

Tourism in Transition:



looking back,



moving forward.

2004 Tourism Marketing Campaign.



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1. Introduction

Summary

Tourism is in transition. The challenges of the last few years have caused changes in both consumers and the industry. As Prince Edward Island moves into 2004, it is important to look back, and recognize past successes and challenges.

The primary challenge this year is the media budget. While government and industry continue to support the overall marketing campaign to record levels, the cost of non-media related items has continued to rise (printing, postage, call centre, web site). In addition, the Canadian Tourism Commission has changed its programs, resulting in a loss of funding of over \$600,000. Even with the addition of the Tourism Atlantic Marketing Initiative, which added \$870,000, there is an overall decrease in the advertising budget of 38%.

This decrease is especially problematic as PEI attempts to recover from the external events of the last few years. To increase visitation and revenue, it is important that our message is heard loud and clear in all our markets.

The 2004 plans focus on media vehicles that will maximize the effectiveness of our budget and build on the successful brand messaging of the last few years.

Partnerships

In a year of budget challenges, partnerships are that much more important. This year, we have a number of significant partners in the campaign.

- First and foremost is ACOA, under the Tourism Atlantic Marketing Initiative. Through this 70/30 funding program, a \$1.2 million advertising campaign will run in Ontario and Quebec.
- Through our participation in the Atlantic Canada Tourism Partnership, Tourism PEI is able to leverage its investment to generate greater awareness in the New England, Mid-Atlantic and Overseas markets. ACOA, the other Atlantic Provinces and four industry associations are all partners in this program.
- The tourism industry here on the Island is a key partner and financial contributor to our campaigns. Industry input and expertise are essential for success and a strong working relationship with TIAPEI is critical to making it all happen.
- Although the Canadian Tourism Commission is no longer involved in the special US Expansion marketing program, the PEI Government, the Hotel Association of PEI and ACOA are continuing to support this million-dollar program in New England.



Tourism Forum

In an effort to create proactive synergies between industry and government (federal and provincial) and to counter gaps that were forming between various industry sectors; TIAPEI and Tourism PEI convened the PEI Tourism Forum on November 12-13, 2003. Professional moderators were hired and approximately 40 industry stakeholders from across the province were asked for their views. The primary goals of the meeting were to:

- Provide a forum for industry stakeholders to identify the key tourism issues and challenges facing PEI.
- Build consensus on the best ways of moving forward and mapping out a future direction for the next 1-3 years.

Key issues raised by the forum participants included:

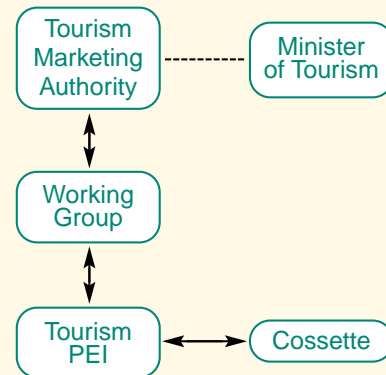
- Product Development Priorities
- Marketing Funding and Approach
- Communicating Tourism's Value to the Public - Business case for increased funding
- Tourism Marketing Authority Structure
- PEI Tourism Industry Structure
- Occupancy Reporting

Since the initial meeting in November many smaller working committees have formed to carry out work on the various issues and much progress has been made. For an updated progress report on all issues relating to the PEI Tourism Forum contact Don Cudmore at TIAPEI.

2. How the PEI Marketing and Communications Plan is Developed

Each year the marketing planning process begins with a joint session of all the stakeholders – the TMA, the Working Group, Tourism PEI staff and staff from Cossette, the advertising agency.

During this meeting, research and results from the past year are reviewed (what media worked/didn't, results and issues from each market, competitive activity, industry issues, etc) and priorities are set. Tourism PEI then works with Cossette to develop the communications plan and creative for the coming year. Throughout the fall and winter, research is reviewed, meetings are held with both the Working Group (to ensure that the plans represent PEI well from a marketing point of view) and with the TMA (to ensure that the plans represent the overall Tourism industry of PEI). In the early winter, the plans are approved and the campaign launches.



3. Identifying the PEI Consumer

Advertising that tries to speak to everyone will end up speaking to no one, because it is too broad. To ensure that PEI's marketing is effective, the first step is to clearly define our target consumers.

Geographically, PEI's primary targets are – Atlantic Canada, Ontario, Quebec and New England – and these markets are reached through a consumer advertising campaign. PEI's secondary markets are Other USA, Other Canada, Europe, and Japan.

Based on information from PEI Economic Impact Studies, PEI Conversion Studies, CTC and Tourism Atlantic consumer research and results from numerous PEI consumer focus groups we have been able to paint a picture of these consumers — who are they and what message might motivate them. Over these regions there are differences in the age, income, family status and familiarity with PEI, but overall they are looking for a similar type of vacation. Another significant difference is whether they are travelling as a family or as a couple.



4. Defining the PEI Brand

Having a clearly defined brand is important in building a relationship with consumers.

