \$18 million investment to begin enhancements to the Cruise Port in Charlottetown in 2006. Although cruise ship passengers are generally not overnight visitors, they inject a significant amount of money into the Island economy that reaches much further than the Charlottetown area. Cruise ship visitors plan day trips throughout the Island. The long-term goal is to increase the number of cruise ship passengers from 23,000 in 2005 to 57,000 by the year 2010.

Culture and Heritage

Prince Edward Island has a significant number of culture and heritage attractions and activities, however, this product is not well known nor promoted. Assembling the product under one brand umbrella and marketing it in a cluster will raise its profile for visitors. In 2005, TIAPEI engaged a consultant to conduct an analysis of PEI's Culture and Heritage tourism assets. This project will be finalized in 2006 and will assist in presenting PEI's cultural products as a cluster for visitors.



Rustico, Tourism PEI/Barrett & MacKay



Festivals and Events

Festivals and events can raise the profile of a destination, attracting first-time visitors and giving others a reason to return. PEI is known for its seafood, culture and friendly people, and festivals and events can play an important role in highlighting these local attributes. The development of major new festivals and events featuring key Island products will be a priority for 2006. These events must have the ability to increase non-resident tourism activity in the non-peak times of the year.



*Avonlea — Village of Anne of Green Gables®,
Tourism PEI/John Sylvester*

Meetings and Conventions

The meetings and conventions market is a critical component to increasing visitation in the non-peak times of the year. It is a market segment with tremendous opportunity for growth. In 2005, the economic impact of meetings and conventions on the Island was estimated at \$11.1 million. By 2010 the new PEI Convention Partnership anticipates the economic impact to be over \$22 million. In order for this sector to reach its full potential, infrastructure for larger conferences is a priority.

- In 2006 we will make recommendations for infrastructure investment, based on an examination of the potential lost revenue due to the limited meetings and convention space and best practices in other jurisdictions.

Improving the Visitor Experience

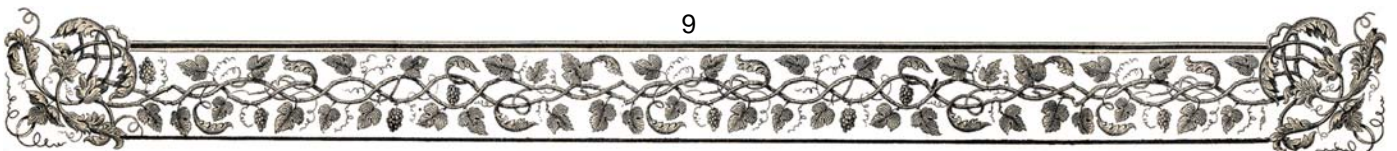
Visitor Services

Visitor Information Centre staff are often the first point of contact for visitors to Prince Edward Island, whether they arrive by ferry, bridge or air. Research shows that length of stay can be impacted by the tourism information a visitor receives. Customer service is not just about a friendly smile. Consumers are accustomed to using technology, and expect travel counsellors to take care of all their needs, including booking accommodations, reserving a restaurant and booking a tee time. In 2006, visitor services will be enhanced by:

- establishing a sales culture through sales training for travel counsellors;
- creating Destination Centres in three major destinations, Charlottetown, Summerside and Cavendish. These centres will be operated in partnership with the province and focus on selling products and extending the visitor's stay.



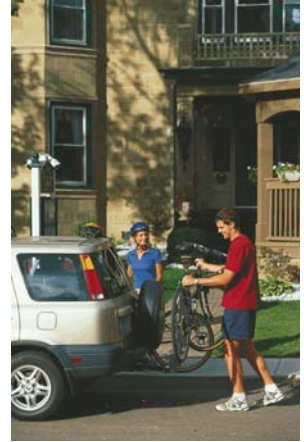
*Visitor Information Centre,
Brian Simpson*



Quality Standards

PEI is continually striving to improve the quality of its tourism products. In 2005 a study was undertaken to review the accommodation licensing standards and administration. Based on the recommendations in the study, the following actions will be implemented:

- streamline the administration process for licensing and regulatory administration,
- adopt Canada Select standards as provincial criteria,
- harness the use of the Internet, and
- eliminate requirements that have become obsolete.



