



The Gentle Island



TOURISM
ADVISORY
COUNCIL

PRINCE EDWARD ISLAND

Tourism PEI Marketing and Sales Plan 2006

Building Tourism Together



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GREY WORLDWIDE

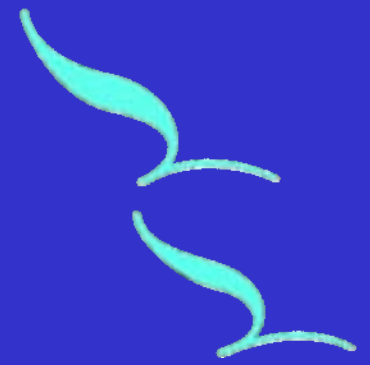
Simplify Surprise Sell

*Prince
Edward
Island*

The Gentle Island

Agenda

- Objectives/Challenges for 2006
- Summary of 2005 Results
- Trade & Sales Summary
- Editorial Summary
- Website Plan
- Brand & Creative Strategy
- New Creative Materials
- Media Strategy & Objectives
- Regional Media Plans
- Initiatives



Setting Objectives

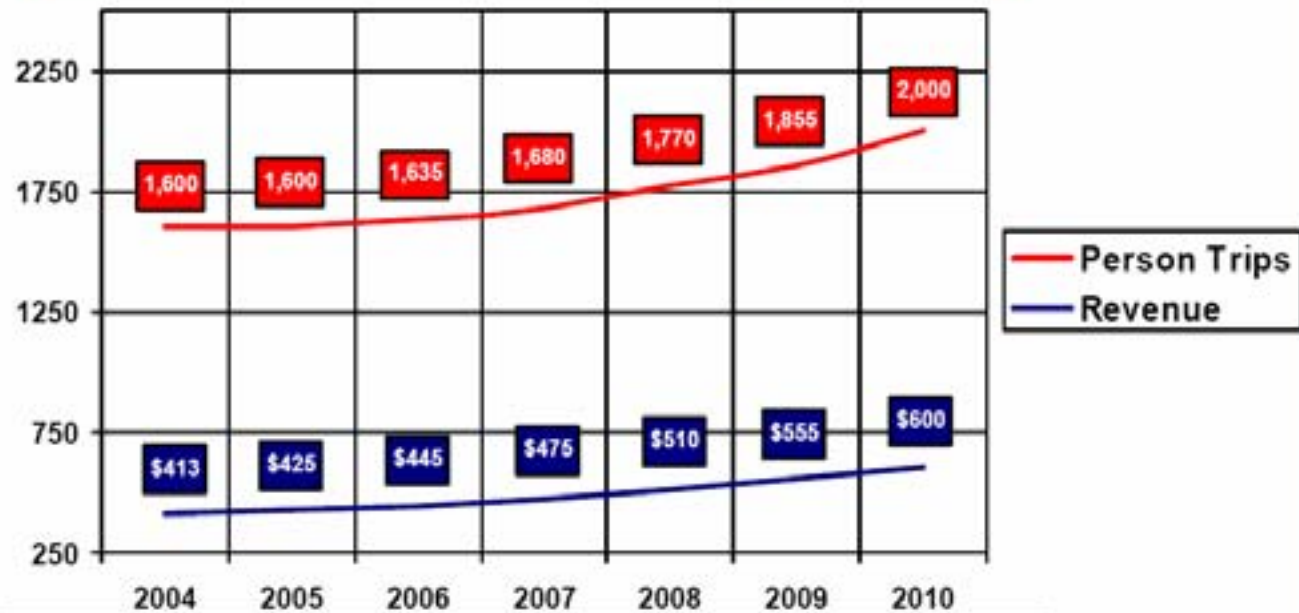
- The Tourism Advisory Council has set as an objective for 2006
 - to increase visitation by 2 percent to 1,635,000
 - to increase revenue by 5 percent to \$445 million
- TAC Marketing objectives
 - Maintain low CPI
 - Increase conversion
 - Improve web presence
 - Improve customer relationship management
- We will use 2006 as a benchmark for creative and media elements with a view to incorporating into 2007 plans



Visitor and Revenue Projections



Growth per year to reach 2,000,000 Visits and \$600 Million in Revenues by 2010



In 2006 visitation is projected to increase by 2%, in 2007 by 3% and by 5% thereafter to reach 2 Million visitors by 2010. Revenue increases are projected at 3% more per year based on inflation.

Source: *The New Product Culture*
Prince Edward Island Tourism's Competitiveness Strategy
PEI Tourism Advisory Council Nov'05



Research-driven Plan



- **This plan has been developed using the following research sources:**
 - Tourism PEI Exit Surveys (1999 – 2003)
 - PEI Tourism Trends, February 2005 – Tourism Atlantic
 - Tourism PEI Conversion Studies (1999 - 2005)
 - Tourism PEI Consumer Focus Groups, May and June 2004
 - Tourism PEI Visitors Guide Research 2005
 - Changing US Travel Trends to Canada - CTC research report
 - StatsCan
 - ACTP Conversion Research 2005 – Tourism Atlantic
 - ACTP Online Research – Pollara
 - "Travelers" Use Of The Internet, 2004 Edition" The Travel Industry Association of America (TIAA)
 - PEI Occupancy Reports 2005
 - "On-line Travel 2003: What the Future Holds" Ipsos-Reid
 - Canadian Interactive Reid Report 2004
 - InternetWorldStats.com 2005
 - PMB (Print Measurement Bureau)
 - MediaMetrix



Challenges for 2006

- Attitudes to travel – Canada and US
 - Multiple short-haul trips are still popular versus long-haul holidays
 - Among first-generation Canadians, holidays mean a trip back to their homeland
 - Continued pent-up demand for travel to the US
- Increased competition in the travel market – from international, as well as other Canadian destinations (e.g. US domestic tourism expenditure is \$1.4 billion; Caribbean \$263 million vs Canada's \$93 million)
- Reduced media budgets
 - Loss of Tourism Atlantic Marketing Initiative funds
 - Uncertain ACTP funds for rest of 2006
 - Increased administration costs
 - Status Quo budget decrease 06/07
 - 2006 budget decrease by more than \$1 million from 2005
- Tight media buying timing and therefore fewer efficiencies



Summary of 2005 Results



- In developing the Sales and Marketing Plan for 2006 a number of key results have been taken into consideration:
 - Results from the 2005 campaign
 - For the most part, campaign results were very strong in 2005; total inquiries increased by 68% and cost per inquiry was the lowest ever
 - The on-line campaign performed exceptionally well
 - As well, the campaign in Quebec was a star performer – total response increased by 153%
 - According the ACTP research, PEI was the best Atlantic Canada performer in terms of CPI and ROI
 - Overall Visitation and Revenue
 - In 2005 tourism visitation to Prince Edward Island did not change significantly from 2004 –flat season overall



2005 Overall Results



- The overall media budget was up by 35 percent over 2004
 - Total budget was \$5 million a result of TAMI and extra provincial government investment
 - Campaign literature requests were up 45%
 - Campaign Web hits totaled 317,000 - an increase of 93%
 - Total kits mailed 2005 increased by 13%
- Overall increase in inquiries of 68%
 - Due mainly to the success of the on-line campaigns
- Occupancy figures are now collected across the province, year-round. As of year end, the Island occupancy rate averaged 39%



Return on Investment

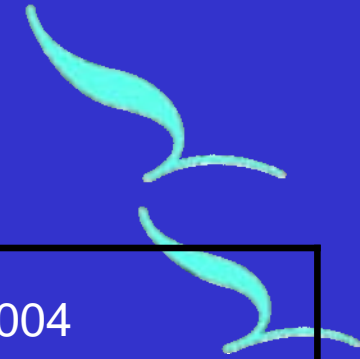


- It is clear that dollars invested in the tourism marketing campaign yield results for Prince Edward Island
- For every dollar spent in 2005, the campaign returned \$22 in revenue

	Media Spend	Direct Advertising Revenue	Return on Investment
2003	\$4.1 million	\$78.3 million	\$19 to one
2004	\$3.7 million	\$82 million	\$22 to one
2005	\$5 million	\$111.05 million	\$22 to one



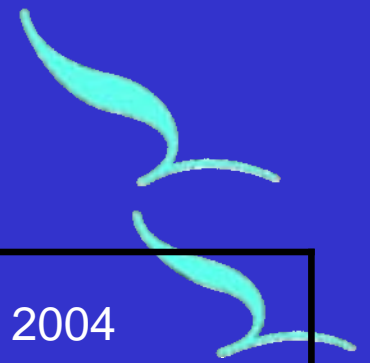
Campaign Results - Ontario



Media Spend	\$2.2 million	Up \$1.26 million from 2004
Overall Campaign Inquiries	128,700	59,000 increase from 2004
Overall Conversion Rate	36%	1% increase from 2004
Per Party Expenditure	\$1,050	
Revenue Generated	\$48.9million	
Return on Investment	22:1	
Media Performance/Learning for 2006 Including CD in Ont. DM proved successful TV and on-line responses increased over '04		



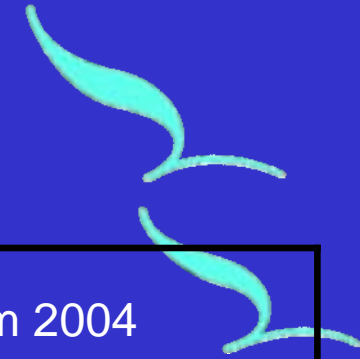
Campaign Results - Quebec



Media Spend	\$962,000	\$428,000 increase from 2004
Overall Campaign Inquiries	156,850	95,000 increase from 2004
Overall Conversion Rate	18%	5% decrease from 2004
Per Party Expenditure	\$942	
Revenue Generated	\$15 million	
Return on Investment	28:1	
Media Performance/Learning for 2006 Contests continue to be successful; Completely integrated campaign Lowest CPI of any market, however, lowest conversion rate is a concern		



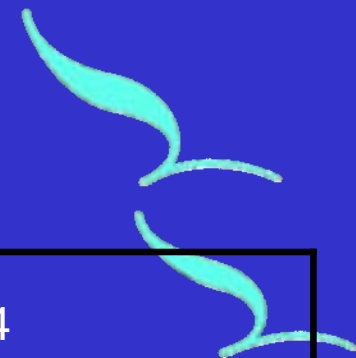
Campaign Results – New England



Media Spend	\$1.24 million	\$260,000 decrease from 2004
Overall Campaign Inquiries	68,445	about the same as 2004
Overall Conversion Rate	23.5%	Up 3.5 % from 2004
Per Party Expenditure	\$1,210	
Revenue Generated	\$19.5 million	
Return on Investment	16:1	
Media Performance/Learning for 2006 Major decreases in CPI due to excellent response to magazine ads DM featuring Island Music CD drew a good response		



Campaign Result – Atlantic Canada



Media Spend	\$666,000	about the same as 2004
Overall Campaign Inquiries	30,200	15,000 decrease over 2004
Overall Conversion Rate	67.5%	about the same as 2004
Per Party Expenditure	\$774	
Revenue Generated	\$19.5 million	
Return on Investment	24:1	
Media Performance/Learning for 2006 Stompin' Tom still resonates with the Maritime audience; Response and CPI were basically same as '04		



Conversion by Medium



Magazine* 36.4%

TV 33.6%

Direct Mail 14.6%

On-line 14.4%

ACTP Web conversion report 34.0%

(PEI had lowest Cost Per Inquiry of four Atlantic provinces at \$11.20 and highest Return on Investment at \$33.72)



** 2005 conversion study did not track BRC/RSC response separately*



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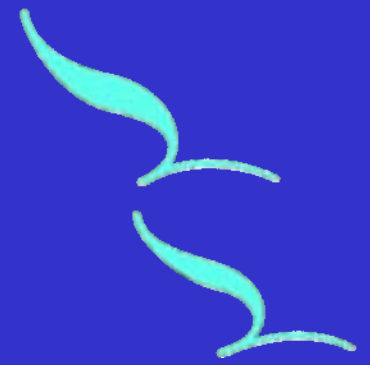


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Trade and Sales

General Trade Market Conditions



- Cancellation of the Scotia Prince had a negative impact on the Island motorcoach industry
- Border crossing concerns
- High gas prices and in some states shortages
- Strong Canadian dollar
- Weak US economy and low consumer confidence
- War in Iraq
- Increased global competition
- Domestic air continues to be challenging
- International travellers doing more short-haul travel
- Group travel by air difficult due to limited seats



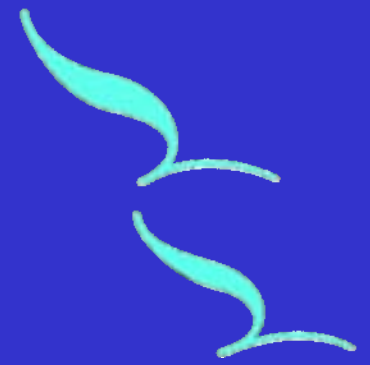
Motorcoach



- 2005 Review
 - The Hotel Association of PEI reports 21,793 room nights were generated from the Motorcoach market - a decrease of 9.4 % from 2004
 - Partnered with Collette Vacations, Routes To Learning, Tauck World discovery, Globus & Cosmos, Grand Circle Tours, Tours Chanteclerc and Bay Ferries
 - Conducted over 200 marketplace appointments at Rendezvous Canada, NTA, ABA, OMCA, Bienvenue Quebec, USTOA
 - Sales calls on EF Explore America, Elderhostel, Tour Trends, Hospitality Tours, Paragon Tours, Conway Tours and Tauck World Discovery
 - Trained 160 staff at Yankee Holidays and Grand Circle Travel