A brand is more than an ad or slogan or logo – it is the total experience that a consumer associates with the idea of PEI as a vacation destination. Our brand is the set of beliefs about PEI that exists in a consumer's mind. These include both functional benefits (Lots of beaches) and emotional benefits (I will feel relaxed). A brand of a province is the economic assets of the province, as well as its cultural, social and natural environment.

Through various research and strategy sessions, the following brand positioning statement was developed:

Prince Edward Island is the enchanted Island playground that captures your soul.

The key ideas within this statement are:

- **Enchanted** – reflects both the physical characteristics of the Island (colours, scenery) and Islanders themselves
- **Island** – PEI is special because it is an Island and consumers are attracted to the idea of an Island and what that represents.
- **Playground** – people want to play, to discover something new, they want to feel young, they want relaxing activities, they want a bit of adventure.
- **Captures your Soul** – when people come to PEI they feel different; the Island affects them in a special way and provides a sense of renewal.

Brand Audit

There are plans to shoot new television commercials in the summer of 2004. Before this process begins, this brand statement will be reviewed through a “brand audit,” to ensure that the brand is still as relevant and as distinct as it can be.

Atlantic Canada Key Characteristics

30% plan to come less than 2 weeks before their trip, 48% are adult couples. 33% travel with kids under 18. New Brunswick visitors skew younger than Nova Scotians. Over the past few years, length of stay has rebounded to 3.9 nights after the decrease caused by the opening of the Confederation Bridge.

	2003	versus 2002
Revenue	\$76M	Flat
Visitation	342,434	-2.8%
Parties	110,600	-4%
Media Budget	\$420,000	+22%
Campaign Inquiries	21,586	+39%

Ontario Key Characteristics

62% plan 9 or more weeks out. Approximately 57% of travellers are adult couples. The age of Ontario visitors has stayed relatively constant with 74% being 40 plus years old. 82% of visitors have household income over \$50k.

	2003	versus 2002
Revenue	\$95M	+2.6%
Visitation	286,400	Flat
Parties	98,400	-1%
Media Budget	\$849,000	-27%
Campaign Inquiries	97,806	-28%

Quebec Key Characteristics

54% plan 9 or more weeks before their trip. 2003 saw a significant increase in family travel with kids under 18 (from 28% to 36%) and in last minute decisions to come to PEI (from 1% to 7%), but there was also a decrease in per party expenditure. 69% of visitors have household income over \$50k.

	2003	versus 2002
Revenue	\$26.3M	-1%
Visitation	94,429	+15%
Parties	30,400	+7%
Media Budget	\$571,000	-21%
Campaign Inquiries	84,684	+120%*

*online contest generated double the number of inquiries over 2002

New England Key Characteristics

58% plan 9 or more weeks before their trip. 84% of New England visitors are 40 plus. 64% are travelling as couples. 72% of visitors have household income over \$50k. Average length of stay has increased from 4.9 nights in 2001 to 5.4 nights in 2003.

	2003	versus 2002
Revenue	\$29.9M	-7%
Visitation	87,165	-6%
Parties	31,500	-4%
Media Budget	\$1.98M	-13%
Campaign Inquiries	86,098	+28%

5. 2004 Plans

Atlantic Campaign

One of the most exciting marketing efforts for 2004 is the re-introduction of the famous Stompin' Tom radio commercial used in the early 1970's through to the early 1980's. Capitalizing on nostalgia is the key factor of this campaign. Although over three decades old, the song still resonates with Atlantic Canadians who visited PEI as young children and now have children of their own.

Atlantic Advertising Plan						
	May	Jun	Jul	Aug	Sep	Oct
Radio	Brand, Co-op, Promotions					
TV	Teasers, Spring/Summer Brand, Co-op, Fall					
Billboards/Busboards						
Online Advertising						
eNewsletter - deals of the week						
Spring and Fall Direct Mail						

Stompin' Tom "Land of Fun" Campaign

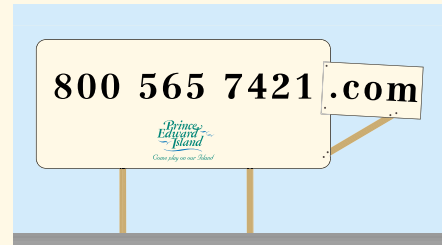
- A new recording by Stompin' Tom will air on radio in 60 and 30 second spots, along with a radio promotion.
- A newly created 30 second brand TV spot featuring the song will air in the spring and summer.
- An online campaign will run in the spring.
- Dot spots, bus boards and billboards in select markets will be used early in the season to "tease" the campaign.
- The PEI Fun Guide will tie into the campaign and will be distributed to 200,000 Maritime homes.
- All elements of the campaign will drive consumers to a specialized splash page where they will have the opportunity to sign up for a unique Atlantic Canada only eNewsletter that will feature weekly deals, promoting both early and late shoulder season packages.



Maritime Spring Direct Mail



Maritime TV - "Stompin' Tom"



Billboard

Fall Campaign

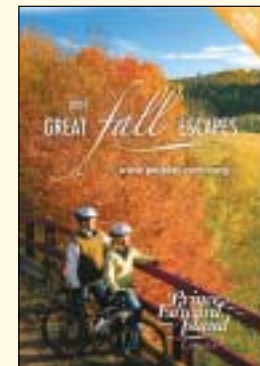
- The Fall-focused TV spot "Open" will again run in August/September.
- The Fall direct mail piece will be distributed in mid August.