*Dundee Arms
John Sylvester*

Building Industry Expertise

Market Readiness

A key component to developing and enhancing product is to ensure that they are market-ready. In 2006 the following initiatives will be pursued:

- continue to work with the **Agri-tourism sector** in the areas of marketing and customer service,
- implement a **total market readiness** program for tourism operators,
- support **best practice missions** that will assist industry by learning about marketing and product development from leading models in other jurisdictions, and
- support PEI tourism operators to attend the Gros Morne Institute for Sustainable Tourism (GMIST) *Edge of the Wedge* experiential learning training course.



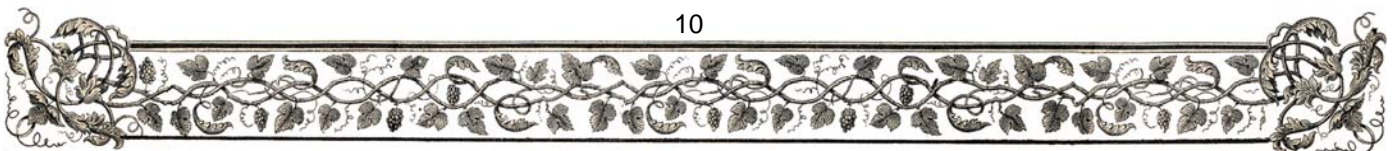
Corn Maze - John Sylvester



*Charlottetown,
Tourism PEI/
John Sylvester*

Tourism Development Day

A tourism development workshop will be held in November 2006. This workshop will provide industry with practical examples on how to become a successful tourism destination. It will be an excellent opportunity for communities and regions to brainstorm, network and learn more about destination development including: differentiation, marketing, branding, signage and other aspects that are necessary to raise the bar to become a world-class tourism destination.



People Are Our Biggest Asset

PEI will continue to invest in people by supporting TIAPEI and the Tourism Sector Council to deliver programs in the following areas:

- training,
- professional certification and standards, and
- career awareness.

New initiatives planned for 2006 are:

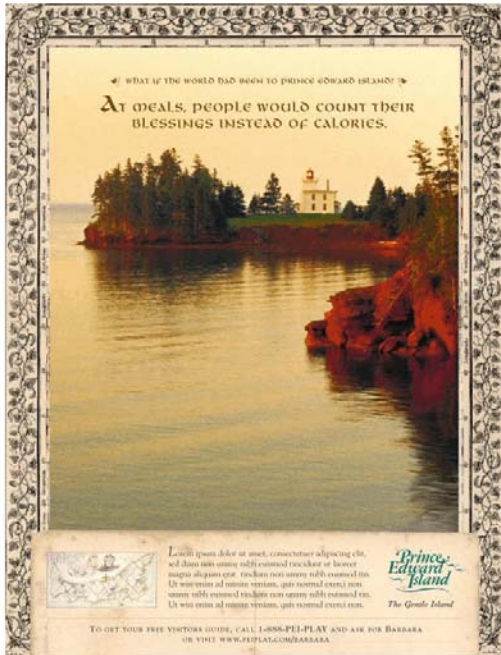
- to conduct research on specific age groups to determine barriers to joining the tourism workforce;
- based on research findings, create a tourism recruitment strategy and develop a tourism awareness campaign focusing on tourism as a career choice; and
- hire a career counsellor with expertise in human resource planning to assist tourism operators in planning for hiring.



*Northport Pier,
Tourism PEI/John Sylvester*

Marketing

2006 Advertising Campaign

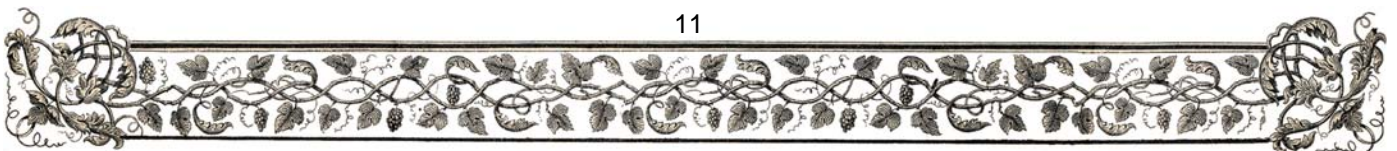


2006 Marketing Creative

In late summer/early fall of 2005, Tourism PEI along with the Tourism Advisory Council executed a comprehensive process to secure a new advertising agency of record. After numerous meetings and agency visits, the committee selected Grey Worldwide as its unanimous choice to provide a fresh new perspective for PEI's advertising.

