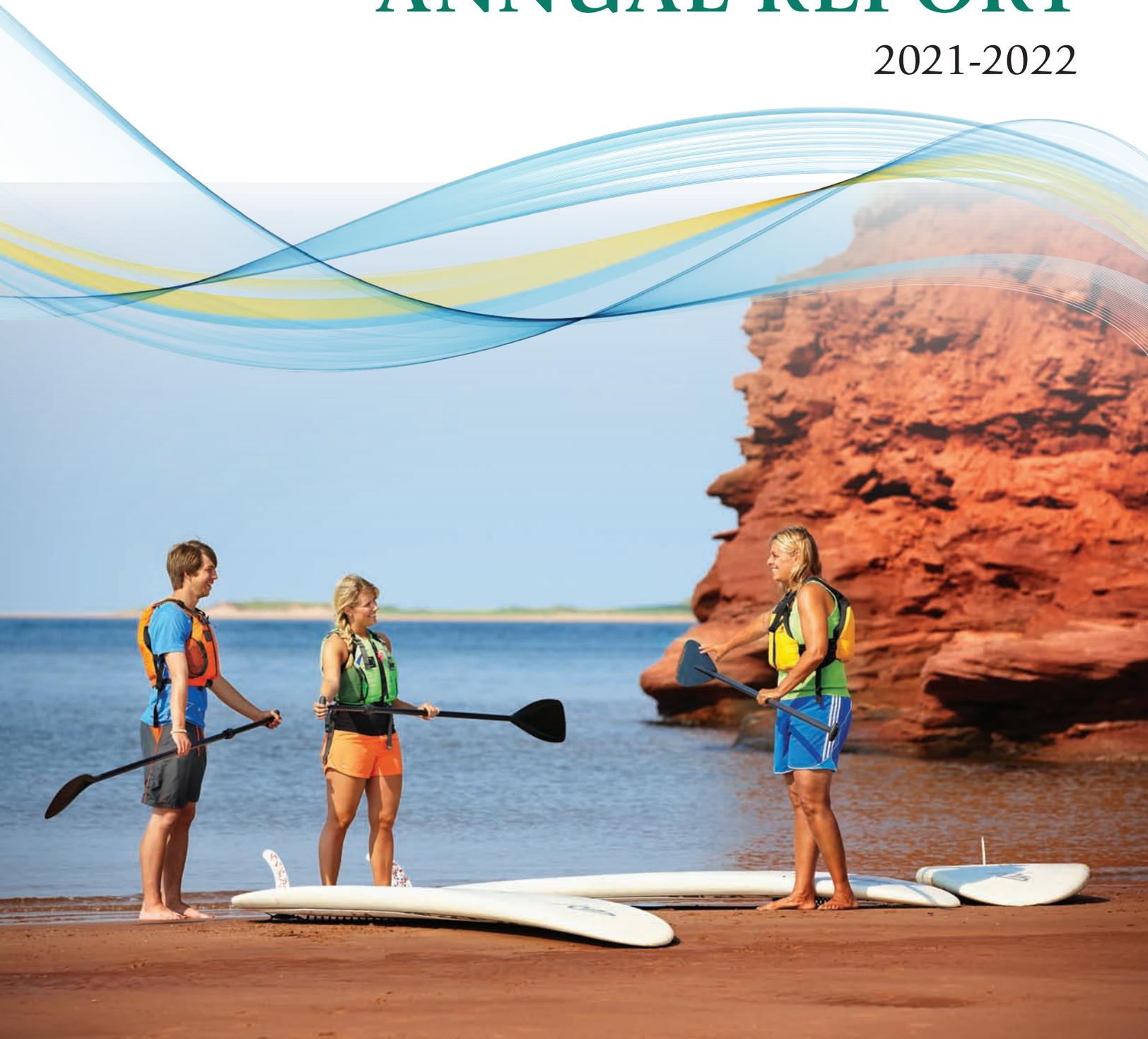




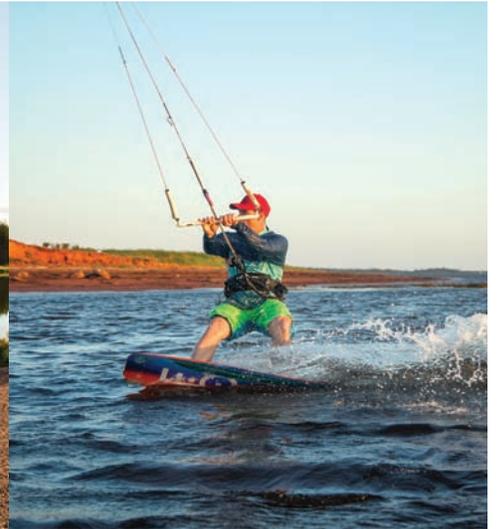
Tourism PEI

ANNUAL REPORT

2021-2022



Tourism PEI 2021-2022 Annual Report



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Minister's Message

The Honorable Antoinette Perry
Lieutenant Governor of Prince Edward Island
PO BOX 2000
Charlottetown, PE C1A 7N8



May It Please Your Honour:

I have the honour to submit herewith the Annual Report of Tourism PEI for the fiscal year ending March 31, 2022.

During the reporting period, the Honourable Matthew MacKay served as Minister of Economic Growth, Tourism and Culture.

Respectfully submitted,

A handwritten signature in black ink that reads "Bloyce Thompson". The signature is written in a cursive style with a long horizontal stroke at the end.

Bloyce Thompson
Minister
Economic Growth, Tourism and Culture

CEO's Message

Honourable Bloyce Thompson
Minister of Economic Growth, Tourism and Culture
PO Box 2000
Charlottetown, PE C1A 7N8



Dear Minister Thompson:

On March 2, 2021, the Tourism PEI Board of Directors approved PEI's 2021 Tourism Tactical Action Plan. While the vaccine rollout has begun, it is slow, and the COVID-19 pandemic continues to significantly and adversely impact the travel and tourism industry. Despite this, recovery is underway, and while we are a long way from pre-pandemic levels, we are laser-focused on maximizing returns for tourism operators.

In 2021, visitor-related spending increased 19% over 2020 levels to \$282.7 million. This represents approximately 58% recovery to pre-pandemic levels of \$486.5 million. Paid overnight stays increased 49% over 2020 levels to approximately 687,100. This represents approximately 67% recovery to pre-pandemic levels of 1.03 million.

As we cautiously turn our sights to preparing for a new normal. I want to acknowledge the steadfast leadership demonstrated by Tourism PEI's Board and the entrepreneurial spirit and survivalist roots demonstrated by PEI's tourism operators. Together, we will rebuild a more resilient, year-round, PEI tourism industry that contributes to the prosperity, culture, and pride of Islanders from tip to tip.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "K.A. MacDonald". The signature is fluid and cursive, written over a white background.