General

- Co-op radio and television will continue to run from spring through fall.
- New this year to the co-op plan will be the option to purchase golf programming outside the Maritimes.



Fall Maritime TV - "Open"



Maritime Fall Direct Mail

Ontario Campaign

This is a key market as it brings the largest amount of revenue to PEI. It is also a very expensive market to advertise in, and as a result, our efforts are very focused. The ACOA funded Tourism Atlantic Marketing Initiative has significantly contributed to the overall media buy in Ontario.

Ontario Advertising Plan

	March	April	May
Television	[Bar spanning March, April, and May]		
Golf Promotion	[Bar spanning March and April]		
Direct Mail	[Bar in March]	[Bar in April]	
Magazine	[Bar spanning March, April, and May]		
OnLine		[Bar in April]	



Spring Direct Mail



Golf Direct Mail

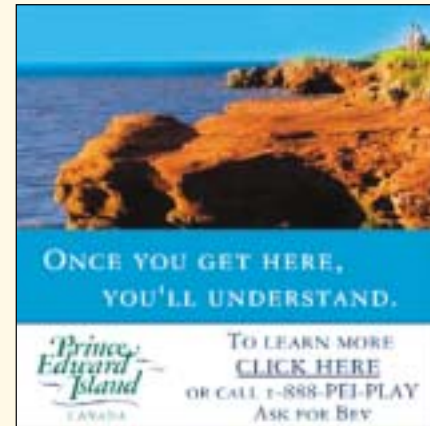
- To continue to develop overall awareness of PEI, two new television commercials have been developed - a 30 second family/adult spot and a 30 second golf spot. The Greater Toronto Area will be the primary focus, but we will continue to use specialty stations to expand the reach.
- Magazine advertising will consist of full-page ads and business reply cards in *Canadian Geographic* and *CAA Leisureways* and *Journey*, which have been highly effective in generating inquiries.
- Over the last few years, online advertising has become one of the most effective means in generating inquiries to www.peiplay.com. This year's campaign will utilize the most successful sites from last year (ie MSN, 50plus, and toronto.com). Creative will feature prominent units like big boxes, transitions, skyscrapers and top layers.



Ontario TV – "Golf has PEI"

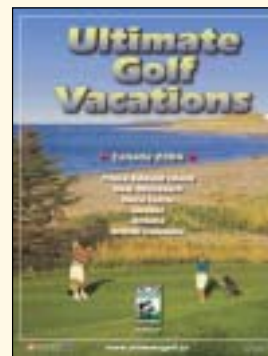


Ontario TV – "Memories"

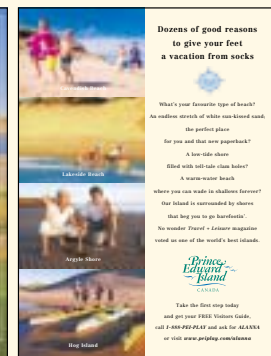


Online – Big Box

- Given low response to fall themed direct mail in previous years, spring direct mail will be utilized. One will focus on the family market and one on the couples market. They will be distributed to a combination of PEI's house list and purchased lists.
- A key new promotional element this year is a golf partnership promotion. By working with Ultimate Golf Vacations (a large golf packager), Jetsgo, and Golf PEI, Island golf packages will be promoted through a number of direct mail pieces, eNewsletters, newspaper ads, an in-store promotion in GolfTown golf retail stores and a series of golf shows.



Ultimate Golf Vacations Packages



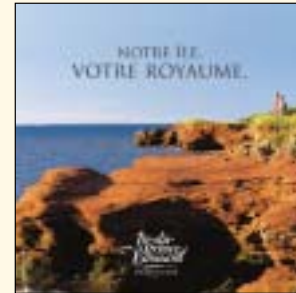
Magazine Ad

Quebec Campaign

The Quebec market was one of the biggest success stories of 2003 – with growth of 15 percent in visitation. The 2004 plans build on the successful campaigns of the past two years.

Quebec Advertising Plan

	March	April	May
Magazine	[Green bar]		
Contest/Promotion	[Purple bar]		
Television	[Blue bar]		
Direct Mail	[Blue bar]		
Newspaper Insert	[Blue bar]		
Online	[Yellow bar]		
New Ad Promotion (Contest tie in)	[Pink bar]		
Salon Vacances	[Pink bar]		



Direct Mail

General

- Maintain the successful magazine ads and business reply cards in CAA Touring English and French, and expand to include co-op partner ads.
- Promotions and Giveaways at various PEI Rocket games in Quebec.