Motorcoach



- 2006 Targets:
 - High-volume US and Canadian Tour Operators
 - Tour operators promoting FIT product
 - Tour Operators with strong connections to airlines willing to promote packaged product – NWA and WestJet and Air Canada
- 2006 Tactics:
 - Conduct 200 tour operator meetings at the following Marketplaces: RVC, OMCA, Bienvenue Quebec, Atlantic Canada Showcase, NTA, ABA and USTOA
 - Conduct sales calls and/or training for top New England operators
 - Partner with high-volume operators in the US and Canada such as Collette Vacations, Tauck World Discovery, Anderson Vacations specifically for the FIT market.
 - Host four tour operator fam tours for planning staff



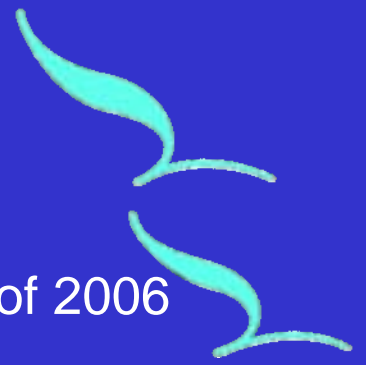
Cruise



- Tourism PEI's role in the cruise market is provincial in nature. Our participation in the ACCA as a board member will be to represent the interests of Island suppliers in this market, ensuring PEI fully maximizes the benefits the association has to offer.
- The Port of Charlottetown's role is to be the face of the cruise industry for Charlottetown, the primary cruise port and to actively participate in sales activities promoting the port, acting as lead contact for cruise ships, operating the "Welcome Program" and occupying PEI's second seat on the board of the ACCA.
- 2005 Review
 - 23 cruise ship arrivals in 2005; down from 30 arrivals in 2004.
 - Number of passengers increased to 23,900 up from 21,948 in 2004. This is due to a a greater number of larger ships, namely Holland America, visiting the port.
 - This is an all-time record number of passengers.



Cruise

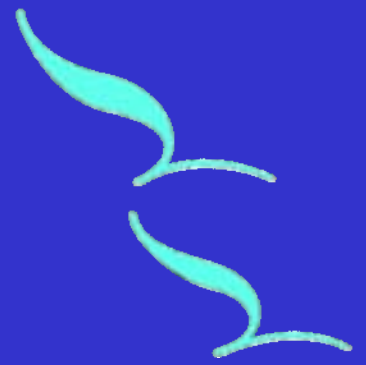


- The port is getting an \$18 million facelift starting in the spring of 2006
- This major waterfront development initiative includes
 - a NEW Cruise Ship Welcome Centre
 - repairs and an extension to the terminal that will provide secure and safe berthage for larger vessels
 - the current berth is being lengthened by 264 feet (80 metres)
- 2006 Targets
 - Primary market
 - US / North American cruise lines
 - Travel Trade specializing in cruise
 - Travel and trade media
 - Developmental Market
 - European Cruise Lines

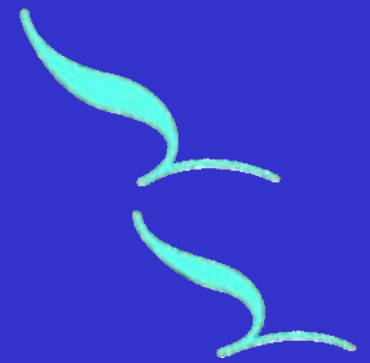


Cruise

- 2006 Tactics
 - Communications and Public Relations plan
 - Joint Marketing Partnerships
 - Sales Missions / reservation agent training
 - Trade Shows (three are currently booked ...a fourth is a possibility)
 - Travel Trade Advertising
 - Canada Media Marketplace



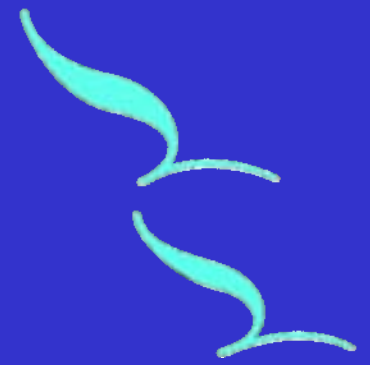
Autoclubs



- 2005 Review
 - Attended AAA Southern New England Travel Marketplace
 - Sales calls to 20 AAA offices in Southern and Northern New England and CAA in Southern Ontario
 - Educational sessions for 25 AAA management, auto counsellors and reservation staff in Northern New England (Portland) and Southern New England (Providence)
 - A “Summer 2005 Product Launch” was held in Providence
 - “The Best of PEI” reception in Toronto included CAA staff
 - Mail-out of updated packages to all AAA offices target markets
 - Bulk literature shipments to CAA and AAA distribution centres and select offices



Autoclubs



- 2006 Targets
 - 47 AAA offices in Southern and Northern New England
 - 74 CAA offices in Ontario, Quebec and Maritimes
 - Dominion Automobile Association in Ontario
 - Canadian Tire Automobile Association
- 2006 Tactics
 - Exhibit at the AAA Southern New England sponsored Travel Marketplace and conduct an educational seminar
 - Sales calls to AAA offices in Northern and Southern New England and CAA offices from Ontario east
 - Exhibit at the “Summer 2006 Product Launch” in Providence, RI
 - Invite CAA Southern Ontario to attend Best of PEI reception in Toronto and Toronto Travel and Leisure Show and CAA staff in Quebec to attend the Montreal and Quebec Holiday Shows
 - In conjunction with other ACTP partners present educational seminars to AAA staff in Portland and Providence



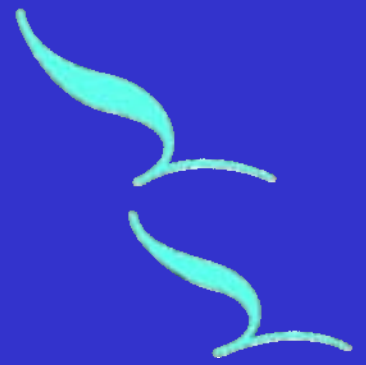
Recreational Vehicles



- 2005 Market Situation
 - “Go RVing” Marketing Campaign – North American promotion about the benefits of RV travel
 - North American RV shipments in 2005 were expected to be the second highest since 1978. An upward trend in RV shipments is projected over the next decade
 - Lifestyle and demographics trends are helping increase the demand for RV’s
- 2005 Review
 - Provincial campgrounds showed occupancy increases in 2005
 - Tourism PEI and Provincial Parks assisted with the Canadian RV and Camping Convention held in Charlottetown in October 2005
 - Provincial Parks advertised in various publications including: Woodalls, RV Canada and CAA/AAA camping directory
 - Provincial Parks Guides were distributed at the various consumer shows that were attended by Tourism PEI



Recreational Vehicles



- 2006 Targets
 - US and Canadian-based RV caravan and rally organizers
 - FMCA (Family Motor Coach Association) chapters that are in our traditional geographic markets
- 2006 Tactics
 - Communicate with the caravan and rally organizers concerning future “outings” and offer assistance
 - Invite caravan and rally organizers on fam tour
 - Develop sample tours for caravan and rally organizers featuring new product and themed itineraries
 - Update RV website information
 - Continue our commercial membership in FMCA under the “Travel Organizer” category



Consumer shows



2005 Review

– Tourism PEI attended the following consumer shows in 2005

- | | | |
|--------------------------|-----------------|--------|
| • AAA Travel Marketplace | Foxoboro, MA | 12,000 |
| • Summer Holiday Show | Montreal, PQ | 35,268 |
| • Summer Holiday Show | Quebec City, PQ | 32,753 |
| • Saltscapes Lifestyle | Halifax, NS | 8,000 |

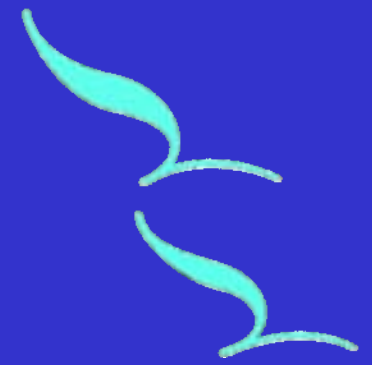
2006 Tactics

– Tourism PEI will be attending the following consumer shows:

- | | | |
|---------------------------------|-------------|-------------|
| • Boston Globe Travel Show | Boston | March 24-26 |
| • Toronto Travel & Leisure Show | Toronto | April 6-9 |
| • Summer Holiday Show | Montreal | April 7-9 |
| • Summer Holiday Show | Quebec City | April 21-23 |



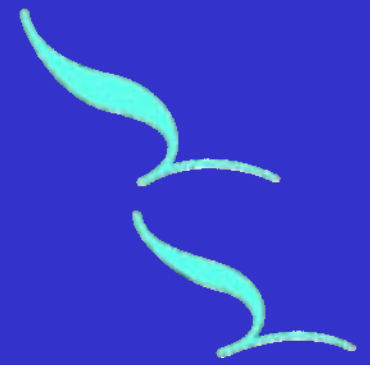
Japan



- 2005 Review
 - Conducted 141 appointments at various marketplaces
 - Conducted 42 sales calls in Nagoya, Osaka, Tokyo and Vancouver
 - Hosted 10 Dinners for a total of 264 guests
 - Conducted 5 seminars for 60 people in Japan
 - Hosted 2 media and 3 travel trade fairs
 - Partnered with the following as PEI or ACTP
 - Kintetsu
 - HIS
 - JACATA Joint Program
 - Hankyu Trapics Tokyo
 - Hankyu Trapics Nagoya
 - Average Return on Investment was 54 to 1



Japan

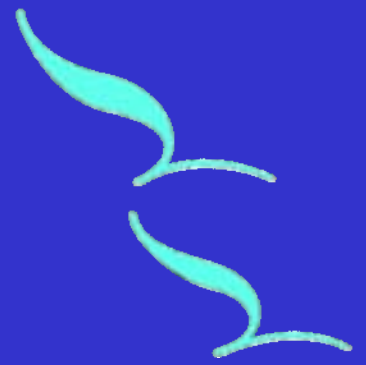


- 2006 Targets
 - Consumer
 - Middle-silver - 55-69 years of age female
 - Career women or “Office Ladies 2” – 30 years plus
 - Student Market
 - Trade
 - Canadian receptive tour operators
 - Canadian offices of Japan based tour operators
 - Tokyo, Osaka and Nagoya based tour operators that offer high volume potential, niche interest or fly-drive development potential
- 2006 Tactics
 - Meet with 125 group and FIT tour operators at marketplaces
 - Conduct 25 sales calls/training seminars in Japan and Vancouver featuring USP’s and FIT product
 - Host three FAMS tied to AC and NWA and continue to develop relationship with Continental



Japan

- 2006 Tactics:
 - Establish trade partnerships with AC and NWA
 - Partner through ACTP with high-yield operators
 - Continue to promote Anne 2008 – 100th anniversary
 - Pursue charter flight to PEI tied to 2008
 - Develop senior-oriented programs such as long stay and senior learning and wellness with receptive operators and ESL operators
 - Promote Heritage Inn program as alternative to traditional hotels
 - Increase tour nights within existing itineraries
 - Promote shoulder season activities
 - Target operators to develop fly-drive itineraries
 - Work with ESL operators to pursue this very lucrative market



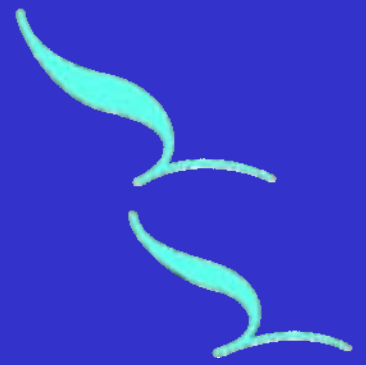
Europe



- 2005 Review
 - Conducted 110 appointments at RVC, Spotlight Canada and ITB, WTM, CMT and Top Resa
 - Trained 100 staff for 8 Tour Operators in UK
 - Partnered with 19 Tour Operators in the UK, Germany and France
- 2006 Targets
 - Consumer
 - 35 – 55 years old
 - Women
 - Complex lives – work and social
 - Spend on experiences
 - Experienced and demanding travellers
 - Looking for wellness
 - Move fluidly between urban and outdoor



Europe



- 2005 Targets
 - Trade
 - High-yield tour operators
 - Specialty tour operators
 - Airlines flying into Maritime Canada or Air Canada
 - CTC for non-traditional promotions, parallel partnership program and trade and media promotions
 - Canadian-based receptive tour operators
- 2006 Tactics
 - Conduct over 100 meetings at marketplaces
 - Conduct a week of tour operator training
 - Host several tour operator FAMs for planning staff
 - Update and increase language-specific websites for each market