Kent MacDonald
Chief Executive Officer
Tourism PEI

Response to the COVID-19 Pandemic

The COVID-19 pandemic continued to drastically affect travel and tourism throughout 2021 as two variants resulted in continually shifting border restrictions and public health orders. In 2021, the pandemic had progressed enough to facilitate a move from short season-by-season tactical plans to a one year tourism plan.

In March 2021, Tourism PEI's Board of Directors adopted *PEI's 2021 Tourism Tactical Action Plan*, focusing on optimizing returns for operators, strengthening PEI's tourism foundation, and preparing for a new normal. Tourism PEI continued to champion an all-of-industry response to the pandemic throughout 2021 and on behalf of the Department of Economic Growth, Tourism, and Culture continued to develop and deploy an unprecedented level of programming to combat the effects of the pandemic on PEI's tourism sector. This programming was deployed over and above the programs traditionally provided by Tourism PEI and included:

Tourism Assistance Loan Program (\$50 million)

The Tourism Assistance Loan Program ("TALP") was established through a joint partnership between Tourism PEI and Finance PEI. TALP provides funding in the form of a repayable loan. TALP loans provide interest relief and principal deferrals for up to 18-months. The program remained open until December 31, 2021.

Tourism Interest Relief Program (\$10 million)

The Tourism Interest Relief Program ("TIRP") was established through a joint partnership between Tourism PEI and Finance PEI. The TIRP provides interest relief on term debt for tourism operators unduly affected by the COVID-19 pandemic. This program was expanded to include reimbursements on interest payable for property tax bills. The program remains open until September 30, 2022.