Quebec TV – “Notre Île”

Promotional Program

- Continue with the “Win a custom PEI vacation” contest as the focus of the campaign — strong participation last year and high conversion rate (20%).
- Use the existing 60 second TV ad.
 - Showcases activities that are in line with our target group, in an energetic and dynamic way
 - Uses promotional contest and fulfilment package as incentive for a strong call to action
- Use web ads on targeted sites.
- Develop a targeted addressed mail piece, newspaper inserts and handout.
 - Distribute to the current PEI Quebec database
 - Insert in La Presse and Le Soleil
 - Distribute at Salon Vacances consumer shows in Montreal and Quebec City
- Viral Marketing – use the eNewsletter to broaden the reach.
- Create excitement around the Salon Vacances show in Montreal by having a three person squad visiting Montreal office buildings and resto-bars in the 3 weeks leading up to the show, and distributing PEI postcards encouraging people to (1) visit the web site to enter the contest (2) visit the show to learn more about a PEI vacation and (3) win instant prizes – beach towels, frisbees, etc.



CAA Touring Magazine Ad



Scratch and Win Card



Online – Big Box



In-office Promotion

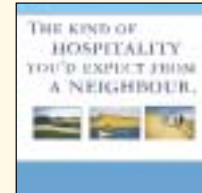
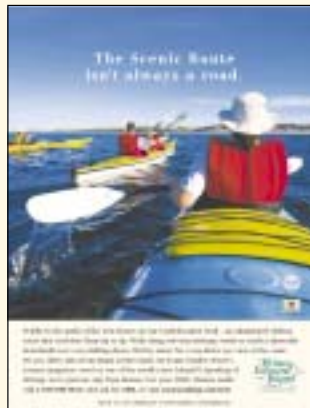
New England Campaign

The US market faced the most challenges over the last year, and the incremental dollars provided through the US Expansion Plan have been instrumental in limiting the decrease in visiting parties to only 4% (US visits to NS were down 13% and US road visits to NB were down 11%).

New England Advertising Plan

	March	April	May	Jun	Jul	Aug
TV						
Magazine						
Direct Mail						
Joint Atlantic Online Promotion						
Online						
CTC Edm						

- In 2004, through the Atlantic Canada Tourism Partnership a large campaign will be executed in magazines, including *Audubon*, *Coastal Discovery Guide*, *Coastal Living*, *Modern Maturity (AARP)*, April and May issues of *Yankee Magazine* as well as *Northern New England Journey*, *National Geographic Traveler* and *Tartan* the Scotia Prince's on-board magazine.
- In addition, the program will fund a Spring Direct Mail piece and a 60 second pay per inquiry television campaign.
- The four Atlantic Provinces are co-operating on a joint online promotion on www.bostonherald.com. The contest will also be promoted within the newspaper during the spring.
- To complement the joint promotion, PEI will run a brand campaign on various other sites including boston.com and projo.com, the most successful sites from last year's campaign.



New England Magazine Ads and Business Reply Card

Online – Big Box

A primary strategy for the US Expansion Plan is to capitalize on the brand awareness we began to build in the New England markets with television in 2002 and 2003.

- Plans for TV include Boston as the primary market.
- Online opportunities will exist for co-op partners.
- An late Spring direct mail piece will be used to augment the one planned in the Spring with ACTP.
- A CTC eDM has been added to the plan for 2004.



New England TV – "Contest"

Fulfilment

As a result of our marketing campaign, many requests are received for our vacation planning kit. Most requests are made by consumers using our online order form and the toll-free line but requests are also made via the tear-out Business Reply Cards, circling reader service listings in magazines, or faxing, writing and emailing us.

Each potential visitor receives the Visitors Guide, as well as a highway map and a personalized letter from the Minister of Tourism. Different mailing procedures have been adapted for each market in an effort to save on distribution costs; Maritimers and Americans receive in the same envelope our Island Value Vacations package booklet as well as a Super Savings Coupon Book. Canadians west of Quebec receive the “values” package in a separate mailing. Inquirers may also select a small number of more specific publications. Tourism PEI’s travel planning kit is enclosed in a colourful envelope promising a wealth of useful information inside.



Web site

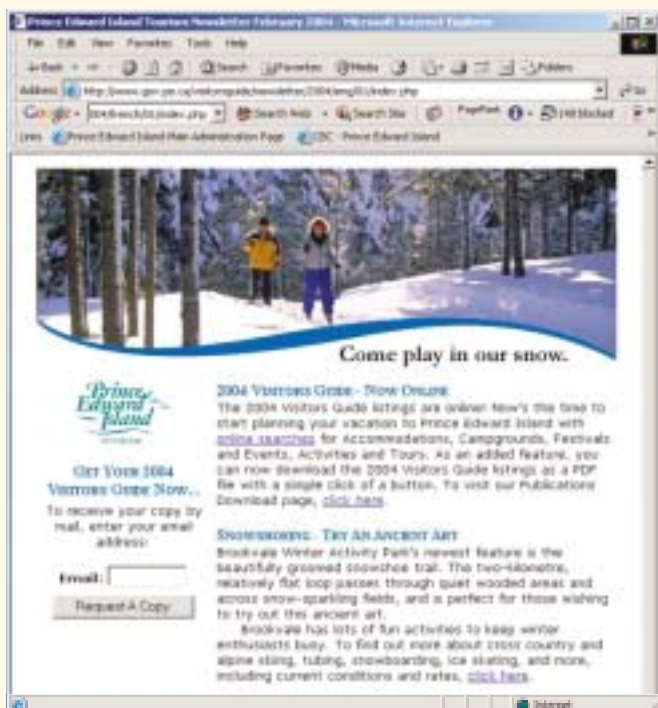
Traffic to www.peisplay.com continues to grow in leaps and bounds. Typical yearly visitation increases have been around 30%, and in 2003 more than 2.5 million people visited the site to learn about visiting PEI, order information, perform online searches, enter contests, and much more. ACTP research conducted this year showed a strong conversion rate for web visitors to the PEI site, 28.7%.