In 2006, a marketing and communications plan will be developed to leverage the recently updated PEI brand. This includes developing new creative elements including television commercials, print ads, direct mail, online ads and a completely redesigned web presence.

The 2006 marketing and communication plan will call for further investment in online advertising, a test to determine the validity of customer relationship management and new options on traditional media selection.



Target Markets

Over the years Prince Edward Island has become well acquainted with the type of visitor that is drawn to vacation here. Target marketing has evolved as market demographics have shifted. This has been evident in PEI in recent years; as baby boomers are aging and becoming empty nesters, travel party composition has shifted. In 2004, couples made up the majority of visitors (44 per cent) and families decreased to make up 31 per cent of visitors.

The more we know about our consumers the more precise we can be in reaching them. In the following five target markets, emphasis will be placed on speaking to consumers that are above average spenders, medium to heavy travellers, active and live in suburban areas with the following profile.

Market	Demographics
Atlantic Canada	Families and Couples 40+, HHI 50K+, Post-secondary, repeat visitors, short getaways
Ontario	Adult Couples and Groups of Friends 40+ (Family secondary), HHI 50K+, Post-secondary
Quebec	Adult Couples and Families 40-59 (skewing younger), HHI 50K+, Post-secondary
New England	Adult Couples 40+ (skewing 60+) and Families, HHI US 50K+, Post-secondary
International	Couples 40+, HHI 50K+, Post secondary

Differentiating the PEI Brand

The word “brand” often gets confused with a tag line, logo or advertising. All of these marketing applications need to be in line with the brand, but the brand itself is a consumer perception. It is an idea that lives in the minds of our consumers; it is their notion of a place, its attributes and the feelings, good and bad, that come along with it. The tourism industry has the ability to help consumers shape their perception of PEI, as perceptions can be influenced or altered by marketing applications, such as tag lines, logos and advertising. This is a powerful concept as differentiated brands have the ability to generate much higher spending power.

The brand essence is at the core of what a place is, it is the root from which everything stems. The PEI brand essence is:

The GENTLE ISLAND OF REJUVENATION

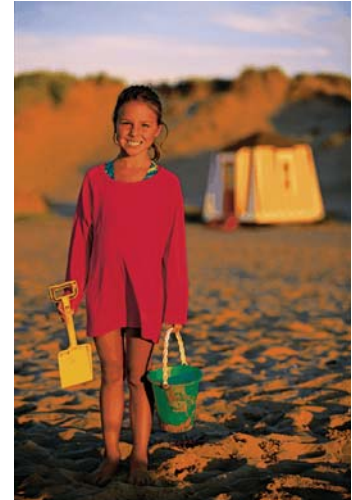


The brand properties are what set PEI apart from other destinations. We must capitalize on these things that are uniquely PEI and etch them in the minds of our potential consumers. PEI's differentiating brand properties are:

- PEI is an Island,
- red earth and cliffs,
- pastoral landscape, and
- vivid colours.

Prince Edward Island has lots of traits that are inherent to the Island offering – characteristics such as, calming, gentle and charming and people who are humorous, spirited and generous by nature. The PEI brand should affirm these inherent characteristics and marketing applications should be delivered in a way that is in line with them.

In 2006, we will develop a brand video that will be used to communicate the PEI brand to key partners and stakeholders.