Tourism Activation Grant (\$3 million)

The Tourism Activation Grant ("TAG") provided tourism businesses with a non-repayable financial contribution toward eligible expenses to assist with opening for the 2021 season and 2022 season. The program was open from April 2021 until July 31, 2021 and February 7, 2022 until July 31, 2022.

Canada's Food Island Gift Card Program (\$2 million)

Tourism PEI in partnership with the Food Island Partnership launched the Canada's Food Island Gift Card Program in September 2020. The program uses gift cards to stimulate tourism demand and strategically direct visitor spending at locally-owned tourism operators. An additional \$2 million was secured and invested into the program during the 2021-2022 fiscal period.

Tourism Accommodation Accelerator Program (\$2 million)

The Tourism Accommodation Accelerator Program ("TAAP") is a visitor incentive program designed to generate new bookings for accommodations. The program offers free \$100 Canada's Food Island Gift Cards to guests who book and stay at least two consecutive nights at participating accommodations. The TAAP ran two program periods during the 2021-2022 fiscal, June 15 until July 31, 2021 and October 1 until November 30, 2021.

Festivals and Events Stability Fund (\$1 million)

The Festivals and Events Stability Program (FESP) provides financial assistance to festival and event organizers to help offset impacts associated with the need to comply with COVID-19 health and safety protocols including support to offset associated reductions in revenues and increases in costs. Festivals and events had to be held between July 20, 2021, and March 31, 2022.

The above list of programs represents only those that were administered by or on behalf of Tourism PEI during the 2021-2022 fiscal year. It is not representative of all programming deployed by the Department of Economic Growth, Tourism, and Culture to combat the effects of the COVID-19 pandemic.

Tourism Industry Snapshot

Prince Edward Island welcomed an estimated 651,100 non-resident visitors during 2021, a 49% increase over 2020. This represents 40% recovery of the 1.6 million non-resident visitors welcomed pre-pandemic (2019). Estimated tourism spending by both residents and non-residents was approximately \$283 million, a 19% increase over 2020 and 58% of the \$486 million generated in 2019.

Total paid overnight stays increased 49% over 2020 to 687,162. This represents 67% recovery of the record high of 1,031,513 achieved in 2019. Campground site-nights sold were up 26%, while fixed-roof room-nights sold were up 68% over 2020.

In 2021, airport traffic at the Charlottetown Airport was up 56% compared to 2020, but remained down 71% from pre-pandemic levels (2019). Ferry traffic at the Wood Islands ferry terminal increased 48% compared to 2020, but remained down 44% from pre-pandemic levels. Two-axle and motorcycle traffic at the Confederation Bridge was up 5% compared to 2020, but remained down 51% from pre-pandemic levels. There was no cruise traffic during 2020 and 2021, compared to 183,592 cruise passengers and crew in 2019.

In 2021, golf as represented through Golf PEI experienced an increase of 37% in paid non-member rounds compared to 2020. This was also an increase of 20% over pre-pandemic levels (2019). The meetings and conventions sector attracted 65 meetings/ conventions, that drew 2,125 delegates and generated 5,636 room-nights sold.

Tourism PEI Overview

Tourism PEI was established as a provincial crown corporation by the *Tourism PEI Act* in June 1999 and resides within the Department of Economic Growth, Tourism, and Culture. Tourism PEI has three divisions: Corporate Services, Marketing Communications, and Strategic Initiatives. Tourism PEI champions Prince Edward Island’s tourism industry and markets the province as a premiere tourist destination by: promoting continued growth in the tourism sector and ultimately “driving” tourism demand; working with partners, including, but not limited to, Destination Canada, Atlantic Canada Opportunities Agency, and other Atlantic Provinces; actively facilitating the development of festivals, events, and activities that serve to motivate travellers to visit Prince Edward Island; conducting tourism-related research; and administering and enforcing the provisions of the *Tourism Industry Act* and regulations, in particular, the licensing of tourism establishments.