In general, consumers around the world have adopted online research as a preferred travel research tool — 56% of online Canadians have used the Internet to research travel and 64 million Americans research their travel options online. www.peisplay.com has grown and adapted to meet the needs of its many users. A brand-new design giving the government site a fresh look and new content and features have added more depth and appeal.

The very useful search functions have been supplemented with more “experiential” content like bicycle touring routes, articles on ceilidhs and horse racing, special sites for travel trade and media. Online contests have been very effective in generating literature requests and bolstering our databases, while voluntary web surveys have enabled Tourism PEI to obtain much more information about its users, resulting in more targeted marketing. The complete site is available in French, and portions are presented in Japanese and German.

For the first time, web visitors can download the Visitors Guide listings as a PDF file with a simple click of a button. These PDFs contain the same information as the Visitors Guide listings, and are presented in the same format. Visitors planning a trip to PEI can now have these sections of the Guide in their hands in a matter of minutes.

Another success story has been the expansion of the Prince Edward Island eNewsletter program, with 2004’s editorial calendar comprising more than 50 mailings including 21 to specialty lists such as golf, festivals and events, dining and seafood. The open and click-thru rates are on par within industry averages, and provide another way to collect useful data about our consumers. With a new look for 2004, perhaps the most exciting aspect of these email newsletters is the ability to communicate time-sensitive offers to people who have specifically expressed interest in PEI.



Publicity/Editorial Program

Prince Edward Island has had a very successful year in the media. The province was featured in *Gourmet* magazine, the *New York Times*, *Canadian Living*, *Coup de Pouce*, and *La Presse* as well several major European and Asian publications and television programs. PEI is also very proud to report that readers of *Travel + Leisure* magazine have selected the province as number one island in continental US and Canada.

In 2004, the program will continue to work with journalists in preparing and hosting itineraries and ensuring that Prince Edward Island is top of mind for media in our target markets. An expanded on-line media centre will provide convenient access to story ideas, news releases, editorial content as well as images. Tourism PEI will also participate in several Canadian Tourism Commission and Atlantic Canada Tourism Partnership media promotions.



Trade and Sales

The Trade and Sales section of the Marketing Division is responsible for generating tourist visitation to PEI from our target markets through the various sectors of the travel trade. These sectors include tour operators, tour wholesalers, receptive tour operators, airlines, travel agents and auto club counsellors.

Japan Marketing Strategies

The majority of our activities in this market will continue to take place through the Atlantic Canada Tourism Partnership and in partnership with the Canadian Tourism Commission. We will primarily target tour operators in Canada and Japan who exhibit the greatest potential as partners to deliver business to PEI. As the lead Atlantic Canadian province in this market, we will continue to attend KANATA in Japan, Rendez-vous Canada and the Canadian Inbound Tour Operators Asia/Pacific marketplace in Vancouver. We will conduct sales calls and perform training seminars in Toronto, Vancouver and Japan, host fam tours and provide itinerary development assistance and audio/visual material support.

New product offerings matching the market demands of the changing demographics, and intended to expand the season will be developed to match the changing market demands and demographics of the Japanese consumer.

Consumers and trade will find expanded Japanese language content on our web site and this year we will establish Official Island Ambassadors in Japan.

Atlantic Canada
Where Canada Begins



カナダは
ここから始まる

Europe Marketing Strategies

Partnering with the Canadian Tourism Commission and select in-market tour operators and Canadian based receptive operators will allow us to have the greatest impact in our target markets. Strategic consumer and trade activities in the UK and German speaking countries conducted primarily but not exclusively through ACTP will allow us to execute print and TV campaigns in our markets, attend Spotlight Canada in London, ITB in Berlin and Rendez-vous Canada in Montreal. We will also provide itinerary development assistance, audio/visual support and will host trade and media fam tours.



We will increase the amount of German language content on our web site.

FIT/Packaged Travel Marketing Strategies

North American tour operator partnerships continue to be the most effective method of increasing our reach and impact throughout North America. We will target specific operators with unique specialties, who have the greatest potential to move large numbers of passengers - either as group tours or FIT travelers with direct mail, travel agent relations, consumer advertising, preferred AAA relationships, etc.



Alliances will be established with airlines that exhibit potential to bring new or increased flights to PEI and training seminars will be offered for sales, reservations and product development staff. We will attend Rendez-vous Canada and USTOA to meet with these operators and will also offer product development assistance, conduct sales calls and host fam tours.