Europe

- 2006 Tactics
 - Partner with the top-producing tour wholesalers through ACTP
 - Participate in the CTC partnership program
 - Host in-market media in partnership with the CTC
 - Develop new image CD
 - Chair ACTP Overseas Committee for 2006-7



China

- Tourism PEI will continue to monitor development in China through participation on the CTC/Asia Pacific Committee as ADS status progresses
- Participated in CITM
 - Seven exhibitors from Atlantic Canada as part of Canada stand
 - 1,972 Exhibitor Booths – 1,277 domestic and 695 overseas
 - 10,000 trade and 30,000 consumers
- Activity will be limited to hosting two trade and two media FAMs with the CTC office in Beijing
- Meet with Chinese operators attending RVC
- Consider Showcase Canada Marketplace for next March



Air Access



- Air Access continues to be the key to growing mid- to long-haul markets
- 2005 saw the introduction of WestJet flights from June 28 to Sept 15 and Northwest Airlines from July 1 to Oct 15.
- Revenue guarantees were established but were not required because of positive load factors
- WestJet extended their year-round season on a reduced schedule to service the PEI - Toronto route
- Northwest Airlines is extending their season of operation by 32%
- WestJet will their peak season operation schedule as well
- This year Tourism PEI plans to partner with Air Canada, WestJet, Northwest and Continental airlines
- We will continue to work closely with the Charlottetown Airport Authority to introduce new routes or increase capacity to Prince Edward Island





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Editorial Program

2005 Coverage and 2006 Plan

Editorial Public Relations

- Prince Edward Island continued to receive extensive coverage in media in North America and around the world
- Newspapers, magazines, radio, TV and websites carried stories about Prince Edward Island allowing consumers to get the “big picture,” providing a more complete view than traditional advertising media as well as a broader reach than the usual advertising campaigns



2005 Activities

- An office visit tour of key New York media funded by ACTP
- A media reception in Boston in November, 2005 in conjunction with
the other three Atlantic provinces attracted more than 30 journalists
- More than 60 journalists were hosted by Tourism PEI in 2005
 - *All Lobster All the Time* press tour
 - Confederation Cup golf press tour
 - Two Japanese media visits in July
 - Yankee magazine
 - Several Maritime media visited PEI for various story opportunities.
 - Thirteen journalists from the US and Canada were present at the Shellfish Festival; many of them were given roles as judges



2005 Activities

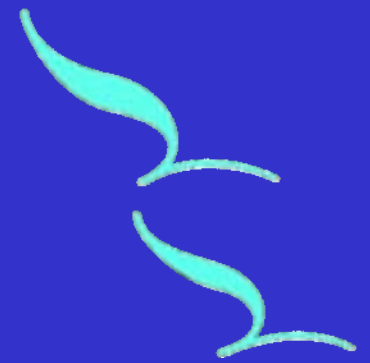


- Six TV crews
 - Korea
 - Wings Over Canada
 - Discovering Great Towns
 - Canadian Chinese crew
 - HD B-roll shoot by CTC
- *PEI Shoot-out* in June
 - Attracted seven top photographers
 - Collected great images
 - Some provided to Tourism PEI at no cost
 - May be repeated in 2007



2005 Coverage

- Canadian newspapers
 - The Chronicle Herald
 - The Toronto Star
 - The Toronto Sun
 - Hamilton Spectator
 - Ottawa Sun
 - Calgary Herald
 - Vancouver Province
- US papers
 - New York Times
 - Wall Street Journal
 - Boston Herald
 - Patriot Ledger
 - Detroit Free Press
 - Asbury Park Press
 - Daily Record
 - South Florida Sun Sentinel



2005 Coverage



- Magazines
 - Departures (the American Express platinum card holders publication)
 - Conde Nast Traveler
 - Cover story in Coast to Coast RV magazine
 - Diversion and Travel Agent magazines
 - Canadian Geographic
 - Explore
 - Velo Mag
 - Wish magazine
- Tour de Monde in Korea, several Japanese magazines
- Newspaper stories also appeared in Germany as well as Japan
- Cover story in the CTC's PURE Canada magazine on the PEI culinary experience



憧れのプリンスエドワード島へ旅して

プリンスエドワード島の美しい花畑と歴史的建造物

人懐っこいエドワード島で、幸せな時間を過ごす

Living Off

The Great Green NORTH

Prince Edward Island's golf courses are a beautiful blend of nature and sport.

Prince Edward Island's diverse wildlife and scenic beauty.

Wicker Travel Honeymoon & Romance

Maritime Romance

Atlantic Canada has all the right ingredients for a romantic getaway.

Prince Edward Island offers a perfect setting for a romantic escape.

ISLE Be Seeing You

Looking for total calm on the weekend? We have a beautiful island with everything you need to relax and recharge.

Prince Edward Island's beautiful scenery and historic sites.

Discover the charm of Prince Edward Island's historic architecture.

資本网 GOLF

爱德华王子岛 球迷梦天堂

Prince Edward Island is a paradise for golf enthusiasts.

travel diary

PRINCE EDWARD island

quick FACT

Prince Edward Island is a beautiful island with a rich history and scenic views.

P.E.I. National Park

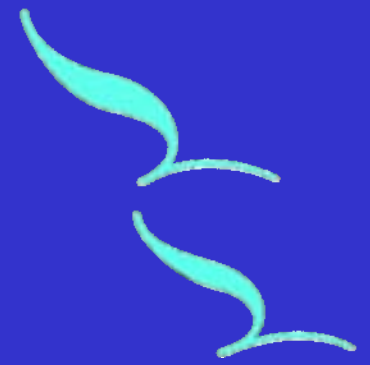
Experience the natural beauty of Prince Edward Island National Park.

Loosie Lobster

The Delicate Taste of Lobster

Prince Edward Island is famous for its delicious lobster.

2006 Publicity Plan



- Host press tours
 - Up to 70 press visits
- Marketplaces
 - Canada Media Marketplace
 - GoMedia Marketplace
- Media promotions
 - Halifax
 - Montreal
 - Toronto
- Office visits
 - New York
 - Toronto
- As well, a “key contacts’ program will be instituted to stay in touch with influential journalists as well as promote new story ideas in a timely fashion



2006 Publicity Plan - Atlantic Canada



- Tourism PEI will cooperate on a special new publicity project in partnership with organizations such as the Confederation Centre and Capital Commission
 - Major media splash announcing the summer season in the province, especially featuring the Festival of Lights, the Shellfish Festival and the Charlottetown Festival
 - Will take place in Halifax, but media from around the region will be invited
- The Northeast Chapter of the Society of American Travel Writers will meet in New Brunswick in early 2006
 - Pre or post-tour to PEI will be offered



2006 Publicity Plan - Quebec



- The Montreal Office – PR arm for Grey Worldwide in Quebec will provide locally based support and continuity
- A media event in April
- Two to three themed press visits for Quebec-based media
- Regular news releases
- Specific media targets in Quebec
 - Touring (the CAA publication)
 - an outdoor/cycling publication
 - television or radio program
 - Canal Evasion will be approached to send one of their travel shows to the Island
 - The CTC GoMedia Marketplace attracted several excellent journalists from Quebec in 2005 and this will no doubt be the case again in 2006



2006 Publicity Plan – Ontario/National



- Media and trade event - The Best of PEI - in Toronto in March 9
 - Nearly 100 Toronto-based travel journalists
 - In addition, Chef Michael Smith attended the evening event and made appearances on PEI's behalf during the day
- The Canadian Tourism Commission's GoMedia Marketplace in May
 - domestic travel journalists
 - a number of media from key EU and Asian markets
 - post-tour to PEI
- As air access, traffic and literature requests continue to grow from the rest of Canada, more attention has been given to Western-based media
 - In late 2005 a very successful media reception was hosted in Vancouver
 - Media/golf event planned for Calgary March 2006



2006 Publicity Plan New England/Int'l



- Tourism PEI will be represented at the 2006 Canada Media Marketplace in April
 - Many of the top-ranking travel media will learn about new story opportunities
 - This year the Capital Commission will send a representative to this event as well
- Office visits to New York media in partnership with Atlantic Canada
- International
 - ACTP has been instrumental in attracting international media to the region
 - PEI hosts press visits from Germany, UK and Japan
 - As well as other Asian or European countries





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Website Plan

Impact of the Internet



The Internet is a source of consumer empowerment

- 52% of online population in US/Canada use web to research travel
- 74% of frequent or repeat travellers are likely to use online sources
- Internet booking continues to rise (hotels, flights especially)
- On average consumers visit more than four travel sites during travel research (excluding map and activity-related sites)
- 37% of online travellers have registered/subscribed to email promotion services
- 47% subscribe to more than three email promotion services (US stat)
- 11% of travel plans were affected by email promotions



Source: Mediametrix Travel Industry Association of America 2005

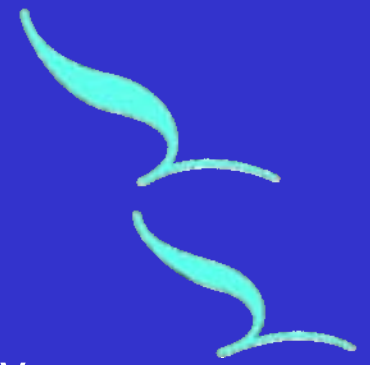
Tourism PEI Website - The Numbers



- Total website sessions in 2005
 - 3,160,065 - double 2004
 - Highest number in July (815,891)
- Total unique visitors to website
 - 948,682 (51.4 % were first time visitors to the site)
- PDF downloads of touring regions
 - 8,780 (highest number in July - 1,261)
 - Down from 2004
- E-Newsletter Program
 - 86,585 English-language subscribers
 - 51,000 French language subscribers
 - Due to staffing issues, newsletters program suspended temporarily



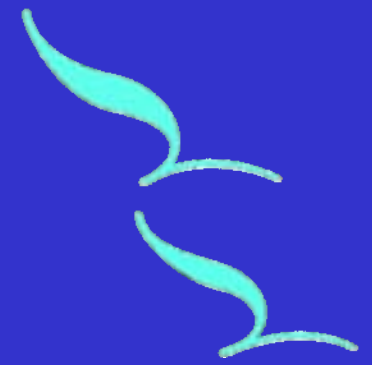
Website Relocation



- Consultant hired in 2005 (Prescient Digital)
 - Provided recommendations to a committee represented by Tourism PEI, TAIPEI, and TAC Marketing Committee
 - Reviewed current Tourism site
 - Recommended that website remain housed with Department of Development and Technology
 - English and French content to be moved into a Content Management System; Japanese and German pages will remain static



2006 Website Plans



- New website design by Grey Interactive
 - Revamp navigation and structure
 - Update content throughout the site
 - Launch this spring
- New micro-sites for Legends of Golf and East Coast Music Awards
- Active e-newsletter schedule to include 12 English and 10 French in 2006, plus special editions (e.g. ECMA promo)
 - New design for e-newsletter consistent with new website design and brand



Website Plans



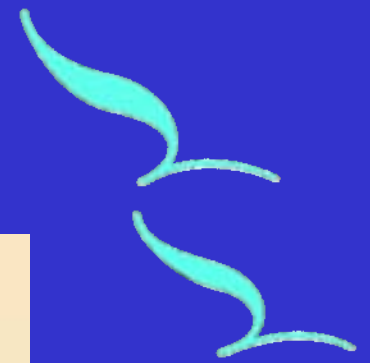
- The objectives of the redesigned website
 - Incorporate the findings and recommendations from the June 2005 “Website and Technology Review”
 - Usability with clear navigation
 - Better-organized layout/structure to enable easy retrieval of information
 - Use of relevant tools (search, events)
 - Consistent with the new “Gentle Island” branding
 - Imagery
 - Tone and positioning
 - To meet overall objective to drive consumers to inquire about visiting PEI and ultimately booking their next visit



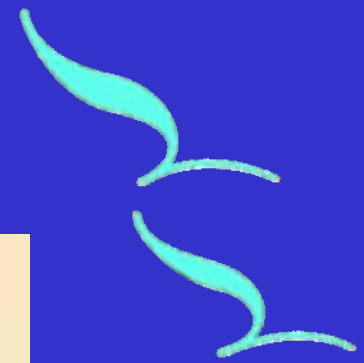
Website – Homepage



Website – Things To Do



Website - Touring



Prince Edward Island
The Gentle Island

THINGS TO DO

Home Getting Here Things to Do Places to Stay About PEI For You!

Explore

- Activities
- The Sights
- Arts, Culture & Heritage
- Itineraries

Sign up to **The Island News** and keep your inbox current with all that **Prince Edward Island** has to offer.

Get your FREE 2006 **Island Guide**
[Order Today](#)
[Download tour](#)

Search

Search Activities
Search for information about theatre, restaurants, craft shops, attractions, music, and more.

Search Tours
Search for information about hiking, cycling, golf, outdoor adventures, study, and more.

Search Festivals and Events
Search for information about community festivals, golf tournaments, festivals, concerts, and more.