Tourism PEI owns and manages strategic tourism infrastructure in all regions of Prince Edward Island. This includes thirteen (13) day-use parks, eight (8) campgrounds, five (5) visitor information centres, 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: <i>Mark Arendz (Alpine Venue)</i> <i>Nordic Centre (Nordic Venue)</i>		
Pinette	Visitor Information Centres	
Sally’s Beach	Borden	
Strathgartney	Charlottetown	
Union Corner	Souris	
Wood Islands	West Prince	
	Wood Islands	

BOARD OF DIRECTORS

Tourism PEI has a private-sector advisory board of directors that is responsible for setting strategic direction and providing advice to the Crown. Members of Tourism PEI's Board of Directors includes:

David Groom | Chairperson
President | Quality Inn & Suites, Brothers 2 Restaurant

Matthew Jelley | Vice-Chairperson
President | Maritime Fun Group

Perry Gotell
Owner | Tranquility Cove Adventures

Louise Arsenault
General Manager | Mill River Resort

Claus Schmidt
Chief Financial Officer | MaiYa Pearls International

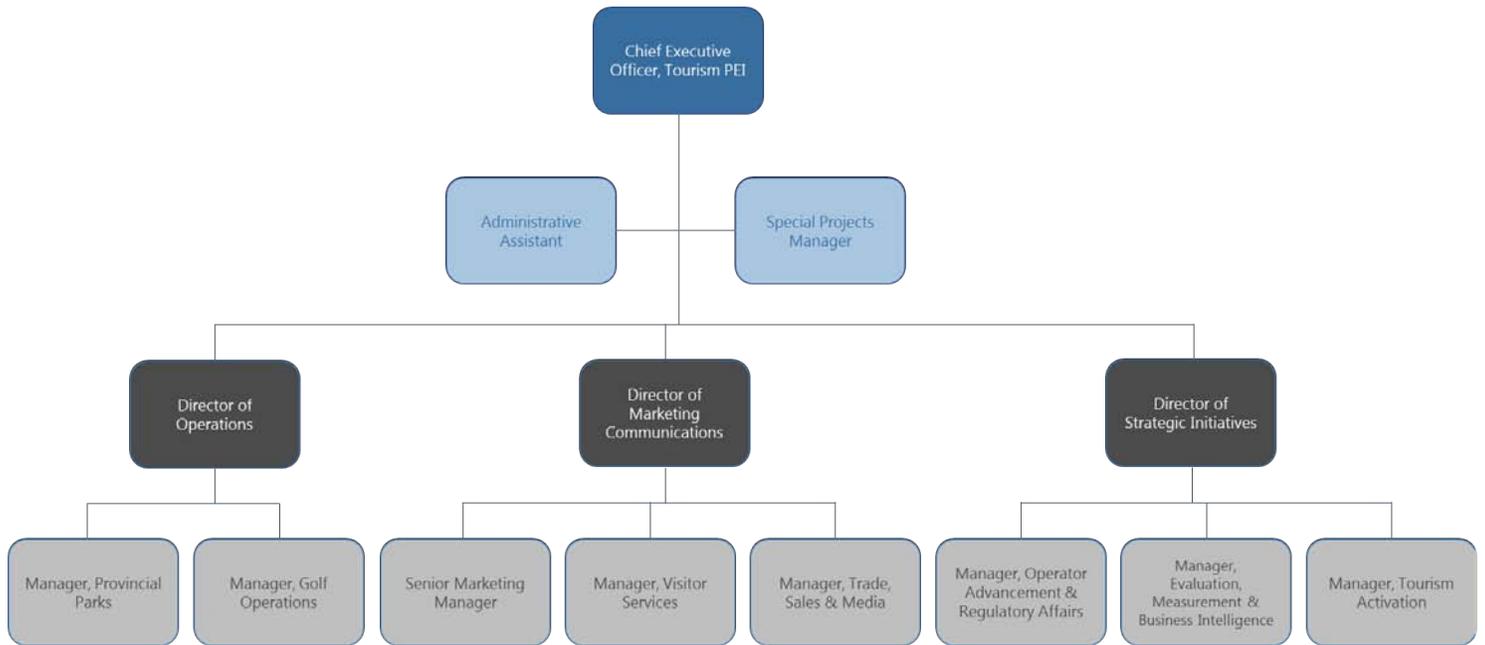
Sandi Lowther
Managing Director | Fairways Cottages

