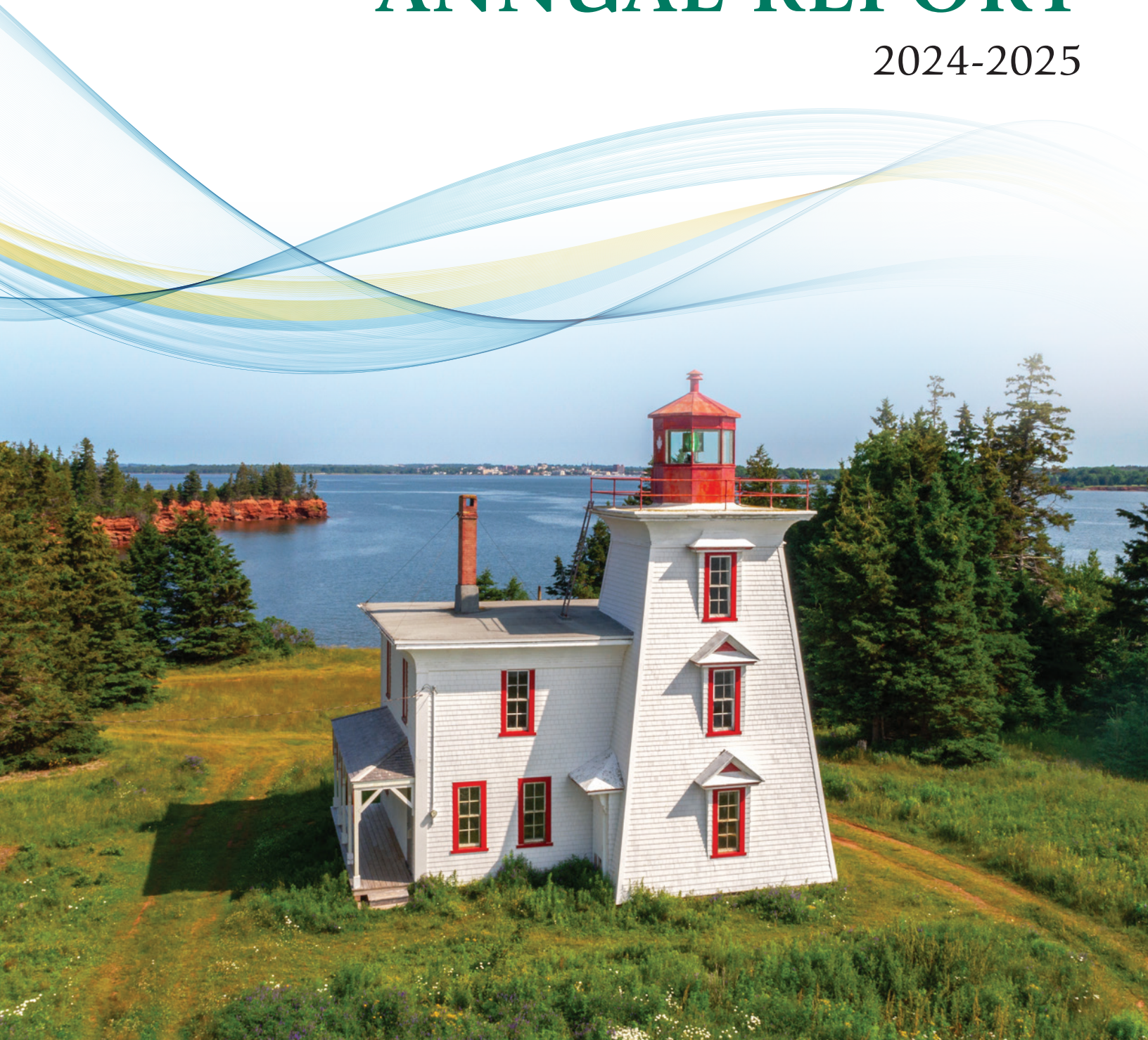




*Tourism PEI*

# ANNUAL REPORT

2024-2025



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## Minister's Message

The Honorable Dr. Wassim Salamoun  
Lieutenant Governor of Prince Edward Island  
PO BOX 2000  
Charlottetown, PE C1A 7N8



May It Please Your Honour:

I have the honour to submit herein the annual report for the activities of Tourism PEI for the period of April 1, 2024 to March 31, 2025.

Tourism is a key economic contributor to Prince Edward Island ("PEI"), contributing approximately three times the national average to our GDP. In 2024, PEI continued to be a national tourism leader, achieving new records in annual visitation and visitor spending.

Tourism PEI plays a central role in facilitating continued growth in the sector. Tourism PEI is responsible for promoting PEI as a premiere tourism destination, for tourism development and investment, industry support programs, regulatory affairs and the evaluation and measurement of the industry. Tourism PEI also manages our provincial parks, provincially owned golf courses, the Confederation Trail, the Mark Arendz Provincial Ski Park at Brookvale, and visitor information centres. These activities and venues are crucial to the quality of the province's tourism product and support the promotion of healthy lifestyles and active living.

Respectfully submitted,

A handwritten signature in black ink, appearing to be 'Zack Bell', written in a stylized, cursive script.

Hon. Zack Bell  
Minister  
Fisheries, Tourism, Sport and Culture

## CEO's Message

The Honorable Zach Bell  
Minister of Fisheries, Tourism, Sport and Culture  
PO BOX 2000  
Charlottetown, PE C1A 7N8



Dear Minister Bell:

On April 19, 2024, PEI's tourism stakeholders came together to jointly launch *Growing Tourism Together*, a new five-year, all-of-industry tourism strategy for PEI. The strategy pursues a vision for PEI to be a vibrant, year-round destination for vacations, meetings and conventions, sports and events.

PEI's tourism industry has always punched above its weight, and 2024 was no exception. PEI welcomed a record 1.7 million visitors in 2024, up 5% over the previous record in 2019. While nationally, visitation remained down 10% compared to 2019. This record level of visitation generated record-setting traffic levels at the Confederation Bridge, Charlottetown Airport, and Port Charlottetown cruise terminal, ultimately resulting in a record \$520.7 million in visitor spending.