Autoclub Marketing Strategies

These initiatives will include participation with our local partners at the AAA Southern New England sponsored members and consumers travel show, familiarisation tours to qualified staff, sales and educational sessions promoting PEI to autoclub managers, auto counsellors, travel agents and reservations staff.



We will continue to distribute bulk literature shipments to over 400 CAA and AAA offices in our target markets.



RV Marketing Strategies

Tourism PEI will partner with PEI Provincial Parks to attend the Family Motor Coach Association (FMCA) Northeast Rally to be held in Vermont. At this rally we will be selling PEI as a future rally destination to prospective RV Chapters. We will also be contacting and distributing promotional literature to the many North American RV associations to encourage their members to travel to Prince Edward Island.

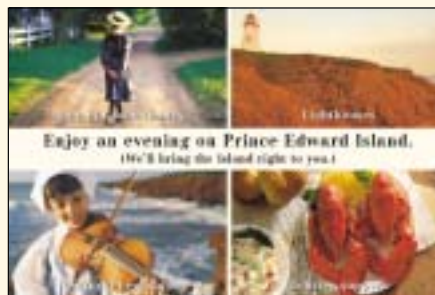


Motorcoach Marketing Strategies

In an effort to re-establish the Island's position in the group tour market Tourism PEI will join forces with private-industry suppliers to attend the following major marketplaces in 2004: Rendezvous Canada, Atlantic Canada Showcase, Ontario Motorcoach Association, Bienvenue Quebec, National Tour Association and American Bus Association.



A major promotional event titled "Memories Are Made Here" will launch a new History/Culture itinerary with our local partners in New England. A series of three PEI Nights, a media luncheon and attendance at the AAA travel show are planned as well as an e-marketing and direct mail component. FAM opportunities will also support this new initiative.



Postcard Invite



e-invite



Cruise Ship Marketing Strategies

The Northeast US continues to produce the majority of cruise ship passengers arriving in Prince Edward Island. In 2004 Holland America alone has scheduled a record number of 18 arrivals for Prince Edward Island and will have two ships, the Rotterdam and the Maasdam, carrying passengers from major US markets such as: Ft. Lauderdale, Norfolk, New York and Boston.



Tourism PEI will continue to participate in and support the activities of the Atlantic Canada Cruise Association, the body that represents this region in the cruise market. Marketing activities of this association include direct sales calls, joint marketing agreements, shore excursion development and Seatrade convention support.

Product Development

Tourism PEI's Development Division is working on several new initiatives for 2004.

- In Western Prince Edward Island the Lady Slipper Scenic Drive will be re-branded and redeveloped as a new touring route with fresh signage and interpretive materials guiding travellers to experience local culture and attractions.



- The Confederation Trail will be upgraded with an emphasis on new trail programs, guides and interpretive material. In September, Tourism PEI, in partnership with Island Trails, will host the first Confederation Trail Open. This event will attract both professional and recreational cyclists, as well as significant media coverage.
- Two other events, the Prince Edward Island Marathon and the Acadie 400th Anniversary will also take place.

Other Products

- Through partnerships with leading industry organizations. Tourism PEI will continue to develop other tourism products, including:
 - Meetings/Conventions
 - Culture/Heritage
 - Cruise Ships



In an increasingly competitive marketplace it is essential to present products that appeal to today's discriminating traveller. In partnership with the Island's tourism industry, Tourism PEI focuses its development efforts on products that will broaden the Island's appeal as a multi-seasonal destination.

Tourism Research

The Exit Survey provides insight into visitor profiles and expenditures for the period from May to the end of October. Throughout the season, visitor data is collected in several different ways with the data collection techniques designed to provide insight into a wide variety of visitor information, including: visitor origins, age, employment status and income, education, party type and size, primary purpose of visit, travel motivators, etc.

Conversion research measures the impact of advertising on prospective visitors who have requested or downloaded PEI travel information. The conversion research employs two methodologies to measure both web-based activity and traditional inquiries by telephone and business reply cards, and helps determine which elements of the advertising campaign performed better.

New Research Initiatives

In addition to these core research initiatives, the division will be working with our partners at ACOA and TIAPEI to develop a new model which will allow the industry to determine full industry impacts on a year-round basis including both resident and non-resident impacts.

The division will also initiate a study this year that will focus on the matter of visitor satisfaction and measuring the perceived value of the visitor's experience.

Overall Pleasure & Business Travel Results

	2003	versus 2002
Revenue	\$345.6M	-2.1%
Visitation	1.149M	-3.8%
Parties	393,700	-4.8%
Pleasure	356,600	-3.8%
Business	25,300	-4.1%
Motorcoach	11,800	-28%
Length of Stay	4.5 nights	Flat
Media Budget	\$3.8M	-15%
Campaign Inquiries	290,174	+13%

Co-op/Industry Opportunities

Below are the opportunities that are still open for the 2004 campaign. For more information, please call Rebecca McQuaid at Dunne Consulting, 902-892-2965.

Maritime Direct Mail

These digest-sized magazines are delivered to 200,000 households in Nova Scotia and New Brunswick in the Spring and Fall.

Spring Fun Guide - Kick off the season with an ad in the PEI Fun Guide and reach your potential Maritime customers. Delivery in mid-May.