Touring

More than meets the eye
To be sure, a tour of Prince Edward Island will be a feast for all the senses, and the visual experience will be one that will persist in your memory long after you have returned home. You will find yourself thinking back to the Island's particular combination of brilliant and complementary colours, the joy of the land that rolls on in gentle, wooded waves and the light that can only be "island" light that both softens and intensifies the scenes so specific to Prince Edward Island.

See the Sights

- Like food? Like farms? Then visit our [agri-tourism sites](#).
- Follow the red clay road...to discover our [Scenic Heritage routes](#).
- Check out our new [North Cape Coastal Drive](#).
- Celebrate Charlottetown's 150th anniversary with a [historic walking tour](#).
- Get [Going Coastal Drive](#) the world's greatest country.

To Help With Your Touring
Don't leave home without your [Visitors Guide](#) or pick one up at any of our [Visitor Information](#) and Welcome Centres. The centres are located across the Island and friendly counsellors are ready to help you plan your itinerary, or give you the scoop on the latest local activities. Our website has new [tourist features](#) as well as an excellent search service, touring itineraries and maps, listings or links for more than a thousand tourist operations. Above all, don't worry about getting lost; just remember this is an Island and you can never go too far astray!

Signs
To help protect the unspoiled beauty of the province, Prince Edward Island has an official [signage program](#). Tourism operators register their businesses and standardized informational signs are provided at key locations.

Tip-To-Tip Touring
(Win Prizes!) If your PEI vacation includes plans to "do it all," then be sure to enter our [Tour the Island Contest](#). By going tip to tip, or visiting four of seven lighthouses, or four of eight Provincial Park beaches you will be eligible

Quick Links

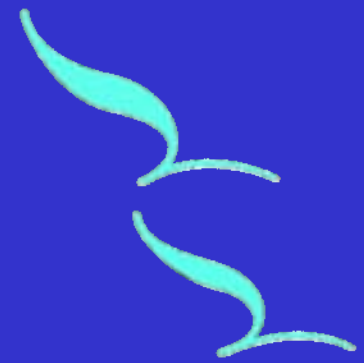
- The Insider's Guide
- Tour the Island tip to tip
- Lighthouses
- Fresh Air Adventure
- Go Birding
- Trails
- Provincial Parks
- Outdoor Adventure
- Beaches
- Scenic Drives
- Touring Regions

Feedback Privacy Government of Prince Edward Island Industry Media

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Website – Places To Stay



Prince Edward Island
The Gentle Island

PLACES TO STAY

Home | Things To Do | Places To Stay | About PEI | Get Out

Pages: [Accommodations](#), [Vacation Packages](#), [Campsgrounds](#)

Sign up for The Island News and keep your inbox current with all the Prince Edward Island has to offer.

Get your PEI 2008 [Road Guide](#)
[Order Today](#)
[Download Now](#)

Search

Accommodations / Lodging
Our Accommodations Search and Map feature the accommodation database. We help you find just what you're looking for.

Vacation Packages
Choose from Island Experiences, Family, Golf, Wellness, Romance, and Marine & Culture packages.

Campsgrounds
Use our Campgrounds Search to find the right campground for your needs - camping is personally run campgrounds.

Accommodations

Search Results

Here are the details of the accommodation you entered. Click on the touring options panel, restaurant status and, if present, the road address and website address for additional information. To view the listing as a restaurant reservation page, just click on the [Add to Reservations](#) button.

ROOD CONFEDERATION INN & SUITES

[The Confederation Area](#) | [Charlottetown](#) | [Map](#)

Telephone (811) 343-2444
Fax (709) 343-2247
Toll Free 1-800-749-6100(TOPEI)
info@ruidforislandresorts.com
www.ruidforislandresorts.com

On TransCanada Hwy. Box 951, Charlottetown, C2A 7L2. Near intersection of Hwy 1 and 2 West. Motel featuring 22 economy suites and 22 economy guest rooms. Regular suites have small fridge, coffee-maker, kettle. Superior suites also have microwave and sink. All suites have separate living area with pull-out. Features: wireless internet, full service restaurant, pool, heated outdoor pool, play area. Golf and family packages (see website). Fido not free in July and August (conditions apply). CAA/AAA/Amex/Discover. All major credit cards accepted. Open year round.

MOTEL - 22 sq. suite, 42965. Daily \$99-123 (2) \$30 add'l person
SUITE - Daily \$110-133 (2) \$30 add'l person.
Children 14 and under free with parents or guardians. Off-season rates available.

180x150 FPO

Quick Links

- Learning and Training
- Carriage Detail
- Caterers and Menu
- Flair Training
- Training Detail
- Guest Canada
- Attractions
- Events

Find All **Accommodations** **Within** **4 km / 2.5 miles** **Go**

Vacancy Search

Fill out the form below to search this property for real-time vacancy information.

Arrival Date: **January** **1** **2008**

Number of nights: **1**

Adults: **1** Children: **0**

Search for vacancies

Reservation system powered by [Expedia.com](#)

Feedback | Privacy | Government of Prince Edward Island | Sitemap | Mobile

© 2008 Prince Edward Island





The Gentle Island



TOURISM
ADVISORY
COUNCIL
PRINCE EDWARD ISLAND

Brand & Creative Strategy

Strategic Development Process



GATHER AND ABSORB ALL THE INFORMATION AVAILABLE

SPARK SESSION

NEW BRAND POSITIONING AGREED

CREATIVE BRIEF

CREATIVE DEVELOPMENT – TV & PRINT

FIRST ON AIR – FEBRUARY 26 and 27, 2006



The Road to a New Brand Position

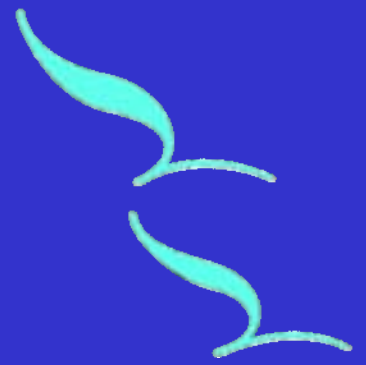


- GWW / TMC have based their recommendations on a number of quantitative and qualitative research sources and learning over the past 5 months
 - The PEI Economic Impact Study 2004
 - PEI 2004 Exit Survey
 - 2004 and 2005 PEI Conversion Studies
 - 2004 and 2005 ACTP Conversion Studies
 - 2004 and 2005 Cossette/Nucleus Qualitative research and Brand Strategy work
 - GWW's Canadian Perspectives Internet Panel research
 - PMB 2005 – two-year readership study
 - Review of tourism best practices (Bermuda, Virginia, Jamaica, Wales, Scotland, New Zealand, Australia, New Brunswick and Nova Scotia)
 - Media Sources (Forbes, National Post, The Globe & Mail, Business Week, Fast Company, The Economist, AOL and Yahoo)
 - Mediametrix
 - BBM/RTS 2004/05



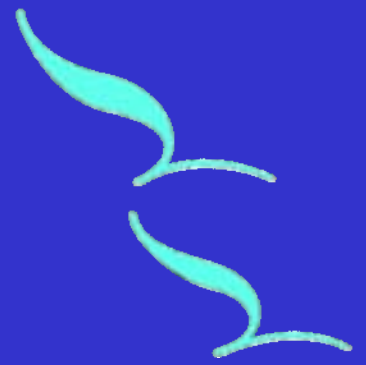
Perceptions from Visitors

- 'restful'
- 'a decompression chamber'
- 'refuge'
- 'chance to catch your breath'
- 'makes your spirits soar'
- 'inspiring'
- 'a place to get reacquainted with your kids'



Some Target Observations

- 80% are aged 50+
- Only 1/3 of visitors are a family unit
- Ontario accounts for 27% of spend (twice its nearest rival)
- Quebec is a leading source of inquiries (51%) but only 10% of visitors
- Most visitors to the Island have been before
- Average stay is four nights
- A significant number have family and friends on the Island

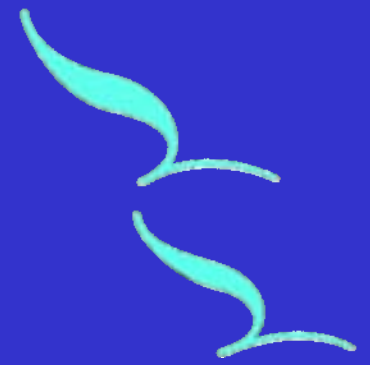


Target Audience

- In 2006 , our creative target will be the **40+ Adult** market
- **35+ parents with families** as our secondary target



Strategic Development



Challenge:

- To break through the clutter and overload with messaging that attracts and addicts high-yield tourists

Strategy:

- Clearly defining and communicating a compelling and distinctive positioning for the Prince Edward Island brand



The hard part

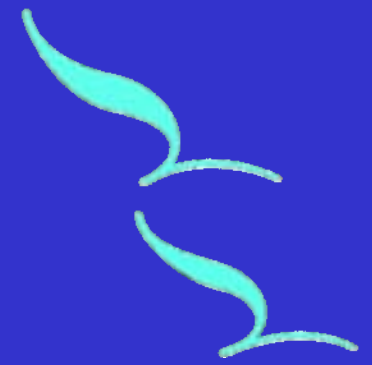
- The compelling and differentiated positioning needs to stem from a 'boiled down' essence.
- It needs to be reflected at all customer contact points in a manner that has personal relevance to a variety of target prospects.



Speak with one voice across all consumer touchpoints!



Defining the brand essence

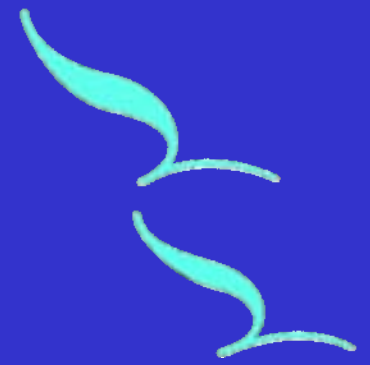


What separates Prince Edward Island from other destinations?

- Island
- Physical characteristics
- People
- Emotional effect... revival, renewal, restoration



Brand Strategy



Brand Essence: The Gentle Island of Rejuvenation

- Brand's Unique Properties:
- Red earth and cliffs
 - Unique sandy beaches
 - Vivid colors: red, green and blue
 - Agricultural landscape stretching to the sea

Brand Character:

- Generous spirited
- Charming
- Contentment
- Calm
- Caring
- Gentle
- Humorous





The Gentle Island



TOURISM
ADVISORY
COUNCIL

PRINCE EDWARD ISLAND

Creative Brief & New Ads

ROLE OF ADVERTISING

To make our target so inspired with the idea of visiting Prince Edward Island that they'll decide this is the year they will go to the 'jewel in the crown' of the Atlantic Provinces. We want them to act on their desire by visiting the website and/or requesting further information from a bespoke number.

TARGET INSIGHT

Our primary target is couples over the age of 40 who vacation without kids.

Secondary target is 35+ parents who vacation with their families.

Both these target groups are time deprived, jaded, and continually juggling work/leisure activities. They're also regularly assaulted from the media with messages about the harsh realities of life that are emotionally draining.

BRAND SUPPORT/INSIGHT

Prince Edward Island is a kind and gentle island haven, which slows you down enough to catch your breath. Replacing chaos with calm. Melting stress and making the spirits soar.

THE PROPOSITION

The gentle
Island of
rejuvenation

WHAT IF THE WORLD HAD BEEN TO PRINCE EDWARD ISLAND?

EVERYONE WHO CAME TO OUR ISLAND WOULD COME HOME A DIFFERENT PERSON.

THEY WOULD BE KINDER, GENTLER, AND AT PEACE WITH EVERYTHING.

STRANGERS WOULD SIT BESIDE EACH OTHER ON AN EMPTY BUS AND START A CONVERSATION.

PEOPLE WOULD HAVE A SENSE OF PERSPECTIVE.

THEY WOULD KNOW THAT LIFE'S GREATEST WORK IS NOT DONE IN THE OFFICE.

THEY WOULD NOT BE CONCERNED WITH NUMBERS, GRAPHS AND PROJECTIONS.

THEY WOULD MEASURE ONLY THAT WHICH MADE THEM HAPPY.

HARSH WORDS, ANGER AND STRIFE WOULD BE REPLACED BY A KINDNESS THAT WAS UNEXPECTED, BUT UPLIFTING.

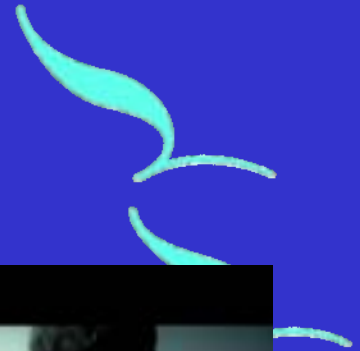
THE GREATEST DREAM OF HUMAN KIND IS THAT THE WORLD BE A BETTER PLACE.

IF THE WORLD WENT TO OUR ISLAND IT WOULD BE.

WHAT IF THE WORLD HAD BEEN TO PRINCE EDWARD ISLAND?