While PEI enjoyed a record 2024 tourism year, it is important to recognize that there is more work to be done. PEI's tourism industry still faces a high degree of seasonality, intermodal transportation challenges still exist, and changing demographics will continue to present labour-force challenges. As we look to 2025, the geo-political environment is creating uncertainty surrounding supply chains and cross-border travel. Despite these challenges, consumers' desire to travel continues to grow, and we are confident that together, industry and government will continue to innovate and drive strategic growth within one of the most important economic drivers on PEI.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'K.A. MacDonald'. The signature is fluid and stylized, with a large loop at the end.

Kent MacDonald  
Chief Executive Officer  
Tourism PEI



# Prince Edward Island Tourism Strategy

PEI is guided by an all-of-industry tourism strategy – ***Growing Tourism Together*** – adopted in April 2024 by both Tourism PEI and the Tourism Industry Association of PEI’s (“TIAPEI”) Board of Directors. The strategy aligns industry and government under a single strategic framework, encouraging collaboration between all tourism stakeholders. The strategy focuses on two overarching themes. First, a strong tourism-enabling environment to guide the growth of tourism and foster economic advancement and social enrichment; and second, recognition that PEI experiences two distinct tourism seasons, and growth should be targeted at strategically addressing seasonality within the industry.

## Vision Statement

PEI’s tourism vision is outlined within the tourism strategy as:

*PEI’s tourism strategy fosters the conditions that support the development of a vibrant, year-round destination for visitors choosing PEI for vacation, meetings and conventions, sports, family and friends, or events, which will increase total annual tourism revenue in the primary season and increase visitation during the winter and shoulder seasons.*

## Implementation Progress

An Implementation Committee was established to champion the implementation of PEI’s tourism strategy. The Committee works to foster collaboration amongst stakeholders best suited to achieve objectives, guide implementation efforts, track progress against goals, and support communication and dissemination of the strategy.

The Committee is co-chaired by Kent MacDonald, CEO of Tourism PEI and Corryn Clemence, CEO of TIAPEI, and includes David Groom, President of Quality Inn & Suites and Brothers 2 Restaurant, Terry Nabuurs, Owner of the Wheelhouse in Georgetown and Nabuurs Garden Centre & Farm Market, and Kirk Nicholson, Agency Owner and Operator of Avis Budget Group. Tourism PEI’s Research & Engagement Division provides secretariat services for the Committee, which meets quarterly to deliver on its mandate.

The tourism strategy outlines 30 initiatives to be pursued over the five-year strategic period (2024-2029). All 30 initiatives are being actioned and were framed to continue throughout the strategic period.

## Tourism Industry Snapshot

In 2024, PEI's tourism industry was aligned, energized, and continued to punch above its weight. PEI welcomed a record number of visitors in 2024, up 5% over the previous record in 2019. This includes record visitation from key target markets, including Ontario, Quebec, New Brunswick and the New England United States. This was achieved during a time when nationally, visitation remained down 10% from 2019 levels.

This record level of visitation drove record-setting visitor spending of \$520.7 million, up 4% over the previous record in 2023. It is worth noting that in alignment with PEI's tourism strategy, a greater proportion of non-resident visitor spending was generated during the November through April period, which grew from accounting for 10% of total annual visitor spending in 2019 to 14% in 2024.

PEI continued to experience strong growth in visitor traffic through its main exit points in 2024. Visitor traffic at the Confederation Bridge reached all-time highs, setting ten (10) new monthly records and finishing the year up 5% over 2023. Airport traffic at YYG also reached all-time highs, setting four new monthly records and finishing the year up 2% over 2023. Port Charlottetown welcomed a record 94 cruise ships, carrying a record-setting number of passengers and crew, a 20% increase over the previous record in 2019. Ferry traffic finished the year up 4% over 2023 but continued to experience significant operational challenges that resulted in 909 cancelled sailings, up 189% compared to 2023 and 364% compared to 2019.

In 2024, there was a record number of licensed accommodations operating during every month, up 25% over 2019. There was also a record number of licensed food and drinking places in PEI, up 2% over 2023. Total paid overnight stays were up 3% over 2023. PEI generated record-setting paid overnight stays from residents of New Brunswick, Nova Scotia and the United States. While food and drinking place receipts on PEI were up 1% compared to 2023, setting a new annual record.

PEI's world-class golf offering continues to be highly sought after, with Golf PEI's member courses generating a record level of paid rounds in 2024, up 12% over the previous record 2023. Golf PEI's reservation center achieved record revenues of \$2.11 million, up 24% over the \$1.7 million achieved in 2023. The meetings and conventions sector attracted 121 business events/conferences, which drew 18,759 delegates, generating an estimated \$21.4 million in economic impact in 2024.

## Tourism PEI

Tourism PEI is a crown corporation residing within the Department of Fisheries, Tourism, Sport and Culture and was established through the *Tourism PEI Act* in June 1999.

### Mandate

Tourism PEI's mandate is outlined in the *Tourism PEI Act* as follows:

- Promote continued growth in the tourism sector and ultimately “drive” tourism demand;
- Work with other partners, including Destination Canada, the Atlantic Canada Opportunities Agency (“ACOA”), and other Atlantic Provinces to market PEI as a premier tourism destination;
- Actively facilitate the development of festivals, events, and activities that motivate travellers to visit PEI;
- Manage provincial infrastructure resources, such as golf courses and parks.
- Conduct tourism-related research; and
- Administer and enforce the provisions of the *Tourism Industry Act and Regulations*, particularly the licensing of tourism establishments.

Tourism PEI manages strategic tourism infrastructure in all regions of PEI. This includes thirteen (13) day-use parks, eight (8) campgrounds, five (5) visitor information centres (“VIC”), three (3) golf courses, and the Brookvale Provincial Ski Park.

**Table 1: Tourism PEI Assets**

Parks	Campgrounds	Golf Courses
Argyle Shore	Brudenell	Brudenell River
Basin Head	Cabot Beach	Links at Crowbush Cove
Belmont	Cedar Dunes	Dundarave
Bloomfield	Jacques Cartier	
Bonshaw Hills	Linkletter	
Chelton Beach	Northumberland	
Green Park	Panmure Island	
Kings Castle	Red Point	
Brookvale Provincial Ski Park:		
Mark Arendz (Alpine Venue)	Visitor Information Centres	
Nordic Centre (Nordic Venue)	Borden	
Pinette	Charlottetown	
Sally's Beach	Souris	
Strathgartney	West Prince	
Union Corner	Wood Islands	
Wood Islands		

## Values

Tourism PEI is guided by the values of the Provincial Civil Service:

### **Respect**

Tourism PEI and its representatives promote an attitude of acceptance, civility and inclusion. Tourism PEI demonstrates respect by being considerate, civil, and inclusive in its dealings.