*PEI National Park,
Tourism PEI/John Sylvester*

Selling PEI

Website Enhancements

The Internet and online bookings have long since transformed the way the travel industry does business. In order to continually rein the power of the Internet, website enhancements are essential. In 2006 we will overhaul www.peisplay.com by:

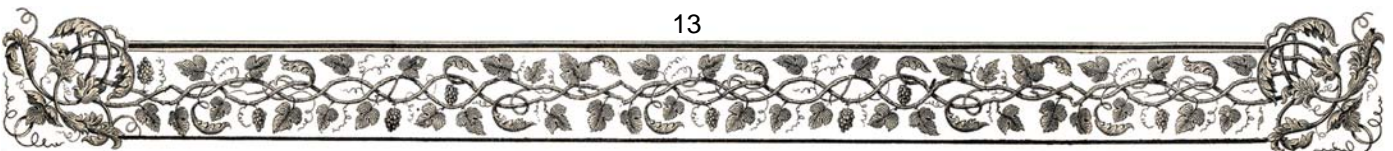
- redesigning the look and feel to be seamless with the PEI brand,
- increasing the usability of the site,
- editing content to be more web friendly, and
- altering the navigation and layout of the site.

Editorial and Publicity

Third party endorsements can be much more effective than paid advertising because they are more believable to the consumer. Editorial publicity extends the reach of the PEI message, enabling the tourism industry to enter into markets that industry would not have the monetary resources to enter into otherwise. In 2006, the tourism industry will continue to influence journalists to visit PEI, host major media receptions in Halifax, Ontario and Quebec and attend media marketplaces in both the US and Canada.

Customer Relationship Management

In the highly competitive business of travel, consumers have an overwhelming amount of choices, so destinations must be increasingly smarter in reaching consumers. In 2006, tourism will test the effectiveness of a customer relationship management program. This test involves communicating, multiple times, with potential consumers that have submitted their name and address to receive a Visitors Guide. Research demonstrates that results can be improved based on personalized, multiple communications with the same individual. This theory will be tested for the tourism industry in PEI through direct mail and electronic newsletters.



High Profile Promotion

PEI has to its credit over 25 golf courses catering to golfers of all types. In order to maintain a high profile as an elite golf destination, PEI must continually draw attention to its first-class product. On June 19 and 20, 2006, IMG is hosting a made-for-TV event, Making the Connection — Legends of Golf, that will be broadcasted both nationally and internationally. This event will not be a one-time activity, but an event held annually that will undoubtedly raise the profile of golf in PEI and keep the Island top-of-mind as a destination choice for golf travellers.



Making the Connection —Legends of Golf

Selling to Specialized Markets

Partnering with the travel trade enables marketing dollars to have a further reach. For PEI this means extending presence in both domestic and international markets that there would not be resources for otherwise. The travel-trade sector, including travel agents, tour operators, auto clubs and travel wholesalers, requires dedicated attention to ensure PEI is top-of-mind as a vacation destination. Tourism PEI's sales team will continue to work with travel-trade partners and the tourism industry to ensure PEI maximizes visitation from this market segment. In 2006, the sales team will:



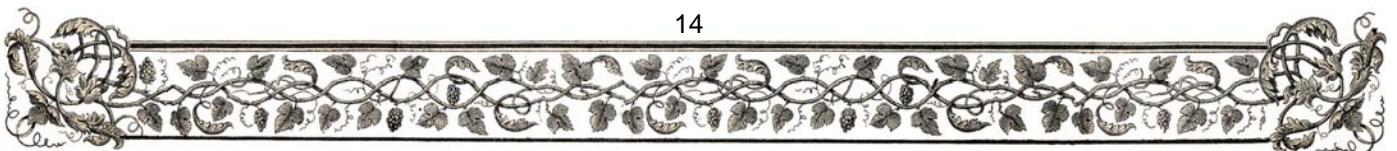
DeSable, Tourism PEI/John Sylvester

- work with the Charlottetown Airport Authority to encourage affordable air access;
- conduct training and host familiarization tours with the travel trade to ensure they are knowledgeable about the PEI tourism product; and
- conduct sales calls, attend trade shows and marketplaces to raise the profile and awareness of PEI as a tourism destination.

The newly formed Tourism Charlottetown and The PEI Convention Partnership will be responsible for the cruise and meetings and convention sectors. It has the sales force to capture and to expand these important market segments for PEI.