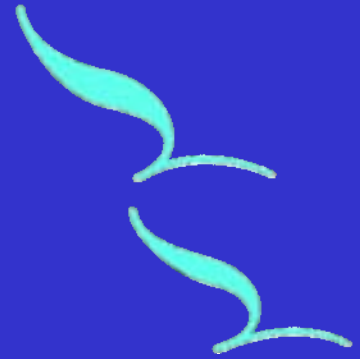


Lost Luggage



Gentle Getaways

- Activity-oriented TV Ads to air in the Maritimes
- Supported on gentleisland.com with Itineraries and packages



◀ WHAT IF THE WORLD HAD BEEN TO PRINCE EDWARD ISLAND? ▶

THE MARKET WOULDN'T BE ABOUT BULLS AND BEARS BUT LOBSTERS AND MUSSELS.



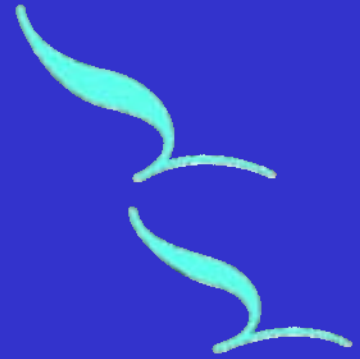
If you love to eat well there's nothing else like our Malpeque oysters, cultured blue mussels, and the freshest, most mouth-watering lobster you'll ever have the good fortune to find. Just bring your appetite and leave your worries behind. We promise a visit to our Island will be one of the best investments you'll ever make.

**Prince
Edward
Island**

The Gentle Island

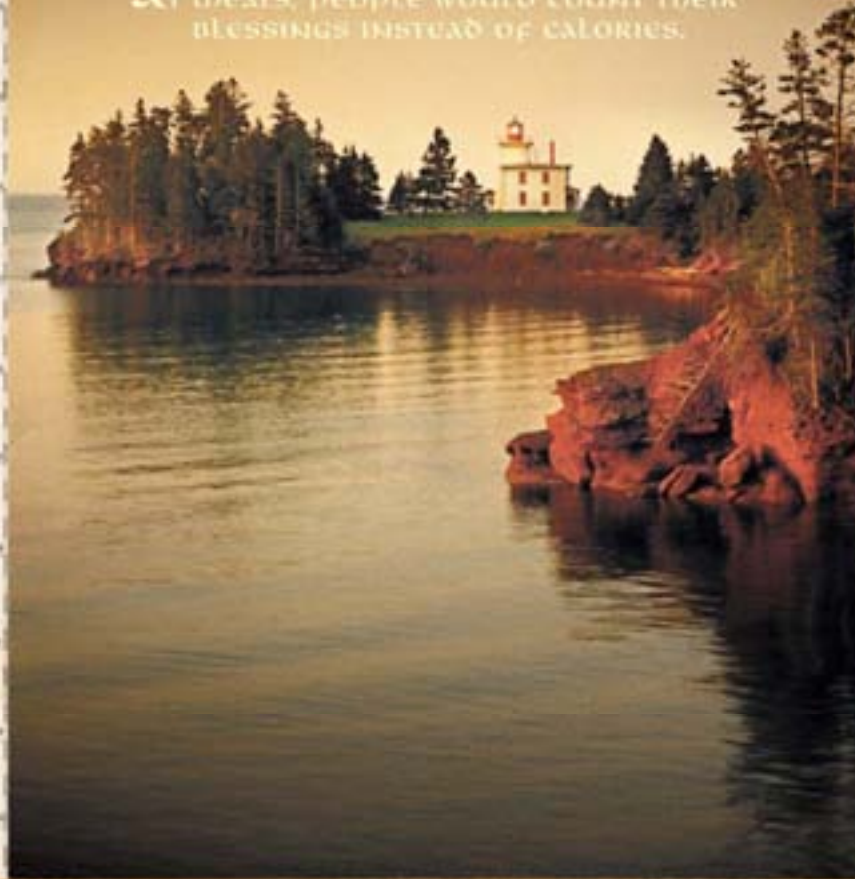


FOR YOUR FREE ISLAND GUIDE, JUST CALL 1-800-463-4PEI
AND ASK FOR NUR. OR VISIT GENTLEISLAND.COM/PEI
CHECK OUT OUR WEBSITE AT GENTLEISLAND.COM/PEI



◀ WHAT IF THE WORLD HAD BEEN TO PRINCE EDWARD ISLAND? ▶

At meals, people would count their blessings instead of calories.



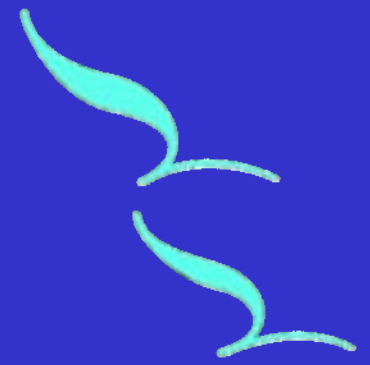
Lovers of nature rejoice. Our ever-so-green rolling hills spill gently into the warm waters of pink-sand beaches. Red foxes, harbour seals and 353 species of birds await. We invite you to the Island that will let you catch your breath. Then majestically take it away.

*Prince
Edward
Island*

The Gentle Island



FOR YOUR FREE VISITORS GUIDE, JUST CALL 1-888-734-7529
AND ASK FOR PALLETTE. OR VISIT GENTLEISLAND.COM/PALLETTE
CHECK OUT OUR NEIGHBOURS AT GENTLEISLAND.COM/NEIGHBOURS



◀ WHAT IF THE WORLD HAD BEEN TO PRINCE EDWARD ISLAND? ▶

People stuck in traffic would wave their
whole hand at each other and not just one finger.



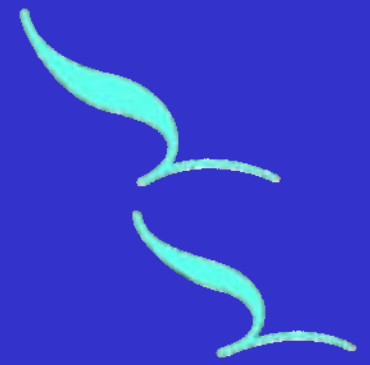
There's a place where things are different. A place where the road is open and there are no strangers, just friends you have yet to meet. We invite you to our Island where the point of every journey is never just a destination but the journey itself.

*Prince
Edward
Island*

The Queen's Island



FOR YOUR ISLAND GUIDE, VISIT GENTLEISLAND.COM/EDWARD
OR CALL 1-800-463-4PEI AND ASK FOR LEONARD.
CHECK OUT OUR WEBSITE AT GENTLEISLAND.COM/EDWARD



◀ WHAT IF THE WORLD HAD BEEN TO PRINCE EDWARD ISLAND? ▶

FAMILY ENTERTAINMENT WOULD NEVER
BE SUBJECT TO LATE FEES.



Wouldn't it be nice to swap out lives for a while? Perhaps it's our gently rolling hills, or maybe the endless stretch of ocean, but there's something here that inspires people to open up. Share. And discover the best stories are never read but lived.



The good life.

FOR YOUR ISLAND GUIDE, VISIT www.pei.com/peiland OR
CALL 1-800-463-4PEI AND ASK FOR BRANDON.
CHECK OUT OUR TOURS ON www.peiland.com/tours





The Gentle Island



TOURISM
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PRINCE EDWARD ISLAND

Media Strategy

Media Objectives 2006



- Quantifiable objectives for the Media Plan have been developed to address three areas
 1. Inquiry Objectives – To generate 295,539 inquiries at a cost per inquiry of \$12
 2. Party Objectives – To generate 83,140 visiting parties as a direct result of the advertising campaign, based on 2005 conversion rates
 3. Revenue Objectives – To generate \$82.5 million in direct revenue from the advertising campaign (ROI of 22.3:1)



Objectives 2006

- Despite the budget reduction in 2006 we plan to improve the cost per inquiry efficiencies by realigning our spend by market. We estimate that our recommended changes will improve efficiencies by 5%

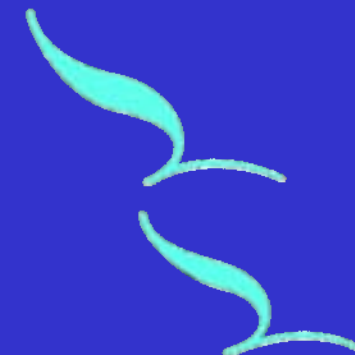
	2005 Actual			2006 Planned		
	Total Spend	Total Inquiries	CPI	Total Spend	Total Inquiries	CPI
Quebec	\$962,020	156,846	\$6.13	\$840,928	137,103	\$6.13
Ontario	\$2,193,028	128,720	\$17.04	\$1,566,269	91,932	\$17.04
New England	\$1,241,227	68,445	\$18.13	\$826,319	45,566	\$18.13
Maritimes	\$666,195	30,239	\$22.03	\$463,475	21,037	\$22.03
	\$5,062,470	384,250	\$13.17	\$3,696,991	295,639	\$12.51

**Budget
-27%**

**CPI
+5%**



2006 Total Projected Results



TOTAL PROJECTED RESULTS					
CPI	INQUIRIES	CONV.	PARTIES	P.P. EXP.	REVENUE

	\$				\$	\$
Maritimes	22	21,037	67%	14,200	786	11million
Ontario	17	91,932	32%	33,279	1,050	35million
Quebec	6	137,103	18%	24,953	942	23.5million
New England	18	45,566	24%	10,708	1,210	13million
Total	13	295,539	28%	83,140	990	82.5million

	TOTAL RESPONSE			
	2003	2004	2005	2006
Maritimes	21,586	44,959	30,239	21,037
Ontario	97,806	68,994	128,720	91,932
Quebec	84,684	61,781	156,846	137,103
New England	86,098	68,977	68,445	45,566
TOTAL	290,174	244,711	384,250	295,638

	BUDGETS (000)			
	2003	2004	2005	2006
Maritimes	665	672	666	463
Ontario	766	941	2,193	1,566
Quebec	532	509	962	841
New England	1,984	1,544	1,241	826
TOTAL	3,949	3,667	5,062	3,696

	CPI			
	2003	2004	2005	2006
Maritimes	30	14	22	22
Ontario	8	13	17	17
Quebec	6	8	6	6
New England	23	22	18	18
TOTAL	14	15	13	12



Target Audience

- In 2006 we will focus on the 40+ Adult market, and 35+ Parents with families:

CORE TARGET:

- Adults 40+
- \$50k+ HHI Income
- Suburban – City size <500k
- Medium to Heavy Travellers
- Above-average spenders on vacation
- Active
- Broadcast buying demo: Adults 35+



Source: PMB 2005 Two Year Readership Study



Media Strategy 2006



- Our multimedia plan has been designed to deliver to the following strategies
 - Reach the target while they are planning their summer vacations
 - Drive inquiries efficiently
 - Build on past learning in an effort to optimize Market and Media CPIs
 - Introduce new learning with new media opportunities
- Support partnerships and other special opportunities (e.g. Legends of Golf)



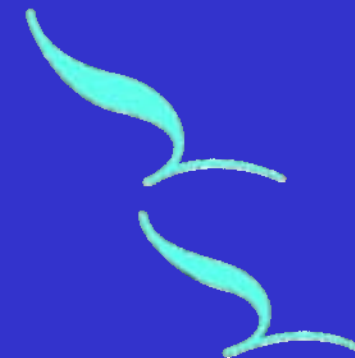
TV

- TV is planned to reach the target during the summer vacation planning period, plus better our cost per inquiry efficiencies over 2005
- Three-prong approach
 - :30 Brand TV
 - To provide mass reach in all markets
 - :30 Direct response TV
 - Increase efficiencies with remnant specialty buy in English Canada and Quebec
 - :30 Pay per Inquiry
 - Continue with pay per inquiry TV in New England



:30 Brand TV

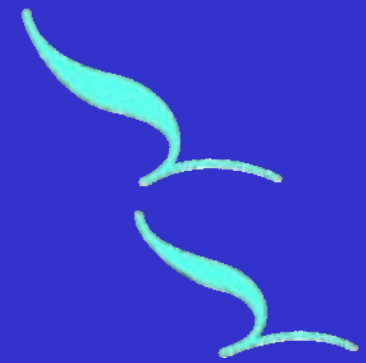
- 60% Prime – 20% Top 10 programming



	Mar				Apr				May				Jun			GRPs	Total Cost Net		
	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5			12	19
	Spring												Summer						
ONTARIO																			
Toronto					185	180	175	175										715	474,045
Ottawa					185	180	175	175										715	109,395
QUEBEC																			
Montreal Fr					200	200	200	200	175									975	190,613
Quebec City					200	200	200	200	175									975	53,869
Sherbrooke					200	200	200	200	175									975	29,835
Trois Rivieres					200	200	200	200	175									975	19,061
Ottawa F					200	200	200	200	175									975	24,863
Chicoutimi/Jonq					200	200	200	200	175									975	13,674
MARITIMES																			
Halifax										180	180	175	175	150	150	150	150	1,310	36,104
Moncton/St John										180	180	175	175	150	150	150	150	1,310	36,104
Sydney										180	180	175	175	150	150	150	150	1,310	6,203
Total																			993,765



