AGENDA

• Minister’s Welcome
• Industry Presentations
• Marketing Intro
  – 2016 Success
  – Planning for 2017
• Influencer & Media Relations
• Travel Trade
• Creative
• Media Buy
• Partnerships
PEI KEY INDICATORS 2014-2016

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016(e)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditures</td>
<td>$401.1</td>
<td>$405.1</td>
<td>$427.4</td>
</tr>
<tr>
<td>Visits</td>
<td>1,332,189</td>
<td>1,410,316</td>
<td>1,502,899</td>
</tr>
<tr>
<td>Overnight Stays</td>
<td>846,100</td>
<td>875,674</td>
<td>964,671</td>
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</table>

2015 Visitation by Origin

- New Brunswick (33%)
- Nova Scotia (32%)
- Newfoundland (1%)
- Quebec (10%)
- Ontario (12%)
- Rest of Canada (4%)
- United States (7%)
- Overseas (1%)

PLANNING CONSIDERATIONS

• 2016 Successes
• Vision 2021
• Essence of our mighty Island
• Industry/Agency Planning Session
• Atlantic Growth Strategy
VISION 2021

• Outdoor soft adventure
• Brand positioning
• Digital marketing
• Tourism beyond summer months
• Prince Edward Island is small in size but incredibly abundant in stunning scenery, outdoor activities, culinary delights, cultural product, friendly people and authentic experiences. Its size is one of the Island’s greatest assets – you are never far away from your next adventure!
SALES AND TRADE

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

Markets include Japan, Germany, the United Kingdom, the United States, Canada, and China

• Trade, media relations, and direct-to-consumer activities

1) Marketplaces

Focus Canada Japan
SALES AND TRADE

2) Consumer shows

3) Trade and Media Familiarization tours

4) Partnerships with tour operators

5) Cruise market
Some of the publications that have featured Prince Edward Island this year...
A SAMPLE OF SOCIAL INFLUENCER CONTENT IN 2016

GREENECH BEACH

Greenwich Beach was our very first stop; we were wooed by the promised scenic jaunt to reach it. It’s a two kilometre easy walk, and not only is the beach itself worthy, but the walk in is remarkable. On a boardwalk over a marsh, the still water was a dream to photograph and the bird life in the area was entertaining to see and hear. The walk ends with a quick rise over dunes, and then opens up to a beautiful stretch of soft white and red sand.
The Golf Season does not end when the leaves change on PEI! Be sure to check out @golfpei Fall Packages! bit.ly/2bzHLAq
COME FIND YOUR
Island
To the bold, brave and daring... last. This is your island. A break experiences everywhere you live. One amazing Island. Endless possibilities.

Air Canada offers award-winning departures from Toronto, Montreal, and Halifax. Book today at ExplorePEI.com.

To the foodies, seafood worshippers, and fresh fanatics. To those who live to indulge and seek out their next new favourite. This is Canada's Food Island. A remarkable destination where the bounties of land and sea fill every plate, at every table. Roll up your sleeves and dig in. Come find Prince Edward Island.


Air Canada offers award-winning service and the most flights to Charlottetown, all year long with daily departures from Toronto, Montreal, and Halifax, and this summer from Ottawa. Book now at aircanada.com/PEI.
COME FIND YOUR Island
AU RYTHME DE LA CULTURE
MEDIA
### 2017 MEDIA STRATEGY

<table>
<thead>
<tr>
<th>Objective</th>
<th>Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Efficient, targeted reach and frequency</td>
<td></td>
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<tr>
<td>High impact experiential to break through competitive clutter</td>
<td></td>
</tr>
<tr>
<td>Experiential and/or content tactics rooted in cultural priorities</td>
<td></td>
</tr>
<tr>
<td>High frequency response tactics</td>
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</table>
MAGAZINES ENGLISH & FRENCH

• Timing: March - September
• Markets: Ontario & Quebec
• Creative: Full Page 4C, Static Tablet and 1/3 ad
OOH LARGE FORMATS – TORONTO & MONTREAL

- Timing: April & May (with heavy bonus)
- Creative: Spectaculars OOH Board 51’W x 21’H & 39’W x 20’H
OOH- DIGITAL AIRPORT SCREENS

• Timing: June - September
• Markets: Maritimes
• Creative :15/:30 Digital airport screens
  • Placement: Domestic carousels area, baggage belt in arrivals, tickets and security area
OOH TRANSIT- TORONTO, OTTAWA & MONTREAL