Great Fall Escapes - Be part of the Province's largest Fall packaging campaign. Delivered in late August.

Spring and Fall Direct Mail Rates

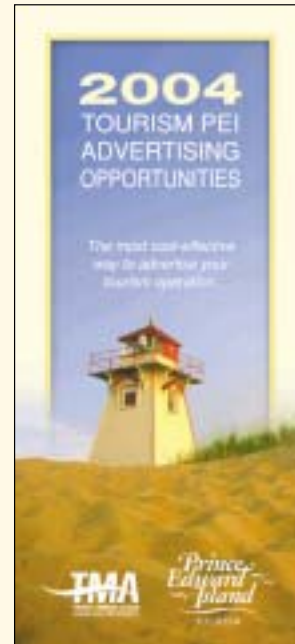
1/8 Page	\$360.00
1/4 Page	\$695.00
1/2 Page	\$1,250.00
Full Page	\$2,060.00

Web Site Advertising Opportunities

Our award winning web site (www.peiplay.com) is one of the most popular travel planning tools in the business and all of Tourism PEI's campaign material prominently feature the web address. Traffic is growing rapidly, with average increases of 30% per year. Banners and Buttons are available on a variety of pages.

eNewsletters

Another exciting marketing tool developed is our eNewsletter series. They are distributed bi-weekly in English and French to a combined list of almost 100,000. Each eNewsletter has a number of advertising opportunities. An editorial calendar exists that will help you plan the best time for your ad.



Online – Sample Banners

Online – Sample eNewsletter Ads

6. Tourism Marketing Authority Members



Jeannette Arsenault (Term 2004)

Industry Co-Chair
Cavendish Figurines, Bordon
Sector: Crafts & Seasonal Retail

Jeannette Arsenault is co-chair of the Tourism Marketing Authority. She represents crafts and seasonal retail. She is co-owner of Cavendish Figurines Ltd. Jeannette is past President of the Summerside Chamber of Commerce and has been a member of many other organizations over the last 20 years.



Carl Nicholson (Term 2005)

PEI Restaurant & Food Association
New Glasgow Lobster Suppers, New Glasgow
Sector: Restaurants/Food Service

Carl Nicholson has been General Manager of New Glasgow Lobster Suppers since 1989. He is involved in running the family farm in New Glasgow, has been a volunteer firefighter for 15 years and is president of the PEI Restaurant and Foodservices Association. He resides in New Glasgow with his wife Sandra Skeffington and daughters Fiona and Avery.



Earl Davison (Term 2004)

Rainbow Valley, Kensington
Sector: Attractions/Entertainment/Parks

Earl's business career began in 1959 and spanned such industries as construction, road-building and boat-building before he became involved in tourism in 1966. For two years Earl served as a Canadian Representative for the International Association of Amusement Parks and Attractions. He is married with two sons; one is involved in the family business at Rainbow Valley which they have owned since 1969.



Gerry Bryanton (Term 2005)

Kensington
Sector: Cottages/Campgrounds

Gerry Bryanton has owned and operated Malpeque Cove Cottages for 20 years with his wife Debbie. He also has 15 years marketing experience in a retail environment and he continues to manage sales and advertising with son Wade in Apple Auto Glass and Island Glass. Gerry has been on the TIAPEI executive for eight years and on the board of directors before that.



Karen Currie (Term 2004)

Countryview Golf Club, Cornwall
Sector: Golf

Karen Currie co-owns, with husband Carl, Countryview Golf Club and Currie Cottages in Fairview. She has been involved in the golf industry for over 25 years and has been a member of Golf PEI (a marketing group representing 25 courses on PEI) since it began in 1990. Karen currently holds the position of Secretary/Treasurer and serves as the golf sector representative on the TMA.



Tom Rath (Term 2004)

Lady Catherine's Bed & Breakfast, Montague
Sector: Bed & Breakfasts/Country Inns

Tom Rath has been innkeeper of Lady Catherine's B&B since 1995. In 2002 he was named Prince Edward Island's Tourism Operator of the Year and has just been named Southern Kings & Queens County Chamber of Commerce's Member of the Year for 2004. Tom has been a TMA member for four years. He is also the author of; *Lady Catherine's Kitchen, You're an Islander* and *The Kitten Cat Adventures*.



Kevin Mouffler (Term 2006)

General Manager Best Western, Charlottetown

Sector: Hotel Assoc. of PEI

Kevin is the General Manager of the Best Western Charlottetown. Over the years Kevin has worked for such prestigious hotels as Four Seasons Hotels and Le Meridien Hotel Vancouver. Kevin is a member of the Charlottetown Rotary Club and the PEI International Shellfish Festival board. Kevin also chairs the Best Western Atlantic Coop Marketing Committee. Kevin resides in West Royalty with his wife and their two children.



John Cormier (Term 2005)

Northumberland Ferries Ltd., Charlottetown

Sector: Transportation

John Cormier is a resident of Charlottetown and represents the Transportation Sector of the Tourism Marketing Authority. He is Vice-President of Northumberland/Bay Ferries Limited and since 1997 has acted as Chairperson of the Northumberland Strait Marketing Group.