DRTV



- :30 DRTV Schedule – English and French

ENGLISH CANADA							
MARKET	STATION	LENGTH	DAY	DAYPART	:30 NET COST	Weekly Total	Weekly NET Cost
NATIONAL	CTV TRAVEL	:30	Mo-Su	ROS	\$38.25	25	\$956
	DISCOVERY	:30	Mo-Su	ROS	\$212.50	20	\$4,250
	DISCOVERY CIVILIZATION	:30	Mo-Su	ROS	\$25.50	25	\$638
REGIONAL	ROGERS TV LISTINGS	:30	Mo-Su	ROS	\$17.43	168	\$2,927
	EASTLINK TV LISTINGS	:30	Mo-Su	ROS	\$7.23	168	\$1,214
Grand Total						406	\$9,985

Minimum 12 weeks \$119,819

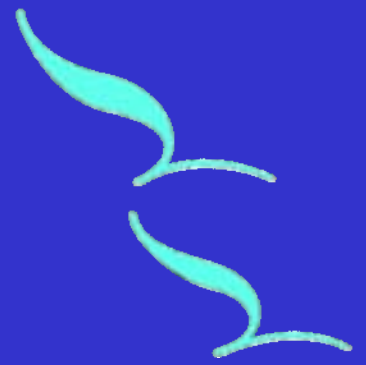
QUEBEC FRENCH							
	STATION	LENGTH	DAY	DAYPART	:30 NET COST	WEEKLY TOTAL	WEEKLY NET COST
NATIONAL	ARTV - FRENCH	:30	Mo-Su	ROS	\$11.69	15	\$175
	RDI	:30	Mo-Su	ROS	\$63.75	20	\$1,275
QUEBEC	HISTORIA	:30	Mo-Su	ROS	\$19.13	20	\$383
	METEOMEDIA	:30	Mo-Su	ROS	\$25.50	20	\$510
	CANAL D	:30	Mo-Su	ROS	\$53.13	15	\$797
Grand Total						90	\$3,140

Minimum 12 Weeks \$37,676

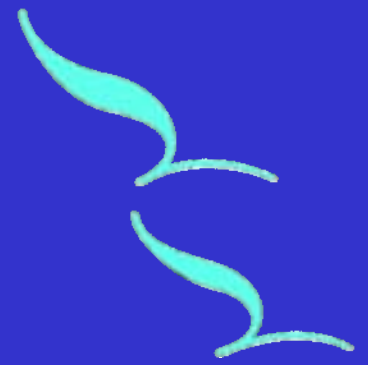


Pay Per Inquiry TV

- Continue with Pay-per-Inquiry TV in New England
 - US Specialty Stations
 - :60 format - Coop with Rodd Hotels and Resorts
 - \$50,000 Net Cdn



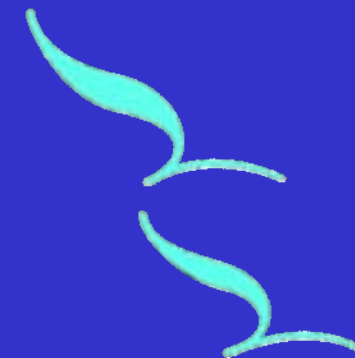
Magazine



- Magazines will be used to
 - Provide targeted reach in relevant environments
 - Deliver messaging during the summer vacation planning period
 - Drive efficient inquiries and build learnings
 - Full-page four-colour with a Business Reply Card is the most efficient ad unit based on 2005 cost-per-inquiry data
 - Proven inquiry performing magazines plus new additions to the plan (e.g. Frommers, Toronto Star Golf Guide, Homemakers)



Magazine



Publication	Issue Date	Specs	Circulation
Ontario			
CAA (Ontario East)	May	FP 4C + BRC	1,300,346
Harrowsmith	Mar	FP 4C + BRC	125,000
Golf Canada E&F	Apr	FP 4C + BRC	143,939
Candian Geographic	May	FP 4C + BRC	218,505
Globe Golf Magazine	13-Apr	FP 4C + BRC	210,000
Toronto Star Golf Magazine	06-Apr	FP 4C + BRC	537,000
Homemakers (Ontario East)	May	FP 4C + BRC	398,683
Quebec			
CAA Touring (Que)	Apr	DPS 4C + BRC	608,773
New England			
AAA Tourbook	Annual	3 PGs 4C	1,853,256
Coastal Discovery Guide/Saltscapes	Mar	FP 4C + BRC	35,035
AARP (Mod. Mat)	Mar/Apr	FP 4C + BRC	1,288,795
Audubon	Mar/Apr	FP 4C + BRC	400,000
NNE Journey	Mar/Apr	FP 4C + BRC	440,000
Natural History	Mar/Apr	March	250,032
Boston Irish	Spring/Fall	FP 4C	
Pure Canada	Annual	1/3 Pg 4C	250,000
National Geographic Traveller	Apr	FP 4C	50,236
Smithsonian	May	FP 4C + BRC	516,432
Frommer's Budget Travel	May	FP 4C + BRC	529,638
AAA Horizons	Apr	1/2 Pg 4C	1,350,000
Coastal Living	May	FP 4C + BRC	125,000
Yankee	April	DPS COOP +BRC	508,518
Yankee	May/June	DPS COOP +BRC	508,518
New England Travel and Life	Annual	FP 4C + RC	201,000
Boston Magazine	April	FP 4C + RRC (1 pg Editorial)	471,000



Online

- Online will drive efficient inquiries. We will build on past learnings and introduce new opportunities for future learning
 - \$760,000 Net
 - Online is the most efficient medium in terms of cost per inquiry
 - Online media will be tracked and optimized to maximize conversion
- Employ unique online ad-serving capabilities
 - Verification of impression delivery
 - Frequency capping
 - Implement post-click tracking
 - Continuously monitor the campaign and optimize in real time



Online



Use online effectively and efficiently to reach the target using a three-tiered approach

1. National Coverage: Search and Information
 - People actively seeking information related to PEI travel and resources
 - Users qualify themselves based on search criteria entered
2. Broad-reaching multi-market placements
 - Concentrated placements across all four regions
 - Utilize cost-effective CPM placements on networks with relevant sport, lifestyle and travel content
 - Employ geo-targeting to maximize reach of key markets
3. Relevant placements by specific market
 - Target specific sites that yield a high index by each market and have relevant content to PEI Tourism message





Site Selection

National Coverage: Search & Information



Broad reaching multi-market placements



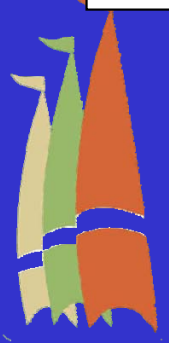
Relevant placements by specific market

Ontario

Quebec

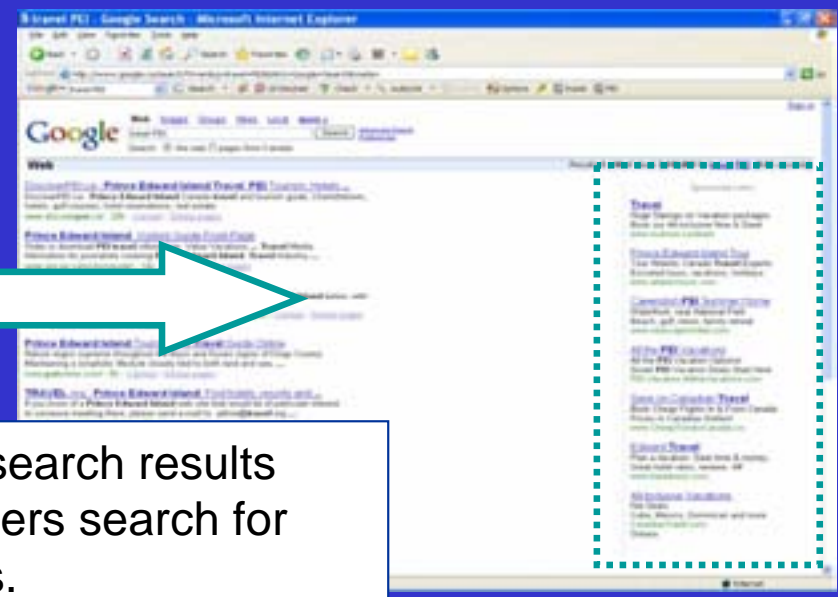
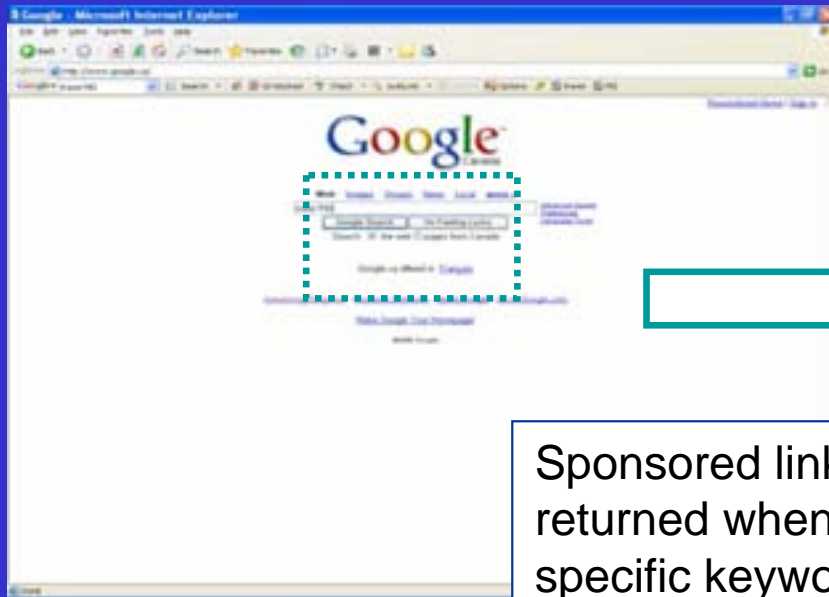
Maritimes

New England



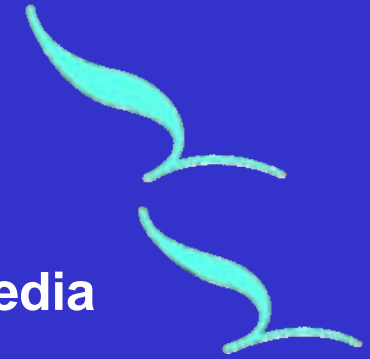
Search Results – Keywords

- Cost per Click search results on Google and NetWorld Media



Sponsored links search results returned when users search for specific keywords.

Payment is only made when a user clicks on the results text link



Direct Mail - Objectives

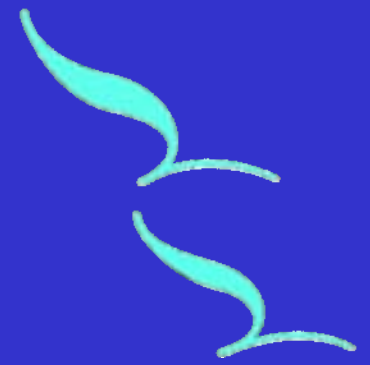


- Generate a minimum of 9,235 unduplicated inquiries and improve 2005 conversion of 1,348 by 10%
- Support operators in reaching the target segment with relevant message and offers (i.e. ready-to-book trips) – to drive action
- Support brand communications and create awareness of PEI as “The Gentle Island”
- Gain learning and insight into the target segment, for future direct marketing efforts

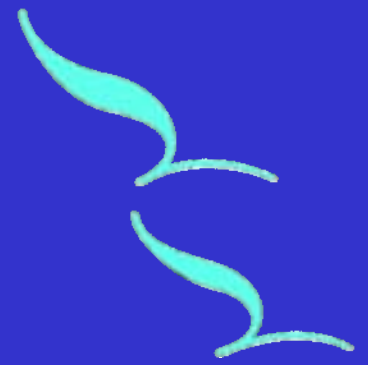


Direct Mail – Measurement

- Identify key performance indicators (KPIs) following agreement on campaign elements
- Develop testing and learning plan
- Track and measure activity, results and outcome – inquiries (CPI) and conversion (CPC)
- Analyze, interpret performance and calculation ROI
- Document learning for continuous improvement and to leverage and replicate success



Direct Mail – List Strategy



- Regions: Ontario and Quebec (budget \$150,000 each market)
- Review results and learning from 2005 DM programs
- Use in-house DM lists to drive efficient inquiries, while exploring other third-party lists
- Campaign recommendations and contact strategy to follow





The Gentle Island

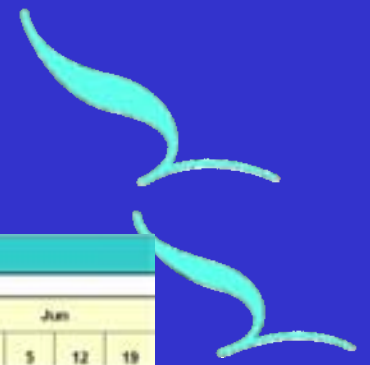


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PRINCE EDWARD ISLAND

2006 Regional Media Plans & Initiatives

Quebec



			Q1									Q2													
	Total NETS	GRPs Unit Size	Jan			Feb			Mar			Apr			May			Jun							
			2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5
Quebec	\$840,928	23%																							
Television	\$369,590																								
Brand:30 (MTL,OC, Jonq-Chic, Sher, Trois, Hull)	\$331,914	980													200	200	200	200	180						
DRTV French Specialty	\$37,676																								
Magazine	\$46,338																								
CAA Touring (Quebec)	\$46,338	DPS 4C + BRC																							
DM Reserve	\$200,000	TBC																							
Online	\$225,000																								
TOTAL BUDGET	\$3,695,000																								