• Timing: Spring April - July (with heavy bonus)
• Creative: Presence on over 600 transit vehicles
• Placement: A wide reach through buses & streetcars - aligning with Go Transit, Spectaculars OOH boards, and key market penetration
COMMUTERS DOMINATION IN TORONTO & MONTREAL

• Timing: Spring May (with heavy bonus)
• Creative: Train Wraps, Interior postings (20 Go train cars), Skywalk Up & Gare Centrale Domination
• Placement: Reaching millions of commuters
HIGHLY TARGETED DIGITAL BUY

- Timing: April - September
- Markets: All Markets (Ontario, Quebec, Maritimes)
- Creative: Standard units and :15/:30 pre-roll
- Tactics: Private market place, Retargeting, Audience exploratory, Content targeting, Travel intenders and lifestyle
- Optimizing to the target audience

[Image of various brand logos]
DIGITAL DIRECT SITES

- Timing: April - September
- Markets: Quebec
- Creative: Enhanced Tablet/retargeting after the ad runs
- Site: La Presse
- Placement: Food & Travel section
ANNE OF GREEN GABLES

- Timing: March - May (Spring)
- Markets: Ontario

Creative:
- 1 x :30 Custom Creative per episode
- Opening/Closing Sponsorship Billboards – 1 x :08 & 1 x :07 per episode
- 1 x :10 Branded lower third per episode
OTTAWA SENATORS

- Timing: February - April (Winter/Spring)
- Markets: Ontario (Ottawa)
- Creative: 30 second TV spot, Rink Boards, 3 days digital HPTO, PEI night in Club Bell, included in arena featured and LED features
ENTRÉE PRINCIPAL

- Timing: May 8 x 4 weeks
- Markets: Quebec
- Creative: Sponsorship (Broadcast, Digital & Contest)
- 2 x 30-sec commercial spot per episode
- 1 x 15-sec billboard
- 1x 10-sec lower third in every other episode
- Contest elements:
  - 2 contest mentions & 3 integrations with collaborator in PEI
  - 2 weeks contest message
EXPERIENTIAL OOH CUBE TRAILER

- Timing: Selective dates in the summer (approx. 20 days)
- Markets: Ontario (GTA) Quebec (Montreal)
- Creative: Cube truck wrap, digital screens, props, tents, food and prep equipment
- Placement: High traffic events/areas
- Offerings: Food Sampling, Adventure Photo Experience, Entertainment, Interactive Experience
RADIO REMOTE

• **Timing**: Spring/Summer
• **Markets**: Toronto, Montreal (Fr), Halifax, Moncton (Fr)
• **Possible Creative**: Announcer and host on location for a 4 hour appearance, :60/:30 second live reports from your business. :30 second reach plan commercials to promote business
• **Stations**: Toronto 104.5 CHUM FM, Montreal 105.7 CFGL FM Rythme, Halifax Q104 FM CFRQ, Moncton 99.9 CHOIXFM
CONTEST
One contest - multiple touch points

• Timing: April - September
• Markets: All domestic markets (Ontario, Quebec, Maritimes)
• Gather entrants online, through media executions and possibly on-site handouts
• Re-target database
SURPRISE AND DELIGHT

• We will create a unique Island experience for potential visitors.

• We are going to incorporate a small taste of the Island into their daily lives for a short period of time.

• Then, we sit back and film the surprise and delight of these potential visitors.
Launched Ask An Islander in 2015
Enjoyed great responses from across Canada and the world
In 2016, our ambassadors responded to more than 1,500 questions
AskIslanders.com saw just over ten thousand visits
This year we are recruiting more Islanders to act as Ambassadors
IMPORTANCE OF PARTNERSHIPS
PARTNERSHIPS

- Meetings and Conventions Prince Edward Island
- Hotel & Motel Association of PEI
- PEI Gay Tourism Association
- Regional Tourism Associations
  ...and more
United States
- Digital
- Media Relations
- Travel Trade

United Kingdom
- Media Relations
- Travel Trade
DESTINATION CANADA

• Millennial program
  – 2 year campaign (18-34 year olds)
  – Influencers via video, audio, images and blogs
  – Bell Media and Much
  – Far & Wide (Infiniment Canada) websites
  – PEI episode will launch February 9th
• Connecting America (in partnership with ACTP)
  – **Disrupt**: videos with user-generated content
  – **Differentiate**: content through publishers such as AFAR, Matador Network, National Geographic, BuzzFeed and GQ
  – **Deliver**: generate leads to drive bookings. Digital paid advertising
CANADA 150

- Incorporated in media buy
- Webpage
- 150 things to do on Prince Edward Island
- Inspiration Village
THANK YOU