Derrick Hoare
Owner | The Table Culinary Studio

Donna Sentner
General Manager | Cornwall/Charlottetown Holiday KOA

ORGANIZATIONAL STRUCTURE

Figure 1: Tourism PEI Organizational Chart



STRATEGIC INITIATIVES DIVISION

The Strategic Initiatives Division (“SID”), is responsible for:

- Tourism research and statistical reporting;
- Product development and investment;
- The development and implementation of industry support programs;
- Federal, provincial, and territorial relations;
- Industry liaison (including RTAs, DMOs, and sector-specific organizations); and
- Managing regulatory affairs pursuant to the *Tourism Industry Act* (license, occupancy reporting, and water testing) and the *Highway Signage Act* (tourism directional signage, special event signage, and on-premises signage).

SID is also the lead liaison on intergovernmental affairs including an advocacy role to represent the interests of the tourism industry in key policy areas such as improved air access, tourism-related legislation, labour and immigration issues, and land use matters.

Evaluation, Measurement, and Business Intelligence Unit

This 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:

- Engaging in strategic and operational planning initiatives;
- Working with the Department’s senior management team to integrate performance management measures and principles into program activity;
- Establishing and managing performance measurement tools;
- Engaging in primary and secondary tourism research which informs program and policy development (e.g., the evolving needs and expectations of visitors to PEI);
- Collecting, analyzing, and communicating tourism-based data (e.g., air, bridge, and ferry traffic, occupancy data, etc.);
- Supporting the business intelligence-gathering efforts of Tourism PEI’s marketing division;
- Representing the Department on tourism research-based intergovernmental affairs (e.g., sitting on the Marketing and Research Advisory Committee for the Atlantic Canadian 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.

Tourism Activation Unit

This unit is responsible to activate the growth and development of tourism-related events, activities and products including but not limited to sport, culture (including music, dance, etc.), culinary, and indigenous tourism. Specifically, this unit supports the objectives of the Department by:

- providing management oversight in carrying out the government's responsibility to create an environment to enable the private sector to initiate and operate tourism-related events, activities, and products;
- establishing and cultivating strategic relationships at senior levels of government and local, national, and international related organizations;
- developing, implementing, and overseeing investment programs to assist product development initiatives;
- facilitating contracts, funding levels, and partner benefits provided by stakeholders to the province;
- developing and implementing marketing and communication strategies to raise the province's profile as an international leader in hosting events; and
- developing programs and project plans to direct the implementation of the tourism product development strategy.

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 appropriate programs, preparation of applications, and bid submissions. This unit was responsible for the following funds in 2021-22:

- The Regional Product Development Fund – This fund has been specifically designed for regional tourism associations to provide support for product development to grow tourism in their area.
- The Tourism Innovation Fund – This fund assists non-profit and sector organizations in the development of tourism products that are directly related to the development of products identified in the P.E.I. Tourism Strategy – i.e. Anne, golf, culinary, and festivals.
- The Meetings and Conferences Hosting Grant Program – This fund provides financial assistance to P.E.I. organizations holding national, international, or regional meetings, conventions, or events in the tourism shoulder season.
- The Tourism Website French Translation Program – This fund provides support for website French translation services for tourism operators and tourism non-profit organizations providing products and services to Francophone visitors on P.E.I.

The increased French web presence will have a direct and positive impact on the quality and quantity of information provided to possible French visitors about P.E.I. online.

- Signature Events Policy – The goal of this Policy is for Prince Edward Island to continue to host major tourism initiatives through well-organized, financially successful events that provide attendees with a first-class, memorable experience. The primary objective is to ensure that the Province and the Island’s tourism sector, receive maximum benefit from the investment of public funds in any major tourism initiatives. A second objective is to ensure consistency and fairness for all proposals brought forward. This fund is open to private and nonprofit sector applications. All risk in these major events is held and guaranteed by the organizers.

During this period, the Department invested in key events that served to drive tourism demand including Cavendish Beach Music Festival, Fall Flavours Culinary Festival, the PEI Lobster Festival (Souris), and the Rock the Boat Music Festival (Tyne Valley) to name a few.