### **Integrity**

Tourism PEI is committed to being non-partisan, honest, open and fair while conducting its work.

### **Accountability**

Tourism PEI is committed to being responsible, transparent, and willing to accept responsibility for its actions.

### **Excellence**

Tourism PEI is committed to providing high levels of accuracy, proficiency and knowledge in performing our work.

## Board of Directors

Tourism PEI has a private-sector advisory board of directors that advises on the strategic direction of the Crown. In 2024-2025, board members included:

**David Groom** | Chairperson

President | Quality Inn & Suites and Brothers 2 Restaurant

**Matthew Jelley** | Vice-Chairperson

President | Maritime Fun Group

**Derrick Hoare**

Owner | The Table Culinary Studio

**Jacqueline DesRoches**

Co-Owner | The Gables of PEI Resort

**John Cudmore**

President | Dyne Holdings Limited

**Kirk Nicholson**

Owner/Operator | Avis Budget Group

**Louise Arsenault**

General Manager | Mill River Resort

**Perry Gotell**

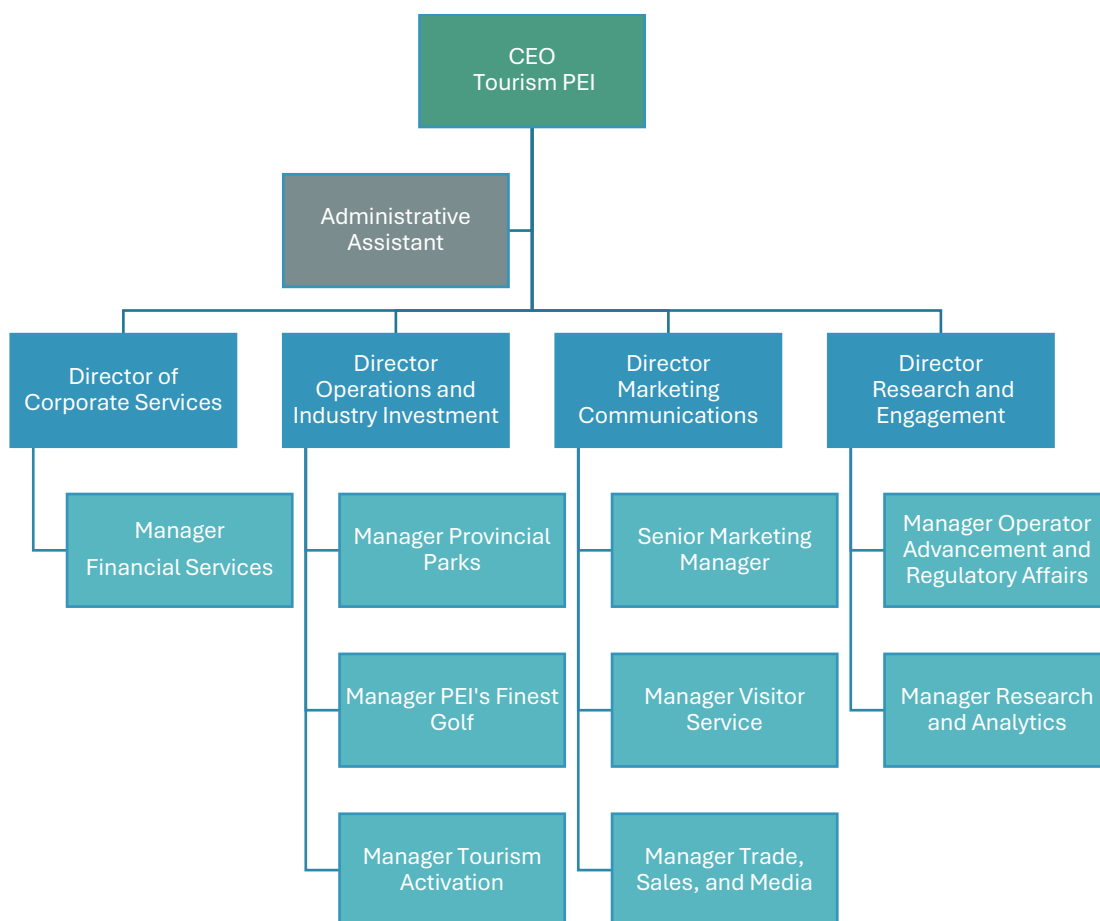
Owner | Tranquility Cove Adventures



Tourism PEI's Board of Directors meets quarterly to review work plans, advise on the direction and implementation of our tourism strategy, and conduct the business of the organization. Thank you to all Board members for your continued support and dedication to Tourism PEI and our industry!

## Organizational Structure

**Figure 1: Tourism PEI Organizational Chart**



### Corporate Services

#### **Jennifer B. De Coursey, Director of Financial Services**

The Corporate Services Division of Tourism PEI is responsible for general administration, financial services, human resources, records management, and insurance matters.

### Financial Services and Office Administration

Financial Services and Office Administration is responsible for annual capital and operational budgeting, forecasting, regular expenditure monitoring, and the day-to-day fiscal management of the corporation. The unit also manages invoicing, receivables, collections, payables, banking, taxes, procurement, and external audits.

Additional responsibilities include records management, *Freedom of Information and Protection of Privacy Act* compliance, contracts, risk management coordination, telecommunications, fleet management, and office administration.

### *Operations and Industry Investment*

#### **Brodie O’Keefe, Director of Operations and Industry Investment**

The Operations and Industry Investment Division manages the operations of provincial parks and provincial golf courses. Staff are also responsible for product development and the development and implementation of industry support programs.

#### **Provincial Parks**

In 2024, Tourism PEI’s Provincial Parks operations saw a 4.5% increase in sites sold. Total site-nights sold at provincial campgrounds reached 47,234. Provincial campgrounds in Western PEI achieved an overall occupancy rate of 50% while campgrounds in Eastern PEI achieved 59%.

In 2024, Provincial Parks provided lifeguard service at eight beaches. This provided residents and visitors with an opportunity to enjoy our beautiful provincial park beaches safely.