Scott MacAulay (Term 2005)

College of Piping, Summerside

Sector: Festivals & Events

Scott MacAulay is the founding Director of The College of Piping and Celtic Performing Arts of Canada, based in Summerside. He heads a team which has positioned The College as a leading international centre for excellence in Celtic performing arts education. Scott served on the Tourism Marketing Authority Working Group before joining the Tourism Marketing Authority.



Richard Stinson

Meetings PEI, Charlottetown

Sector: Meetings and Conventions

Richard Stinson is the General Manager of Meetings PEI. He has held several posts in the food and beverage and hotel sector and he has taken on many projects including Hospitality Officer for the G7 Summit in Halifax. Richard has achieved the highest designation in the industry, (Certified Hotel Administrator) and he has served on numerous boards, such as TIANS, Hotel Association of Halifax, and Pictou County Tourism Association.

Charles Greg Sark (Term 2005)

Mi'kmaq Kayak Adventures, Lennox Island

Sector: Recreation/Ecotourism/Outdoor Adventure



Marilyn Murphy (Ongoing)

Sector: ACOA, Charlottetown

Ex-officio



Frank Butler (Co-Chair, ongoing)

Deputy Minister

Sector: Tourism PEI, Charlottetown



Greg Arsenault (Ongoing)

Director, Tourism Marketing

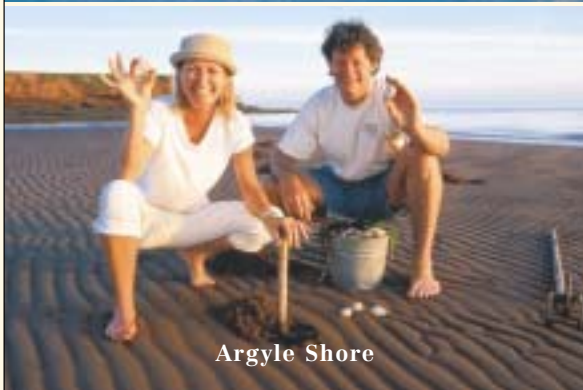
Sector: Tourism PEI, Charlottetown



Cavendish Beach



Lakeside Beach



Argyle Shore



Hog Island

Dozens of good reasons to give your feet a vacation from socks



What's your favourite type of beach?
 An endless stretch of white sun-kissed sand;
 the perfect place for you and
 that new paperback?
 A low-tide shore
 filled with tell-tale clam holes?
 A warm-water beach
 where you can wade in shallows forever?
 Our Island is surrounded by shores
 that beg you to go barefootin'.
 No wonder *Travel + Leisure* magazine
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 And we're only a day's drive from Boston.



Discover our true nature

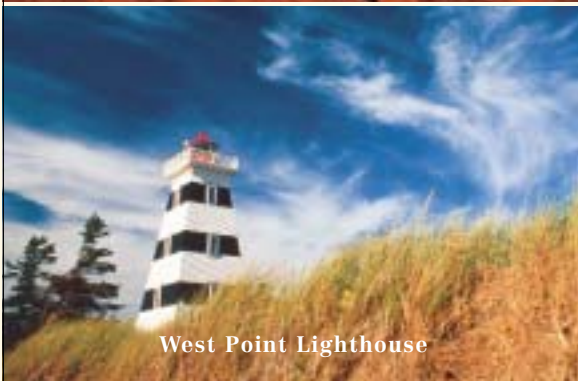
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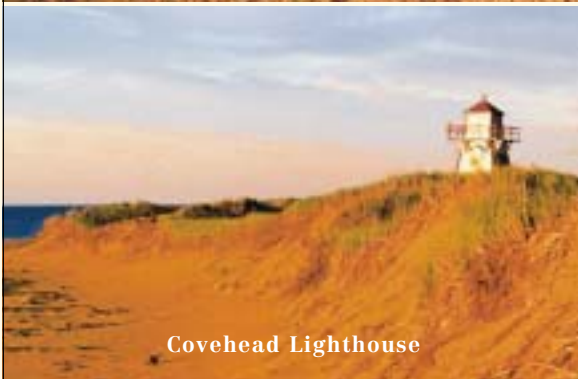
Ontario & New England Magazine Ad



Seacow Head Lighthouse



West Point Lighthouse



Covehead Lighthouse



Wood Islands Lighthouse

**Even during the day,
they're a pretty good way to
navigate around the Island.**



Small as Prince Edward Island is,
the natural beauty here goes on and on.
From our distinctive red soil
through ocean blues and emerald greens,
it's easy to lose yourself in the local colour.

Need a breath of fresh air?

Here it is.

Your cozy seaside cabin
and our legendary hospitality await you.

(After all, we were just
voted one of the world's best islands by
Travel + Leisure magazine.)

We're only a day's drive from Boston.
Come explore. Our friendly Islanders and
picturesque lighthouses will guide you.



Discover our true nature

For your FREE Visitors Guide,
call **1-888-PEI-PLAY** and ask for **SAMUEL**

or visit www.peiplay.com/samuel

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TOURISM MARKETING AUTHORITY

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