Fall Flavours

The 2021 Fall Flavours Culinary Festival took place from September 16 to October 9, 2021, featuring 14 Signature Culinary and Taste of Coastal Community events. The events were successfully produced and well attended while adhering to public health COVID-19 protocols and restrictions. Signature events featured celebrity chefs partnered with local chefs highlighting quality food experiences, in unique locations, across the Island.

Fall Flavours provides unique culinary experiences during Prince Edward Island’s peak harvest season, which interests our target markets. Fall Flavours is an opportunity to showcase the locally produced products from across Prince Edward Island.

Operator Advancement and Regulatory Affairs Unit

This 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 and the *Highway Signage 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.

- Working with industry stakeholders including the tourism sector council, the tourism industry association, and regional associations to identify labour challenges and identify programs and opportunities to address these challenges.

The unit also oversees the contract with Quality Tourism Services (QTS). On behalf of the Department, QTS is contracted to perform the inspections required for the licensing of tourist accommodations.

Industry Standards

The quality of Prince Edward Island's products and services is essential to the long-term health of the tourism industry. The *Tourism Industry Act* sets out the operating standards for Prince Edward Island tourism accommodation establishments. On an annual basis, every accommodation establishment must pass inspection. They must also have their water tested quarterly, submit monthly occupancy reports, and pay their annual license fee to ensure that the property is in full compliance with the licensing standards set out in the Act.

Tourism PEI contracts QTS to inspect and provide water testing support to all accommodation properties. QTS has a strong working relationship with Tourism PEI, and they employ professionally trained inspectors who are knowledgeable in the requirements of the Act.

Tourism PEI is responsible for the licensing of all tourism establishments (accommodations-fixed roof and campgrounds). Tourism PEI's compliance section supports licensed industry operators by enforcing the Act and works to bring unlicensed operators into compliance. Tourism PEI works closely with industry partners to maintain the quality and standards that are critical to success. This team approach ensures visitors enjoy the best possible vacation, based on quality services and memorable experiences.

Tourism PEI continues to strive toward increasing accessibility for the French-speaking public to comply with the Canada-PEI Agreement on French Language Services. Tourism PEI provides reception services in both official languages.

Visitor Information and Destination Centres provide services to the traveling public and have bilingual staff available. The Centres continue to improve the level of service with each passing year. In all other venues of Tourism PEI's service to the public, every effort is made to ensure that there is service provided in French by front-line staff.

Under the terms of the Canada PEI Agreement on French Language Services, l'Association touristique Évangéline aux services des Acadiens et Francophones de l'Île-du-Prince-Édouard received funding for its leadership activities on behalf of Francophone and Acadian tourism operators across the province. This Association brings together Acadian and Francophone operators from across the province to better promote the Acadian and Francophone tourism product and the association works to present a united voice to the government.

MARKETING COMMUNICATIONS

The Marketing Communications Division markets and promotes Prince Edward Island as a premier vacation destination to its target audience. The division is responsible for consumer advertising & PR, media relations, sales and trade initiatives, visitor services, publications and distribution and is the lead overseeing the integrated tourism solution (ITS) technology and the Customer Relations Management (CRM) system. The division also manages provincially run visitor information centres and contact centres.

In addition to developing and executing its own marketing activities, Tourism PEI is a partner in the Atlantic Canada Agreement on Tourism (ACAT), which merges two levels of government and the region's private industry. The partnership allows the province to reach strategic international markets through joint initiatives or bilateral agreements and partners on occasional domestic marketing activities.

Tourism PEI also actively pursues partnership opportunities with Destination Canada (DC) and others, in joint-venture initiatives to maximize investments in international and domestic markets.

Advertising and Publicity

The year 2021 was to be a recovery year for tourism. However, COVID-19 and travel restrictions continued to impact marketing decisions and timing of advertising. Flexibility was key as advertising for each market was planned separately to address the uncertainty of when restrictions would be lifted in individual target areas.

Early in the season, the Island's borders remained closed to travel from all markets. To remain top of mind, Tourism PEI launched the *Press Play When Ready* campaign in April to run in the Atlantic markets. This was a campaign that had been developed in 2020. As travel restrictions were lifted in the Atlantic markets, messaging quickly changed to *Press Play Now*, followed by the more typical *Dear Mainlanders* campaign. It was mid-July before all travel restrictions were lifted for the rest of Canadian markets. At that time, we launched our 2021 *Dear Mainlanders* campaign in Ontario, Quebec and Calgary which concluded in October.