In 2024, the Mark Arendz Provincial Ski Park in Brookvale hosted various Nordic and Alpine events. The Nordic venue played host to Snowtopia, the outdoor venue for the annual Jack Frost Winter Festival, which generated strong attendance from visitors and increased the exposure for Mark Arendz Provincial Ski Park. The Nordic venue also hosted the Eastern Canadian Biathlon Championships and a loppet in memory of Oscar Waugh. In 2024, the PEI Alpine ski team hosted the U12 Atlantic Alpine & Ski Cross race at the Alpine venue and the Canadian Ski Instructors Alliance skills camp.

#### **Provincial Golf Courses**

Golf remains a vital contributor to PEI’s tourism economy and continues to serve as a cornerstone of the province’s recreational and hospitality sectors. As one of PEI’s most prominent tourism assets, the golf industry plays a key role in attracting visitors, generating revenue, and supporting employment across multiple communities.

The 2024 season was marked by strong performance across all PEI’s Finest Golf properties. Total rounds played increased by 9.9% compared to the 2023 season, indicating robust demand and sustained interest from both residents and visitors. This growth was supported by exceptionally favourable weather conditions throughout the summer, resulting in minimal unplayable days and maximizing course availability.

Strategic capital investments were made during the season to enhance the quality and competitiveness of PEI’s Finest Golf offerings. These included the acquisition of new

maintenance equipment and the installation of upgraded on-course amenities, both of which contributed to improved service delivery and player satisfaction.

The success of the 2024 season underscores the importance of continued investment in golf infrastructure and marketing as part of PEI's broader tourism strategy.

### *Tourism Activation Unit*

The Tourism Activation Unit is responsible for activating the growth and development of tourism-related events, activities, and products, including but not limited to sports, culture (music, dance, etc.), culinary, and indigenous tourism. This unit is also responsible for supporting stakeholders in identifying tourism product development and investment opportunities. The unit assists with navigating the process of development, including accessing programs, preparing applications and bid submissions.

### *Marketing Communications*

#### **Alison MacDougall, Director of Marketing Communications**

The Marketing Communications Division is dedicated to promoting PEI as a premier year-round vacation destination. This division handles consumer advertising and public relations, media relations, trade and sales initiatives, visitor services, publications, and distribution. The Division also oversees provincially managed visitor information and contact centres.

Tourism PEI is a member of the Atlantic Canada Agreement on Tourism (ACAT). This partnership unites federal and provincial governments with the region's private sector to access strategic international markets through joint initiatives or bilateral agreements and to collaborate on domestic marketing activities.

Additionally, Tourism PEI actively seeks partnership opportunities with Destination Canada (DC) and other organizations to enhance and leverage investments in both international and domestic markets.

#### **Advertising and Publicity**

Aligning with the Tourism Industry Strategy and positioning PEI as a year-round destination, Tourism PEI's key objectives were to increase visitation, overnight stays, and spend, prioritizing high-yield visitors during the peak months while maintaining a strong focus on core target audiences.

Tourism PEI's consumer advertising has traditionally been focused on the geographic markets of New Brunswick, Nova Scotia, Ontario, Quebec, and the United States. While these markets remain a priority focus, Ottawa, Calgary and Edmonton have been added

to support direct flight service from these markets. Aligning with the tourism industry strategy, Tourism PEI continues to focus on these higher-yield markets and is seeing results.

In April 2024, Tourism PEI launched a full campaign in our target markets to drive destination awareness, engagement and traffic to its website for vacation planning and booking. Tourism PEI continued to evolve the "Feel Lighter" theme, using the beauty of light to showcase the unique offerings of PEI during this year's campaign. Marketing tactics included digital, social media, television, radio, and out-of-home advertising such as billboards and transit shelter ads. The 2024 "Feel Lighter" campaign ran successfully from April until mid-October.

PEI's tourism strategy is focused on supporting a transition to a four-season destination. To support this goal, a winter campaign was developed and deployed in New Brunswick, Nova Scotia, PEI and Ottawa from December through March. Marketing tactics for the 2024-2025 winter campaign included digital, social media, television, radio, direct mail, and out-of-home advertising such as billboards and transit shelter ads.

### **Fulfillment**

Tourism PEI's website activity and PEI visitor's guide orders from April 1, 2024, to March 31, 2025, were:

- 12,367 visitor's guide mail-outs were requested.
- 5.5 million sessions on the website with an average of 2.9 pages viewed per session, totalling 10 million page views.
- Visitors spent an average of two minutes of engaged time on the site.
- Sessions on the Tourism PEI website were mostly from Canada (4.9 million sessions), accounting for 90% of all engaged sessions. Other notable markets for website sessions include the US (428,086 sessions), the UK (17,554 sessions), France (16,442 sessions), Germany (10,215 sessions) and Australia (8,166 sessions).
- Total web visits vs print guides ordered was 445:1.

### **Trade and Sales**

The Trade and Sales team collaborates with key industry partners to enhance the visibility of PEI's vacation offerings across both trade and consumer markets. This team leads strategic marketing initiatives in the United States, Japan, the United Kingdom, and Germany. They also maintain strong relationships with Canadian trade and receptive tour operators to drive tourism growth and product awareness.

Long-haul international markets have presented substantial opportunities. The increase in flights to the region from the US, UK, Germany, and Switzerland has enhanced PEI's exposure and demand potential. Consequently, Tourism PEI has established strong

partnerships with international tour operators. Improved market conditions have led to an increase in flight capacity to Canada, while strong trade relationships and a more favourable economic climate have further strengthened this market.

With Tourism PEI's strong partnership with Port Charlottetown and targeted marketing initiatives, the cruise sector has emerged as a major driver of tourism in PEI. The expansion of product offerings has elevated Charlottetown's appeal as a port of call, paving the way for increased cruise traffic during the spring and summer seasons. A diverse selection of unique shore excursions has been thoughtfully designed to encourage passenger exploration across the Island, enriching the visitor experience while distributing the economic benefits of cruise tourism throughout the province.

### **Media Relations**

Tourism PEI's media relations initiatives are a vital part of PEI's tourism strategy, designed to attract top-tier travel writers, bloggers, influencers, broadcasters, and freelance content creators from around the globe. Tourism PEI's goal is to inspire them to craft compelling stories that spark curiosity and drive visitation to PEI.

Media relations are a cornerstone of Tourism PEI's marketing communications. Focusing on cultivating strong, strategic relationships with leading media outlets and hosting journalists whose values align with PEI's brand, strategic direction, and vision for a vibrant, year-round tourism industry.