Administration of Tourism

The tourism industry is made up of many groups, associations, government bodies and private companies. There are approximately 1,200 accommodation operators, 16 sector groups, eight regional and local tourism associations. In total, approximately 15,000 people work in the tourism industry. In order to have a more viable industry, all of the above groups are pivotal to creating the change that will lead to success. The manner in which the industry is organized, structured and administered can have a sizeable effect on tourism outcomes. All of these groups, structures and organizations must work together from a common agenda in order to make optimal use of the tourism industry's limited resources.



Building Collaboration

Many changes are taking place within the industry and significant progress is being made. Groups that haven't worked together in years are forming alliances, re-vamping scenic touring networks and finding new and energizing ways to present the region's tourism product to the consumer.

This plan supports the consolidation of local and regional tourism associations. Having a critical mass of tourism products and activities available in a cluster or geographic area entices visitors to stay longer and spend more. This concept is not new, in fact it has been evident here in PEI for a number of years with the popularity of the Cavendish region as a tourism destination area. This geographic area has a mix of product including beaches, restaurants, gift shops and activities including theme parks, historic sites and golf. The visitor doesn't have to leave the area to sleep, eat or be entertained and this is the important piece of the puzzle when building a destination's critical mass. By working together, other regions have the opportunity to create and cluster activities that will drive visitation and, in turn, revenues.



Malpeque, Tourism PEI/John Sylvester



Tourism PEI/John Sylvester

Increasing Tourism Expertise

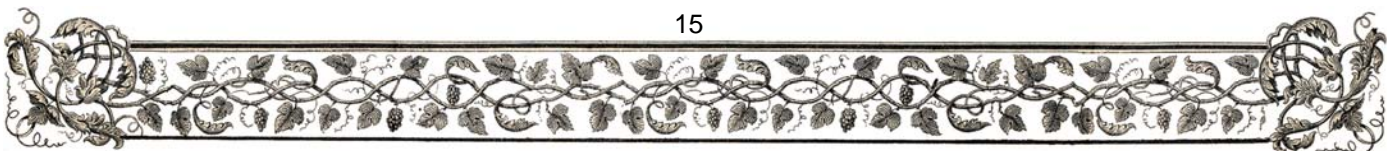
Product development is at the core of the Five-Year Tourism Strategy. One of the main thrusts is to secure product development specialists. Early in 2006 Tourism PEI hired a product development manager. In partnership with the Atlantic Canada Opportunities Agency, regional economic development organizations in eastern and western PEI will secure tourism development officers. This will increase the amount of tourism product development expertise on the Island twofold.

Communication and Coordination

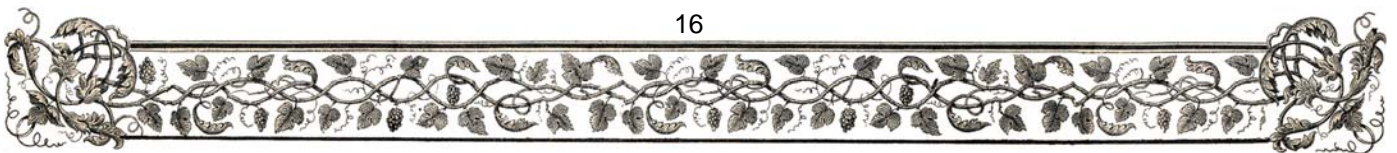
Working together and having open communication lines will lead to increased efficiencies in administering the industry. TIAPEI will remain the chief advocate and communication agent for the tourism industry. In addition, the Tourism Advisory Council will communicate planning and programming directions and progress to the industry.

Evaluation and Accountability

As stated in the Five-Year Tourism Strategy, the Tourism Advisory Council will submit an annual report card to the minister of Tourism and the tourism industry. This report card will speak to the tactics and programming that have been implemented and the yearly growth objectives that are outlined in the strategy. Both qualitative and quantitative progress measures will be reported.



Notes



Notes





TOURISM
ADVISORY
COUNCIL
PRINCE EDWARD ISLAND

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TOURISM ADVISORY COUNCIL

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Cover photo: Confederation Trail, Mount Stewart, Tourism PEI/Louise Vessey
Design by Strategic Marketing and Graphic Design
Printed by Document Publishing Centre
067035-13099