New England

	Total NETS	GRPs Unit Size	Q1									Q2														
			Jan			Feb			Mar			Apr			May			Jun								
			2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12
NEW ENGLAND ACTP	\$556,139	15%																								
NEW ENGLAND CORE	\$270,180	7%																								
Television	\$50,000																									
Pay per Inquiry (CORE)	\$50,000																									
Magazine	\$293,866																									
AAA Tourbook (mar/quebec edition)	05/06 ACTP	3 PGES 4C																								
Coastal Discovery Guide/Saltscapes	05/06 ACTP	Pg 4c + brc																								
Boston Irish	05/06 ACTP	FP 4/C																								
NINE Journey	05/06 ACTP	Pg 4c + brc																								
Natural History	05/06 ACTP	Pg 4c + brc																								
AARP (Mod. Mat)	05/06 CORE	Pg 4c + brc																								
Audubon (ACTP)	\$25,000	Pg 4c + brc																								
Smithsonian (ACTP)	\$54,591	Pg 4c + brc																								
National Geographic Traveller (ACTP)	\$20,500	Pg 4c																								
AAA Horizons (ACTP)	\$22,148	1/2 pg 4/c																								
Coastal Living (ACTP)	\$43,603	Pg 4c																								
Yankee (ACTP)	\$36,422	dps 4/c brand+ coop+brc																								
Yankee (ACTP)	\$36,422	dps 4/c brand+ coop+brc																								
Pure Canada (CORE)	\$5,250	1/3rd pg E																								
New England Travel and Life (CORE)	\$12,058	Pg 4c + brc																								
Boston Magazine (CORE)	\$15,822	Pg 4c + brc																								
Forrester's Budget Travel Magazine (CORE)	\$22,050	Pg 4c + brc																								
Online (Core)	\$165,000																									
Remaining ACTP BUDGET (TBC)	\$267,453																									
TOTAL BUDGET	\$3,695,000																									

- We are executing co-op print ads in CAA and Yankee publications





◀ what if the world had been to prince edward island ▶

People stuck in traffic would wave their whole hand at each other and not just one finger.



There's a place where time is different. A place where the road is open and there are no oranges, just beaches you have not to meet. We invite you to an Island where the pace of every journey is never just a destination but the journey itself.



For more details on our, your vacation, contact us now
or call 1-800-463-4983 and see for yourself.
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An Island of Golf
in a Sea of Beauty.

Canada's #1 GOLF destination

For more information call Devan call free
1-800-GOLF-PEI www.golfpei.ca

Prince Edward Island...
great places, great people, great people!

PEI Parks

www.peiplay.com / Devan

For information call Devan call free
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Shining Waters - Ingleside Resort

1-877-963-2251

www.shiningwatersresort.com

CAVENDISH, PRINCE EDWARD ISLAND

CLOSE TO EVERYTHING,
BUT FAR FROM ORDINARY

DELTA
PRINCE EDWARD ISLAND

www.deltaprinceedwardisland.com
30 Queen St., Cavendish, PEI, C1A 4R6
502-984-2222

Sundance Cottages

Come to the Island.

- Water views
- Fully equipped cottages
- Whirlpool tubs, fireplaces
- Incredible views
- Safe, clean property
- Packages available

Cavendish Beach, Prince Edward Island, Tel: (506) 463-2848
www.sundancecottages.com, www.sundancecottages.ca

Good French, Good Eggs, Good Blues
and Lots of World Famous
Prince Edward Island Shellfish

Shellfish Festival

September 15-17, 2006

Presented by CTV

- Shellfish Gala! • Great Entertainment • Culinary Institute of Canada Food Pavilion • Cheesecake Offal • Duckling Competition!

Call Toll Free 1-866-955-2003
or online www.goshellfish.com

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or call 1-800-463-4983 and see for yourself.
Check out the wonders of www.pei.com





The Gentle Island



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Quebec Strategy

Overall Observations

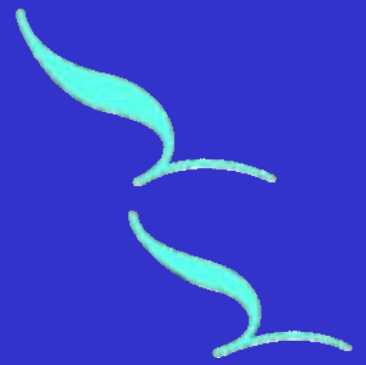


- In Quebec, PEI does not have strong visual imagery as compared to Les îles de la Madeleine or parts of New Brunswick
- Because of limited knowledge of PEI, Quebecers see the Island as quiet and maybe somewhat boring
- PEI is seen as far away from Quebec
- Quebecers are late bookers – they wait to plan and book their holidays
- PEI is not present in the French-language newspapers as editorial – Quebecers want to know, they have a voracious appetite for knowledge and they're interested in surprising, curious information

Source: 2003 PEI/PQ research and past PQ experience



Brand position - French



- The Brand Position «The gentle island » translates to:

« La douceur de l'Île »

- The French signature speaks to the life, the people, the food, the landscape.... All this anchored in an experience of rejuvenation



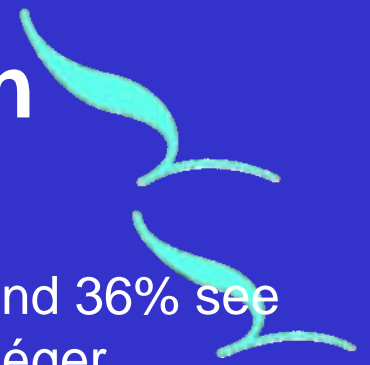
Creative – French TV & Print



- The French adaptation of the “Man with no Luggage” creative idea :
When you have been to PEI, incredible things happen to you
- The net impression of the communication is the same in English and French
- In print we also will inform the Quebecers of all the things there are to do on Prince Edward Island
- We will use online and DM to overtly communicate the variety of activities and the surprising things in PEI that would appeal to Quebecers and address their perceptions of the Island



Media relations and its importance in Quebec



- 43% of Francophone Quebecers are fed up with advertising and 36% see it as unacceptable to be exposed to ads every day. (source: Léger Marketing July 2005)

Goals in Public Relations

- Building a relationship with Quebecers
- Bringing the Island closer to them by addressing the issues
 - PEI is not well known
 - PEI is perceived to be far away
 - PEI is a quiet destination



Actions in PR



1. Dialogue with French-language journalists (a formula for success)

Dialogue with the press

- Establish a PEI presence for the media in Quebec
- Break the language barrier
- Be more accessible to French media

Dialogue with the customer

- The more we are in the news the more people will have PEI in their minds
- The more we are in the news the more buzz we will create



Actions in PR



2. Brand talk

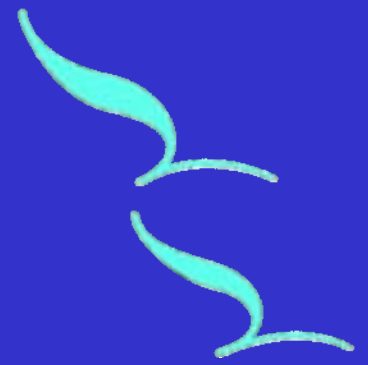
- We will present PEI as an experience destination - more than just a vacation spot (i.e. We might want to go to PEI to hear a specific musician or cheer for a sport celebrity)
- PEI can also be exported to Quebec via its vibrant culture for example
- In effect, it will bring PEI closer to us. Because the more we read of PEI in the news the more it will seem accessible.

3. Support

- Leveraging advertising campaigns via press releases when campaign starts



Media Outreach



- To begin the season we can rely on:
 - 8 matte stories
 - 2 media visits
 - 75 editorial calendar opportunities over 7 months
 - 1 media dinner
- The numbers will evolve according to coverage opportunities that arise as current events unfold



Challenges in Quebec in the next year



- Need for research measures in Quebec to better understand conversion of QC traveler – why are they or aren't they coming to Prince Edward Island?
- Need to continue to pitch content on PEI experiences and destination
- Need to continue to promote a stronger French-language editorial component
- Determine how to use online and Direct Mail to address Quebecers misconceptions / pre-conceptions about Prince Edward Island





The Gentle Island



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PRINCE EDWARD ISLAND

2006 Initiatives

**ECMA
Publications
Legends of Golf
Co-op Sales**

2006 Initiatives - ECMA



- Tourism PEI was a sponsor of the 2006 East Coast Music Awards
- GWW developed a contest website, TV and print ads for the event to drive awareness of PEI's sponsorship and involvement in the event, as well as to drive inquiries
- The contest website drove inquiries via prize offers (trip and iPods)
 - **Contest ran from February 20- March 6**
 - **Site stays up into April, 2006**
- Tourism PEI launched the new Brand TV spot “Man with No Luggage” as a 45-second ad with a 15-second promotional tag on the ECMA Award show on February 27, 2006
- Four 30-second promotional TV spots also aired during the award show



ECMA



◀ WHAT IF THE WORLD HAD HAD TO PRINCE EDWARD ISLAND? ▶

FAMILY ENTERTAINMENT WOULD NEVER
BE SUBJECT TO LATE FEES.

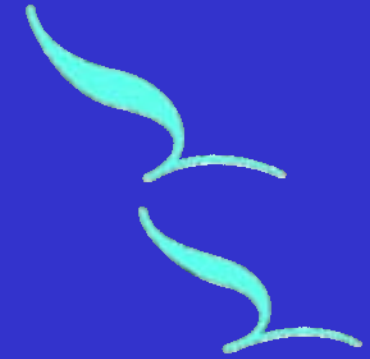


As the proud sponsor of the ECMA, we'd love to see you again this summer. It'll be a great chance to enjoy more cool local music. And there's no better time of the year to experience all our Gentle Island has to offer. Like the warmest waters north of Virginia. Something you'll never find at your local video store.

Prince
Edward
Island

The Gentle Island

FOR YOUR FREE ISLAND GUIDE, JUST CALL 1-800-463-4PEI
AND ASK FOR ALICE OR VIVI@PRINCEEDWARDISLAND.COM/ALICE



SOUNDS OF THE ISLAND CONTEST

Prince Edward Island

The Gentle Island

You could WIN A TRIP FOR TWO

to Prince Edward Island for the Canada Day 2006 Festival of Lights, along with an iPod. Once there you'll bask in the sounds of soothing ocean waves, rustling green fields, easy laughter — and some of the best bands, buskers and ceilidhs heard anywhere.

OR, win one of six Apple iPods (60Gig) each one packed with:

- Songs from Island Artists
- A Gallery of Island images
- Soundtracks from Anne of Green Gables' musicals
- An Island video tour
- Plus more



ENTER NOW



ENTER TO WIN >



ORDER A FREE 2006 ISLAND GUIDE >



EXPLORE THE GENTLE ISLAND >



VISIT EAST COAST MUSIC AWARDS SITE >

Featured Island Artists



Lemaitre Gallant



Janet McCreary



Erin Crosby

Erin Crosby

She describes her music as roots/pop with a splash of country.

Now playing Track: Jake's Place

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SOUNDS OF THE ISLAND CONTEST



REGISTER TO WIN

Fill out the form below and press Submit for your chance to win.

- A trip for two to Prince Edward Island, Escape to the Double Island for the July 14 Festival of Lights, Berry Beach, Seaside, restaurants for all ages, along with one of the greatest Canada Day fireworks displays anywhere in the country. Free includes flights, car rental, accommodation, meals, tickets and travel to other local attractions, plus so much more.
- One of six Apple iPads (32GB). Each one loaded with music from great PEI artists, including - Lawson/O'Leary, Patricia Brown, Chuck's Doggie Band and many more.

Personal Info:

Enter name: City:
No. street street address: Province:
E-mail: Home Code:
Last Name: Zip:
Phone Number: Year of Birth:
Age:

• Plan to visit Prince Edward Island in 2016:

- Definitely
- Probably
- Possibly
- Definitely Not

In which month are you likely to travel to Prince Edward Island?

If you were to travel to Prince Edward Island, would you spend quality time?

What are your top 3 top 3 things to do in Prince Edward Island?

How likely would you be to recommend Prince Edward Island as a travel destination to your friends and family?

Please indicate your favourite leisure activities (check all that apply):

- Gardening
- Wine drinking / wine tasting
- Golfing
- Fishing
- Boat watching / boat clubs
- Farm visits
- Hiking
- Historic walking / viewing
- Reading, e-books, / listening / video
- Shopping / craft shopping
- Shopping
- Photography
- Music (concerts/theatre performances)
- Dining / eating / drinking
- Other (please specify):

- YES, I comply with the Rules and Regulations of the contest.
- YES, I want to receive occasional promotional email announcements from Sounds PEI.
- YES, I would like to be entered in 2016 Island Guide.

SUBMIT



Featured Island Artists



Eric Crady

His passion for music is contagious with a splash of humour.