Today's media landscape increasingly favours authentic, first-person narratives. As a result, there is growing demand for stories centred on coastal experiences, culinary journeys, outdoor adventures, golf, wellness, and cultural exploration, particularly Indigenous culture and sustainability. These immersive stories not only elevate PEI's profile and credibility but also help turn travel dreams into booked vacations.

### **Visitor Information Centres**

Tourism PEI operates five visitor information centres located in Charlottetown, Borden-Carleton, Wood Islands, Souris, and West Prince. Tourism PEI also supports, through the Destination Centre Agreement, three Destination Centres located in Cavendish, St. Peters, and Summerside.

Visitor Information and Destination Centres provide services to the travelling public and have bilingual staff available. In 2024, visitation to these centres remained on par with the 2023 season, representing over 90,000 parties counselled. The Charlottetown Visitor Information Centre at Founders Hall also remained on par with the 2023 season, which experienced increased winter visitation due to the 2023 Canada Winter Games.



## Research and Engagement

### Keith A. Hansen, Director of Research and Engagement

The Research and Engagement Division of Tourism PEI supports the development and implementation of provincial tourism strategies and provides secretariat services for Tourism PEI's Board of Directors and PEI's Tourism Strategy Implementation Committee.

The Research and Engagement Division is the lead liaison for intergovernmental affairs, including an advocacy role to represent the interests of the tourism industry in key policy areas such as improved destination access (i.e., air, road, and sea access), tourism-related legislation, labour, and land use matters. The Division is responsible for regulatory affairs pursuant to the *Tourism Industry Act*, namely the licensing of tourism establishments and the delivery of inspection services.

Finally, the Research and Engagement Division is responsible for tourism research, statistical reporting, and analytics to inform tourism investment and program-related decisions (e.g., marketing activities).

### Operator Advancement and Regulatory Affairs Unit

The Operator Advancement and Regulatory Affairs Unit is responsible for working with stakeholders to advance industry standards. Specifically, this unit supports the objectives of the Department by:

- Providing direction and guidance for operator training/education programs;
- Administering the Department's statutory and regulatory obligations under the *Tourism Industry Act* and Regulations;
- Ensuring that all tourism operators comply with industry standards as prescribed by legislation and regulations;
- Overseeing the investigation of quality standard issues and maintaining a close relationship with industry organizations involved with standards; and
- Working with industry stakeholders, including TIAPEI, and regional associations to identify labour challenges and identify programs and opportunities to address these challenges.

### Research and Analytics Unit

The Research and Analytics Unit is responsible for the collection, analysis, and communication of information that supports the Department's decision-making process. Specifically, this unit supports the objectives of the Department by:

- Supporting strategic and operational planning initiatives;
- Managing Tourism PEI's customer relationship management ("CRM") and tourism information system;

- Working with industry stakeholders, including TIAPEI and regional tourism associations, to identify labour challenges and identify programs and opportunities to address these challenges;
- Collecting, analyzing, and communicating tourism-based data (e.g., air, bridge, and ferry traffic, occupancy data, etc.);
- Engaging in primary and secondary tourism research that informs program and policy development (e.g., the evolving needs and expectations of visitors to PEI);
- Supporting business intelligence-gathering efforts of Tourism PEI's marketing division;
- Working with the Department's senior management team to integrate performance management measures and principles into program activity;
- Establishing and managing performance measurement tools;
- Representing the Department on tourism research-based intergovernmental affairs (e.g., the Marketing and Research Advisory Committee for the Atlantic Canada Agreement on Tourism);
- Managing the procurement and execution of third-party professional services; and
- Developing evaluation frameworks and identifying evaluation metrics.

This unit is also responsible for working with industry stakeholders in conducting research projects related to consumer demand, quality assurance initiatives, and new product development opportunities. The unit actively works to increase research capacity and assist with the transfer of knowledge to industry partners.

## Program Activity and Information

Tourism PEI offers a range of programs and funding opportunities to support PEI's tourism operators, industry stakeholders, and strategic initiatives. The following programs were offered during the 2024-2025 fiscal:

### Tourism Seasonal Expansion Program

The *Tourism Seasonal Expansion Program* provided for-profit tourism businesses with a non-repayable contribution (grant) toward eligible capital expenses to assist with seasonal extension and/or product development that supports PEI's tourism strategy.

### Fall and Winter Tourism Product Development Fund

The *Fall and Winter Tourism Product Development Fund* provided for-profit tourism businesses and Regional Tourism Associations/Destination Management Organizations with a non-repayable contribution (grant) toward new and innovative product offerings that will assist with seasonal extension that supports PEI's tourism strategy.

### Beach Infrastructure Program

The *Beach Infrastructure Program* provides grants for upgrading public beach infrastructure. The grant is intended to enhance the user experience and safety on beaches along our beautiful coastline.

### Festivals and Events Fund

The *Festivals and Events Fund* provides eligible non-profit associations with funding to assist with the cost of organizing and promoting a festival or event. Applications are accepted online until March 1<sup>st</sup> each year, or until funding is depleted.

### Tourism Innovation Fund

The *Tourism Innovation Fund* assists in the research, development and market launch of new cultural tourism products. Projects supported by this fund develop or enhance products identified in PEI's tourism strategy and intend to strengthen PEI's appeal as a cultural tourism destination.

### Hosting Grant

The *Hosting Grant* provides eligible non-profit organizations with a grant to offset the cost of hosting a national, international, or regional sporting event, meeting, or convention. Approved funding may only be used for the purpose of assisting in the cost of a meal at an opening reception, brunch, or closing banquet.

## Contact Information



### **Tourism PEI**

105 Rochford St.,  
Charlottetown, PE C1A 7N8  
Tel: 902-368-5540  
[www.tourismpei.com](http://www.tourismpei.com)





# Appendix A

## Legislative Responsibility, Boards and Commissions

### **Acts:**

*National Park Act*

*Recreation Development Act*

*Tourism Industry Act*

*Tourism PEI Act*

*Trails Act*

### **Boards:**

*Tourism PEI Board*



## Appendix B

### Financial Statements

# **Tourism PEI**

Financial Statements  
**March 31, 2025**

## Management's Report

The integrity, relevance and comparability of the data in the accompanying financial statements are the responsibility of management.

