Tourism Prince Edward Island

2016 Marketing Plan
# Good News for 2015

<table>
<thead>
<tr>
<th>YTD to October</th>
<th>2015 vs. 2014</th>
<th>2015 vs. Last 5 Years Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridge</td>
<td>+6.0%</td>
<td>+5.0%</td>
</tr>
<tr>
<td>Air</td>
<td>-1.9%</td>
<td>+5.2%</td>
</tr>
<tr>
<td>Ferry</td>
<td>+9.1%</td>
<td>+3.9%</td>
</tr>
<tr>
<td>Cruise</td>
<td>-2.5%</td>
<td>+8.1%</td>
</tr>
<tr>
<td>Motorcoach Overnight Stays (YTD to Sept)</td>
<td>+8.6%</td>
<td>+19.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>YTD to September</th>
<th>2015 vs 2014 % Change (Variance)</th>
<th>2015 vs Last 5 Years Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy (1)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fixed Roof RNS</td>
<td>+0.5% (+2,758)</td>
<td>+3.5%</td>
</tr>
<tr>
<td>Campground SNS</td>
<td>+4.7% (+12,363)</td>
<td>+16.2%</td>
</tr>
<tr>
<td>Overnight Stays</td>
<td>+2.0% (+15,121)</td>
<td>+7.6%</td>
</tr>
</tbody>
</table>
Now for 2016...
Cranford Inn

The Cranford Inn is a 4 Star bed and breakfast with beautifully appointed rooms, exceptional personalized, bilingual service and incredible breakfasts. We are rated the #1 bed and breakfast in Charlottetown by TripAdvisors. The Cranford is a truly elegant contemporary accommodation with fireplaces, and balconies, located centrally in historic Charlottetown. Our Inn is designed to provide the comfort of a first-class hotel while maintaining the charm and personal touch you look for in a great PEI bed & breakfast. The Inn is steps from excellent restaurants, theater, historic and cultural experiences. The Cranford offers a portal to all things "Island"; the National Park, beaches, ocean, golf, culinary delights, and arts and culture. "Vicki's Top 10 Not To Be Missed Experiences" in the true insider's guide. Breakfast at the Cranford Inn is a three-course delight with made on site offerings with only the freshest local ingredients. Gay-friendly, Wi-Fi and parking included in our great rates.

Dates of Operation: February 1, 2015 - December 31, 2015

Bed & Breakfast: 7 Ensuite. $117-209CAD. Breakfast Included. Prices include off-season rates.
Developing the 2016 Plan

• Strategic direction
• Proven results from 2015
• Historic performance over past 5 years
• Quantitative and qualitative research into the consumer
• Travel and tourism best practices
• Industry engagement
• Agency partners leadership
Primary Markets

International Markets

Atlantic Canada Tourism Partnership
- UK, US, Germany

Prince Edward Island
- Japan, US, China
Target Audience

Couples 40+

Families

Millennials
# Millennials

<table>
<thead>
<tr>
<th>WHO?</th>
<th>• 18-34 year olds</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHY?</td>
<td>• Destination Canada $12M partnership initiative</td>
</tr>
<tr>
<td></td>
<td>• Millennials account for 300 million (20%) of all global trips</td>
</tr>
<tr>
<td>OBJECTIVE</td>
<td>• Inspire new generation to explore their own country (visits to PEI)</td>
</tr>
<tr>
<td></td>
<td>• Legacy of repeat visitation and advocacy</td>
</tr>
<tr>
<td>HOW?</td>
<td>• Media, Influencers, Digital Hub</td>
</tr>
</tbody>
</table>
Partnerships

- Meetings and Conventions Prince Edward Island
- Hotel & Motel Association of PEI
- PEI Gay Tourism Association
- Regional Tourism Associations
...and more
Atlantic Canada Tourism Partnership

United States
• Print
• Digital
• Media Relations
• Travel Trade

United Kingdom
• Media Relations
• Travel Trade
2016 Opportunity

- Safe destination
- Gas prices low
- Canadian Dollar is down
  - Domestic vacations by Canadians
  - Increase in US visitation
- Consumer confidence is up
- Demand for complete vacation solutions
Increased Emphasis on Packaging

- Full page ad in Visitor Guide
- Prominence on website
- Newsletter push
- Print advertising
- Digital ad buy
- Social media support
Sales and Trade

Work with tour operators, airlines, cruise lines and media outlets.

1) Marketplaces

Focus Canada Japan
Sales and Trade

2) Consumer shows:
   - Toronto, Montreal, Quebec, and the northeastern United States.

3) Familiarization tours

4) Partnerships with tour operators

5) Cruise
   - Charlottetown, Summerside, and Georgetown

Cruise Atlantic Canada
That’s true island flavour.
2016 Media Buy
Media Approach

1. Repeat Successes
2. Negotiate bulk rates
3. Look for integration opportunities
4. Find unique opportunities that generate media mentions
5. Ensure the buy is scalable
6. Multi-platform:
   - print • digital • editorial • social media
Destination Canada’s - Path to Purchase

1. Advocacy
2. Aware
3. On Dream List
4. On Consideration List
5. Creating a Vacation
6. Detailed Itinerary Planning
7. Finalizing Travel Arrangement
8. Booking a Trip
9. Exploring Canada

Pathway:
- Advocacy
- Aware
- On Dream List
- On Consideration List
- Creating a Vacation
- Detailed Itinerary Planning
- Finalizing Travel Arrangement
- Booking a Trip
- Exploring Canada

Prince Edward Island - CANADA
Magazines

• Proven performers in culinary, travel, lifestyle
Digital

- Search Engine Marketing – always on, but amplifying in consideration period
- Display ads on key sites
- Utilize retargeting and real time bidding
- Social media ads on most popular travel related sites
Social Media & Influencers

• Carrying the conversation forward
• Building advocates
• Creating and curating user content
Newspapers

- Mixed placement depending on market and objective
- Both Print and Digital editions
Out of Home - High visibility, high impact

Execution:
› Toronto, Montreal, Ottawa, Quebec
Transit Trip PEI Style

Context: Select routes (e.g. #24) travelling through English and French Montreal

Larry

Live musician

Food samples

PEI Ambassadors
Deliver ‘True Island Flavour’ by leveraging the food truck trend.
Custom Sponsorship of YTV’s New Anne of Green Gables Movie

Tap into Anne nostalgia while creating new fans by leveraging co-viewing behaviour
Connect with Quebecois foodies to promote Canada’s Food Island through a broadcast integration

Leverage homegrown Quebec talent to localize execution vs translating
2016 Experiential
Giant P.E.I. lobsters on Ottawa bus shelters


Case of the lobster cracked  0:32

Previous Years
Previous Years

come to the island
stay for the party

150 reasons to visit
150 free flights
to get you there
Previous Years
Previous Years
Connecting Travelers with Islanders

Ask an Islander Site
• 12,772 Visitors to the AAI Site
• 1,081 Questions Asked
• From 20 Countries

Media Mention
• 17 Stories
• 3.4 Million Impressions

Social Media
• 500+ mentions
• 1.8 Million Impressions
Take It To The Next Level

• Improve functionality
• Bump up social component
• More audio/video responses
• Introduce new ambassadors
• Introduce new subjects of interest
What else do we have planned for 2016?
Prince Edward Island

• COASTAL
• CULINARY
• CULTURE
• GOLF
That's true **island** flavour.

Thank you!