Now playing ◀ Back ▶ Like ▶ Play ▶

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SOUNDS OF THE ISLAND CONTEST

Prince Edward Island

The Gentle Island

EXPLORE THE ISLAND



Anne of Green Gables

L.M. Montgomery's most famous character continues to attract fans from all around the world and generate interest about the place the author lived in and wrote about. Tours, trips and even Canada's longest running musical, Anne of Green Gables - The Musical™, can be enjoyed year-round.

[Learn more](#)

Click to choose an image:



[ENTER TO WIN](#)



[ORDER A FREE 2006 VISITORS GUIDE](#)



[EXPLORE THE GENTLE ISLAND](#)



[VISIT EAST COAST MUSIC AWARDS SITE](#)

Featured Island Artists

PLAY NEXT VOL



Leonie Collins



Janet McQuary



Erin Crosby

Erin Crosby

She describes her music as roots/pop with a splash of country.

Now playing Track: Jake's Place

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SOUNDS OF THE ISLAND CONTEST



Explore the Island



So much for so many

Prince Edward Islanders are proud of their history, culture and heritage. Maybe that's why there are so many festivals and events – and such a variety - for you to experience firsthand. Everything from crafts, music and arts could be underway on any given day.

[Learn more](#)

Click to choose an image:



[ENTER TO WIN](#)



[ORDER A FREE VISITORS GUIDE](#)



[EXPLORE THE GENTLE ISLAND](#)



[VISIT EAST COAST MUSIC AWARDS SITE](#)

Featured Island Artists

PLAY NEXT VOL



Lemesie Gallant



Janet McGarry



Erin Crosby

Erin Crosby

She describes her music as roots/pop with a splash of country.

Now playing Track: Jake's Place

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SOUNDS OF THE ISLAND CONTEST

Prince Edward Island

The Gentle Island

EXPLORE THE ISLAND



Every road is less traveled

On Prince Edward Island all roads lead to the sea. And all roads let you admire the cobalt-blue sky, the land that rolls on in gentle waves and the smell of fresh-mown grass. Particularly when you tour the exceptionally beautiful North Cape Coastal Drive, Blue Heron Coastal Drive and Pointe East Coastal Drive.

[Learn more](#)

Click to choose an image:



[ENTER TO WIN](#)



[ORDER A FREE 2006 VISITORS GUIDE](#)



[EXPLORE THE GENTLE ISLAND](#)



[VISIT EAST COAST MUSIC AWARDS SITE](#)

Featured Island Artists

PLAY NEXT VOL



Lennie Gallant



Janet McGrath



Erin Crosby

Erin Crosby

She describes her music as roots/pop with a splash of country.

Now playing Track: Jake's Place

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SOUNDS OF THE ISLAND CONTEST

Prince Edward Island

The Gentle Island

YOU'RE ENTERED IN THE CONTEST.

Now, wasn't that easy?

If you'd like more chances to win, simply tell a friend. Or two. Or ten.
For every person you tell by email you get another entry into the contest.

TELL A FRIEND



TELL A FRIEND >



ORDER A FREE 1006 ISLAND GUIDE >



EXPLORE THE GENTLE ISLAND >



VISIT EAST COAST MUSIC AWARDS SITE >

Featured Island Artists

PLAY NEXT VOL < > < >



Lemmie Gallant >



Janet McCauley >



Erin Crosby >

Erin Crosby

She describes her music as roots/pop with a splash of country.

Now playing < Track Jake's Place >

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Publications - Your Island Guide

- New features
 - Cassie Campbell and Mike Smith “Perfect PEI Day”
- Images from a photographers’ shootout
- Clip out ballot - “The Island’s Best” survey



TOURING IDEAS

My Perfect PEI Day

We have invited well-known island residents and visitors to tell us how they would spend their "perfect island day." **Cassie Campbell**, of Canada's National Women's Hockey Team, has an unlimited budget with which to enjoy her PEI day. Lucky her...

My perfect island day would begin with breakfast at the Prince Edward Island Preserve Co. Restaurant where I would put some of their yummy **blueberry jam** on my toast while enjoying the view of the River Clyde. Then I would head off on a **deep-sea fishing** and scenic tour on the Greenwitch with Graham's out of Stanley Bridge. Then, a spin around the Lake of Shining Waters and down to the beach with **Matthew's Carriage Ride** at my Uncle George's Anne of Green Gables Museum in Park Corner would be fun.

This is a busy day, so I think I will grab a quick lunch and an **ice cream cone** at the Cavendish Boardwalk before going to Charlottetown to pick up some **UPEI gear** at the Bookstore. An early-afternoon **tee-off** at the famous (and tough!) Links at Crowbush Cove will leave me enough time to stop by **Trailside Café** in Mount Stewart, have a cold drink and **rent a bike** for a quick spin on a loop that includes the **Confederation Trail**. Then, **Dalvey-By-The-Sea** for supper, where the food is excellent and the dining room looks out over **Dalvey Lake** and the north shore sand dunes. Although I have seen it before, I am always happy to go again to see the classic **Anne of Green Gables—The Musical™** at **Confederation Centre of the Arts** in Charlottetown. To relax after a jam-packed PEI day I would stop for an **island-brewed** beverage at the **Galtus House** on Sydney Street. If I am not staying with my **aunt and uncle** in Kelvin Grove or my **gras** and **aunt** in Park Corner, I would choose to stay at the classy **Great George Inn** in Charlottetown (just up the street from the pub!).

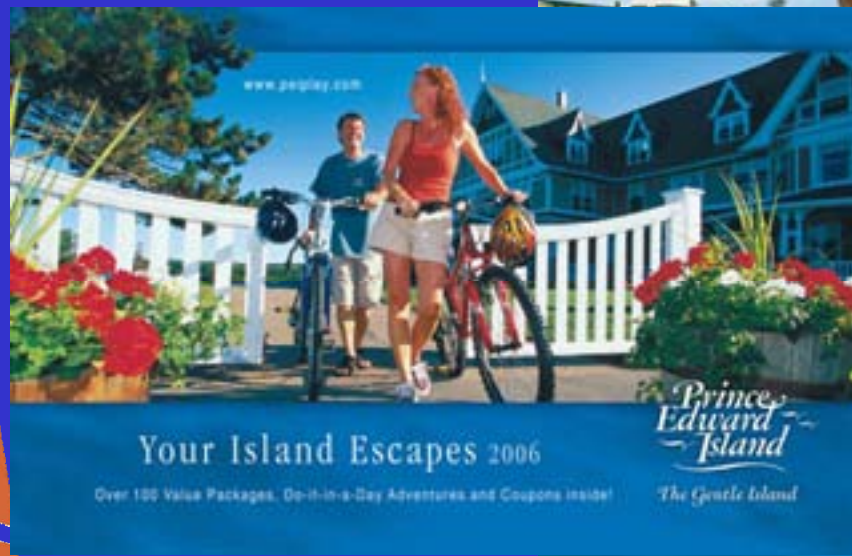
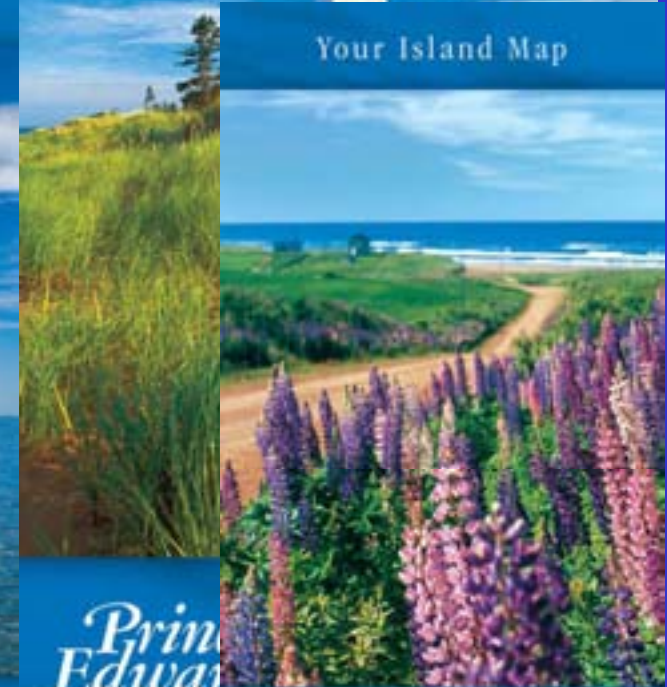
Cassie Campbell *Calgary, Alberta*
 Cassie has been playing with Canada's National Women's Hockey Team since 1993, and she has played in two Winter Olympic Games, plus seven IHF World Women's Championships. She has won 20 medals with Canada's National Women's teams, including 19 gold and four silver. Although Cassie lives in Calgary with husband Brad, she has strong island connections and often comes down to PEI to spend time in the summer, or maybe even to celebrate Cassie Campbell Day in PEI on March 14!

What's the cost?
 Breakfast at PEI Preserve Company \$7.95
 Deep-sea Fishing \$25.00 / Matthew's Carriage Ride \$4.00
 Lunch at Cavendish Boardwalk \$7.95 / Ice cream \$5.25
 UPEI logo rugby shirt plus sweets \$158.90 / Golf at Crowbush \$95.00
 Bike rental \$15.00 / Dinner at Dalvey-By-The-Sea \$48.00
 Ticket to Anne of Green Gables—The Musical™ \$68.00
 Sir John A. Macdonald ale \$3.50
 Pavilion Deluxe Room \$309.00
Total for Cassie's day \$725.55



Publications

- 300,000 copies of “Your Island Guide” (new name!)
- 232-pages
- New “Island Escapes” combined coupon book and value vacations
- French-language guide
- 110,000 copies - an increase over 2005



Golf Marketing



- Golf continues to be a significant economic generator as a tourism product
- Tourism PEI will commit to a long-term funding agreement with Golf PEI to ensure that the golf marketing effort is sufficiently funded
- Partnership with IMG to bring a major golf event, Legends of Golf, to PEI for the next three years. Nicklaus vs Watson are the 2006 Legends.
- Ad campaign to backfill in media not reached by the Golf PEI campaign
- GWW developed event logos, radio and print ads to support the launch of the Legends of Golf event as well as ticket sales



Making the
Connection[®]



LEGENDS OF GOLF

PRINCE EDWARD ISLAND

2006 DUNDARAVE





GOLF HISTORY COMES TO THE ISLAND.

(Minus the white leather belt, sideburns and bellobot-ony of course.)

On June 19th and 20th, golf's most famous duellists, Jack Nicklaus and Tom Watson, do battle once again. This time on the award-winning course of Dundarave on Prince Edward Island, Canada's top golf destination. Acclaimed golf personality David Feherty and four-time LPGA champion, P.E.I.'s own Lorie Kane will provide commentary for this classic event. Be a part of golf history; go to legendsofgolffe.com for tickets.



Making the Connection
LEGENDS OF GOLF
 PRINCE EDWARD ISLAND
 1006 DUNDARAVE

When you are offered the chance to witness a rematch of the greatest duel in golf history, you do not ask, "what channel?"



On June 19th and 20th, golf's most famous duelists, Jack Nicklaus and Tom Watson, will battle once again on the award-winning course of Dundarave, Prince Edward Island. Acclaimed golf personality David Feherly and four-time LPGA champion Lorie Kane will provide insightful commentary for this classic event. Be a part of golf history.

Cholesterol & Your Heart



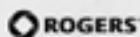
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THE GLOBE AND MAIL



Total Co-op Sales : 2000 to Date



2006 Co-op Sales	Actual 2000	Actual 2001	Actual 2002	Actual 2003	Actual 2004	Actual 2005	Year to Date 2006
Visitors Guide	487,349	576,428	635,259	688,473	738,766	761,151	739,671
French Lure	60,598	70,007	70,690	83,667	117,028	107,814	108,698
Value Packages	51,954	62,231	61,696	62,481	61,178	57,725	74,723
Maps	20,752	21,661	21,988	25,192	24,160	22,952	23,880
Coupon Book	25,680	24,642	22,559	28,648	29,687	28,992	N/A
AAA/CAA	1,920	5,262	9,500	12,920	12,852	22,500	23,000
Yankee Magazine	3,619	4,225	4,563	3,832	4,560	6,656	6,720
Fall Direct-Ont/New England				4,920	-	-	
Newspaper	-	-	20,280	17,140	8,580	Disc	Disc
Yankee Travel Guide	-	-	5,170	-	-	-	
Spring Maritime Direct	52,784	36,232	38,416	52,436	53,810	52,246	35,603
Maritime Co-Op Television	99,000	99,178	139,200	101,300	130,600	79,424	68,589
Maritime Co-Op Radio	18,000	27,691	34,440	44,890	41,280	43,290	30,010
Great Fall Getaways	43,975	41,996	43,738	52,258	49,746	42,072	31,556
Web Site	30,994	36,468	50,137	58,665	63,479	56,612	58,062
E-Newsletters	-	-	-	3,403	3,052	210	2,120
Other	4,890	8,560	10,375	5,150	16,850	29,528	2,676
Total	901,515	1,014,581	1,168,011	1,245,375	1,355,628	1,311,172	1,205,308