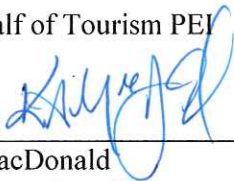
The financial statements are prepared by management in accordance with Canadian public sector accounting standards established by the Public Sector Accounting Board of the Chartered Professional Accountants of Canada. A summary of the significant accounting policies is disclosed in note 2 to the financial statements. The preparation of financial statements necessarily involves the use of estimates based on management's judgment, particularly when transactions affecting the current period cannot be finalized with a certainty until future periods.

To meet its responsibility, management maintains a system of internal controls designed to provide reasonable assurance that assets are safeguarded, transactions are properly authorized and recorded in compliance with legislative and regulatory requirements, and reliable financial information is available on a timely basis for preparation of the financial statements. These systems are monitored and evaluated by management.

Management is accountable to the Board of Directors of Tourism PEI on matters of financial reporting and internal controls. Management provides the Board with externally audited financial statements annually. The Board also discusses any significant financial reporting or internal control matters prior to their approval of the financial statements.

The financial statements have been audited by ArsenaultBestCameronEllis, independent external auditors appointed by the Board. The accompanying Independent Auditor's Report outlines their responsibilities, the scope of their examination and their opinion on the financial statements.

On behalf of Tourism PEI



---

Kent MacDonald  
Chief Executive Officer





June 26, 2025

## **Independent Auditor's Report**

### **To the Minister of Fisheries, Tourism, Sport and Culture**

#### ***Opinion***

We have audited the accompanying financial statements of Tourism PEI, which comprise the statement of financial position as at March 31, 2025, and the statements of operations, changes in net debt and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of Tourism PEI as at March 31, 2025, and the results of its operations and its cash flows for the year then ended in accordance with Canadian public sector accounting standards.

#### ***Basis for Opinion***

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of Tourism PEI in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### ***Responsibilities of Management and Those Charged with Governance for the Financial Statements***

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian public sector accounting standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing Tourism PEI's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate Tourism PEI or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing Tourism PEI's financial reporting process.

#### ***Auditor's Responsibilities for the Audit of the Financial Statements***

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:



**ArsenaultBestCameronEllis**  
CHARTERED PROFESSIONAL ACCOUNTANTS

Member of The AC Group of Independent Accounting Firms

Chartered Professional Accountants &  
Business Advisors  
8 MacLeod Crescent  
Charlottetown, Prince Edward Island  
Canada C1E 3K2  
Telephone (902) 368-3100  
Fax (902) 566-5074  
[www.acga.ca](http://www.acga.ca)

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Tourism PEI's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on Tourism PEI's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause Tourism PEI to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

*ArsenaultBestCameronEllis*

**Chartered Professional Accountants**

# Tourism PEI

## Statement of Financial Position

As at March 31, 2025

	2025 \$	2024 \$
<b>Assets</b>		
<b>Financial assets</b>		
Cash	1,032,963	377,961
Accounts receivable (notes 3 and 5)	915,098	499,586
Inventory	278,026	443,661
Due from Province of Prince Edward Island	-	704,418
	<u>2,226,087</u>	<u>2,025,626</u>
<b>Liabilities</b>		
Accounts payable and accrued liabilities (note 5)	1,565,542	1,682,928
Deferred revenue (note 4)	593,924	361,512
Due to the Province of Prince Edward Island	103,406	-
	<u>2,262,872</u>	<u>2,044,440</u>
<b>Net debt</b>	(36,785)	(18,814)
<b>Non-financial asset</b>		
Prepaid expenses	<u>36,785</u>	<u>18,814</u>
<b>Accumulated surplus</b>	<u>-</u>	<u>-</u>
<b>Commitments (note 6)</b>		

Approved by the Corporation

Minister

# Tourism PEI

## Statement of Operations

For the year ended March 31, 2025

	2025	2025	2024
	Budget	Actual	Actual
	\$	\$	\$
<b>Revenue</b>			
Grants from Province of Prince Edward Island	20,464,800	20,409,722	17,804,399
Marketing	245,000	183,187	238,039
Ski Park Operations	600,000	845,265	691,318
Park Operations	1,700,000	1,775,006	1,691,492
License fees	357,000	539,791	-
Golf Operations	7,104,100	8,116,262	7,120,833
Project funding (note 8)	242,300	314,847	226,855
Short Term Rental Enforcement Fund	-	152,000	-
	30,713,200	32,336,080	27,772,936
<b>Expenses (Schedule)</b>			
Finance and Administration	448,500	481,710	502,023
Parks Administration	555,100	485,908	487,992
Park Operations	4,380,200	4,792,773	4,518,381
Ski Park	1,708,600	2,242,260	1,930,325
Golf Operations	5,675,000	6,223,104	5,497,927
Strategy and Evaluation	1,125,900	966,961	873,582
Operations and Industry Investment	4,852,800	4,311,813	4,187,525
Regulation and Compliance	737,200	1,032,321	336,840
French Services	138,900	170,725	138,845
Visitor Services	1,198,000	1,236,135	1,135,019
Advertising and Public Relations	8,354,000	8,964,932	6,717,777
Media Relations/Editorial	381,100	304,593	277,900
Fulfillment	322,100	290,410	297,850
Publications	332,900	252,899	276,805
Travel/Trade Sales	502,900	579,536	594,145
	30,713,200	32,336,080	27,772,936
<b>Operating surplus</b>	-	-	-

# Tourism PEI

## Statement of Changes in Net Debt For the year ended March 31, 2025

	2025 \$	2024 \$
<b>Operating surplus</b>	-	-
Acquisition of prepaid expenses	(36,785)	(18,814)
Use of prepaid expenses	18,814	2,775
	(17,971)	(16,039)
<b>Increase in net debt</b>	(17,971)	(16,039)
<b>Net debt - Beginning of year</b>	(18,814)	(2,775)
<b>Net debt - End of year</b>	(36,785)	(18,814)



# Tourism PEI

## Statement of Cash Flows

For the year ended March 31, 2025

	2025	2024
	\$	\$
<b>Cash provided by (used in)</b>		
<b>Operating activities</b>		
<b>Operating surplus</b>	-	-
Net change in non-cash working capital items		
Decrease (increase) in accounts receivable	(415,512)	2,076,668
Decrease (increase) in inventory	165,635	(95,951)
Decrease in due from Province of Prince Edward Island	704,418	390,892
Decrease in accounts payable and accrued liabilities	(117,386)	(810,021)
Increase in deferred revenue	232,412	45,563
Increase in due to the Province of Prince Edward Island	103,406	-
Increase in prepaid expenses	(17,971)	(16,039)
<b>Net change in cash</b>	655,002	1,591,112
<b>Cash (bank advances) - Beginning of year</b>	377,961	(1,213,151)
<b>Cash - End of year</b>	1,032,963	377,961

# Tourism PEI

## Notes to Financial Statements

March 31, 2025

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### 1 Corporate status

Tourism PEI became a Crown corporation effective March 31, 1999 under the Tourism PEI Act passed by the Government of Prince Edward Island on June 8, 1999. The objectives of Tourism PEI are to carry out tourism related activities of the Province of Prince Edward Island.

The financial results of the corporation are included in the public accounts of the Province of Prince Edward Island.

### 2 Summary of significant accounting policies

The financial statements of the corporation have been prepared in accordance with Canadian public sector accounting standards established by the Public Sector Accounting Board of CPA Canada. The following is a summary of significant accounting policies used in the preparation of these statements.

#### Financial instruments

The Corporation's financial instruments consists of cash, accounts receivable, due to the Province of Prince Edward Island and accounts payable and accrued liabilities.

All financial assets and financial liabilities are initially recognized at fair value and subsequently measured at cost or amortized cost

#### Cash

Cash consists of cash on hand and bank balances.

#### Due to Province of Prince Edward Island

Current operations:

Operating surplus for the year for Tourism PEI is recorded as a decrease in Grants from Province of Prince Edward Island and as an amount due to Province of Prince Edward Island.

#### Inventory

Inventory is valued at the lower of cost, determined using the average cost method, and market. Market is defined as net realizable value.

#### Revenue recognition and government assistance

Grants from the Province of Prince Edward Island are recorded as revenue when authorized. Revenue from marketing activities is recorded when billed and revenue from ski park operations, park operations and golf operations is recorded when earned as services are provided.

Deferred revenue is recorded when fees have been collected but the service has not been delivered.

# Tourism PEI

## Notes to Financial Statements

March 31, 2025

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### Expenses

Expenses are recorded in the period in which the related goods and services are consumed except for certain marketing related expenditures recorded in marketing expenses, that are recorded in the period the goods and services are acquired and a liability incurred. In addition, grant expenditures recorded in Operations and Industry Investment expenses are recorded in the period in which the funds are approved for disbursement and a corresponding liability incurred.

### Vacation pay and pension liabilities

The staff of Tourism PEI are employees of the Province of Prince Edward Island. Direct costs for employees of the Province of Prince Edward Island allocated to Tourism PEI are charged to the company on a per-payroll basis. Since the staff are employees of the Province, accrued vacation pay and pension obligations are liabilities of the Province and not the corporation and no liability for these costs has been accrued by the corporation as at March 31, 2025.

### Contractual rights

Contractual rights are rights to economic resources arising from contracts or agreements that will result in revenues or assets in future periods, but do not yet meet the criteria for recognition in the financial statements.

### Management estimates

The presentation of financial statements in conformity with Canadian public sector accounting standards requires management to make estimates and assumptions that affect the reported amount of assets and liabilities and disclosure of contingent liabilities at the date of the financial statements and the reported amounts of revenues and expenditures during the reported period. Significant items subject to such estimates and assumptions include the valuation of accounts receivable and inventory. Actual amounts could differ.

## 3 Accounts receivable

	2025	2024
	\$	\$
Accounts receivable	366,859	283,032
Government contributions receivable (note 5)	243,327	4,153
HST receivable	319,659	227,148
Less: allowance for doubtful accounts	(14,747)	(14,747)
	<u>915,098</u>	<u>499,586</u>

# Tourism PEI

## Notes to Financial Statements

March 31, 2025

### 4 Deferred revenue

	2025 \$	2024 \$
Gift certificates	143,608	129,797
Prepaid parks and camping	48,617	21,120
Prepaid golf passes and other fees	401,699	210,595
	<u>593,924</u>	<u>361,512</u>

### 5 Related party transactions

During the year, the corporation utilized office premises from a Department of the Province of Prince Edward Island for nil (2024 - nil) consideration.

Tourism PEI utilizes the provincial parks, including the ski park, the provincial golf courses, the provincial day parks and the full service campgrounds, as well as the Visitor Information Centres, owned by the Province of Prince Edward Island, in carrying out its mandate. Tourism PEI paid rent of nil (2024 - nil) to utilize these facilities.

Included in accounts receivable is \$243,327 (2024 - nil) due from departments of the Province of Prince Edward Island and nil (2024 - \$4,153) due from a provincial Crown corporation. Included in accounts payable and accrued liabilities is an amount of \$48,137 (2024 - \$65,088) due to departments of the Province of Prince Edward Island and \$26,550 (2024 - \$43,394) due to provincial Crown corporations.

During the year, Tourism PEI administered the following programs on behalf of the Province of Prince Edward Island:

	2025 \$	2024 \$
Response and Recovery Contingency Fund - Fiona Clean-up	<u>154,332</u>	<u>-</u>

As the corporation was acting as an agent of the Province of Prince Edward Island, these expenditures are not included as expenses of the corporation.

# Tourism PEI

## Notes to Financial Statements

March 31, 2025

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### 6 Commitments

- (a) Tourism PEI has entered in various contracts resulting in the following commitments for the next five years as follows:

	\$
Year ending March 31, 2026	3,798,931
2027	2,318,078
2028	199,550
2029	23,200
2030	18,700

- (b) The minimum annual lease payments required over the next three years under an operating lease expiring in October 2027 is as follows:

Year ending March 31, 2026	57,930
2027	57,930
2028	57,930

There is a requirement to pay the corporation's pro rata share, based on rental space, of the operating costs, including property taxes, of the clubhouse premises in Brudenell, which amounted to \$81,996 (2024 - \$78,093).

### 7 Contractual rights

Tourism PEI has entered into an agreement that will result in future revenues. This contractual right arises from a contract with the federal government from the Short-Term Rental Enforcement Fund to strengthen and modernize the enforcement of short-term rental regulations in P.E.I. to better protect the long-term housing stock. The following summarizes the estimated revenue from this agreement for the next two fiscal years:

	\$
Year ending March 31, 2026	1,540,000
2027	1,680,000

### 8 Government assistance

During the year, Tourism PEI received assistance from the Government of Canada. This funding has been included in the following revenue accounts:

	2025	2024
	\$	\$
Project funding	314,847	226,855

# Tourism PEI

Notes to Financial Statements  
March 31, 2025

## 9 Financial risk management objectives and policies

Tourism PEI's principal business activities result in a statement of financial position that consists primarily of financial instruments. The principal financial risks that arise from transacting financial instruments include credit, liquidity, market and operational risk. Authority for all risk-taking activities rests with the Board of Directors (Board), which approves risk management policies, delegates limits and regularly reviews management's risk assessments and compliance with approved policies. Qualified professionals throughout Tourism PEI manage these risks through comprehensive and integrated control processes and models, including regular review and assessment of risk measurement and reporting processes.

### (a) Credit risk

Credit risk is the risk of financial loss to the company if a customer or counterparty of a financial instrument fails to meet its contractual obligations. Credit risk arises primarily from the company's accounts receivable.

Accounts receivable includes trade receivables, HST receivable and other accrued receivables.

Tourism PEI's maximum exposure to credit risk is \$915,098, its carrying value of accounts receivable as noted on the statement of financial position.

Details of the carrying value of accounts receivable that are past due at the financial statement date are as follows:

	Current \$	Up to 90 days overdue \$	Over 90 days overdue \$	Allowance for doubtful accounts \$	2025 Total \$
<b>Accounts receivable</b>					
Trade receivables	277,181	278	185,985	(14,747)	448,697
HST receivable	319,659	-	-	-	319,659
Other receivables	146,742	-	-	-	146,742
	743,582	278	185,985	(14,747)	915,098

	Current \$	Up to 90 days overdue \$	Over 90 days overdue \$	Allowance for doubtful accounts \$	2024 Total \$
<b>Accounts receivable</b>					
Trade receivables	60,921	700	114,965	(14,747)	161,839
HST receivable	227,148	-	-	-	227,148
Other receivables	110,599	-	-	-	110,599
	398,668	700	114,965	(14,747)	499,586

# Tourism PEI

## Notes to Financial Statements

March 31, 2025

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### (b) Liquidity risk

Liquidity risk is the risk that the company may not be able to meet its financial obligations as they come due. Specifically, the company needs to ensure it has adequate resources to repay all accounts payable and accrued liabilities as they come due. The company's approach to manage liquidity risk is to closely monitor its cash flows and forecast the expected receipts and obligations.

The company's financial liabilities total \$2,262,872, and are expected to be repaid within one year.

### (c) Operational risk

Operational risk is the risk of direct or indirect loss arising from a wide variety of causes associated with the company's processes, personnel, technology and infrastructure, and from external factors other than credit, market and liquidity risks such as those arising from legal and regulatory requirements and generally accepted standards of corporate behaviour.

The company's objective is to manage operational risk so as to balance the avoidance of financial losses and damage to the company's reputation with overall cost effectiveness and to avoid control procedures that restrict initiative and creativity. The primary responsibility for the development and implementation of controls to address operational risk is assigned to senior management.

### (d) Capital management

The primary objective of Tourism PEI's capital management is to ensure that it maintains a healthy financial position in order to support its business. Tourism PEI manages its capital structure and makes changes to it in light of changes in economic conditions.

## 10 Comparative figures

Certain comparative figures presented for the 2024 fiscal year have been restated to conform with the financial statement presentation adopted in the current year.

# Tourism PEI

## Consolidated Schedule of Expenses by Type For the year ended March 31, 2025

Schedule

2025

	Salaries and benefits \$	Operating Goods and Services \$	Total \$
Finance and Administration	341,046	140,664	481,710
Parks Administration	430,284	55,624	485,908
Park Operations	3,226,513	1,566,260	4,792,773
Ski Park	1,420,165	822,095	2,242,260
Golf Operations	3,259,388	2,963,716	6,223,104
Strategy and Evaluation	550,745	416,216	966,961
Operations and Industry Investment	297,731	4,014,082	4,311,813
Regulation and Compliance	260,480	771,841	1,032,321
French Services	-	170,725	170,725
Visitor Services	1,100,280	135,855	1,236,135
Advertising and Public Relations	388,100	8,576,832	8,964,932
Media Relations/Editorial	119,134	185,459	304,593
Fulfillment	146,590	143,820	290,410
Publications	161,043	91,856	252,899
Travel/Trade Sales	193,548	385,988	579,536
	11,895,047	20,441,033	32,336,080

2024

	Salaries and benefits \$	Operating Goods and Services \$	Total \$
Finance and Administration	317,215	184,808	502,023
Parks Administration	422,219	65,773	487,992
Park Operations	3,037,990	1,480,391	4,518,381
Ski Park	1,202,229	728,096	1,930,325
Golf Operations	2,905,269	2,592,658	5,497,927
Strategy and Evaluation	460,185	413,397	873,582
Operations and Industry Investment	263,651	3,923,874	4,187,525
Regulation and Compliance	237,311	99,529	336,840
French Services	-	138,845	138,845
Visitor Services	995,256	139,763	1,135,019
Advertising and Public Relations	439,746	6,278,031	6,717,777
Media Relations/Editorial	123,384	154,516	277,900
Fulfillment	146,049	151,801	297,850
Publications	149,790	127,015	276,805
Travel/Trade Sales	194,620	399,525	594,145
	10,894,914	16,878,022	27,772,936





## Appendix C

### PEI Provincial Parks Accessibility Chart 2024-2025

Accessibility at PEI Provincial Parks						
Property	Supervised Swimming	Designated Parking	Beach Access Ramp	Mobility Mats	Buoyant Beach Wheelchair	Partially Accessible Washrooms
Brudenell	X Pool					X
Red Point	X					X
Northumberland	X					X
Panmure Island	X					X
Kings Castle				X		X
Basin Head	X	X		X	X	X
Pinette						X
Wood Islands						X
Sally's Beach				X		X
Linkletter						X
Cedar Dunes	X			X	X	X
Jacques Cartier	X		X		X	X
Cabot Beach	X		X	X	X	X
Union Corner						X
Chelton Beach	X					X
Argyle Shore						X
Bloomfield						X
Strathgartney						X
Bonshaw						X
Mark Arendz Ski Park						X



# feel lighter