A winter campaign that was developed 2020, but never executed off Island due to travel restrictions, was updated and was planned to launch in December 2021 in the Atlantic market but was again delayed due to travel restrictions.

The campaign eventually launched in late February 2022 and only ran for a few weeks as we switched to spring season marketing.

The marketing tactics for 2021-2022 included digital, social, television, radio, and out-of-home (i.e.: billboards, transit shelter ads, etc.).

Fulfillment

Tourism PEI saw some recovery in website activity and PEI Visitor's Guide orders during the current fiscal.

From April 1, 2021 to March 31, 2022:

- A total of 15,520 Visitor's Guides were mailed out.
- There were 1,940,168 sessions on the website and 6,010,792 page views with an average of 3.1 pages viewed per session;
- Visitors spent an average of three minutes and eight seconds on the site; and
- Sessions on the Tourism PEI website were mostly from Canada with 1,650,682 sessions (85% of all sessions). The next largest markets for website sessions were U.S.A. (189,135 sessions), France (19,141 sessions), Japan (11,570 sessions), and the U.K. (7,959 sessions).

Trade and Sales

The Trade and Sales section typically works with industry partners to increase the visibility of Prince Edward Island's vacation products through trade, consumer, and media channels.

The section focuses on consumer and trade marketing in the United States, Japan, United Kingdom, and Germany. The team also works closely with Canadian trade and receptive tour operators.

Trade and Sales staff build relationships and work closely with numerous trade partners such as tour operators, airlines, motorcoach companies, cruise lines, auto clubs, travel agents, and media contacts to promote Prince Edward Island.

The focus this year was on recovering from the pandemic and preparing for the safe return of the group travel market. Some tour operators were ready to re-enter their respective markets with promotional campaigns that inspired immediate travel to meet pent-up demand from consumers. Unfortunately, there were others, specifically in the Asian markets, who were not yet ready to promote international travel. Tour operators and travel agents were in the early phase of recovery for both group and individual travelers. Prince Edward Island was fortunate to see some success in travel trade in the 2021 season, but a lot of emphasis was placed on rebuilding for a possible rebound next year.

The cruise market has been a growing contributor of visitors to Prince Edward Island. However, the return of the cruise ship market did not happen in 2021. Tourism PEI staff worked closely with the Atlantic Canada Cruise Association, Transport Canada, and Public Health officials to plan the responsible resumption of cruise lines to PEI in 2022.

Media Relations

The media relations section's goal is to attract quality travel writers, bloggers, influencers, television and online broadcasters, and freelancers from around the world to Prince Edward Island.

Given that the timeline for some media stories is several months out, the focus for media visits in 2021 was on recovery from the pandemic and the safe return of tourist visitation. For example, stories often focused on outdoor activities in open spaces where social distancing was possible. In addition to this, work was done with media who had visited prior to the pandemic to encourage them to write or produce additional stories based on their visits.

Virtual media marketplaces were also held, and Tourism PEI provided video footage, photography, and storyline assistance to many media, who were still providing coverage.

Digital Marketing

This section of the Marketing Communications division is responsible for marketing assets such as the tourismpei.com website, newsletter, and social media sites. It manages the online marketing programs and tools that drive web, mobile, and social media usage, email response rates, sales conversion, and enhanced consumer experience while driving increased engagement. The digital marketing section ensures a seamless process in executing effective customer relations management (CRM) as part of the overall Tourism PEI marketing strategy. This section also works with the Integrated Tourism System (ITS) technology, including the central reservation system and BookPEI, which is currently under review.

A revamped website was developed and launched in the summer of 2021.

Visitor Information Centres (VICs) and Contact Centre

The province operates five Visitor Information Centres: Charlottetown, Borden-Carleton, Wood Islands, Souris, and West Prince. The Charlottetown and Borden-Carleton VICs provided services to the travelling public throughout the entire year. This includes the activities of the Tourism PEI Contact Centre, which operates "virtually" from VIC and home-based locations.

The Cavendish, St. Peters, and Summerside VICs operated as Destination Centres in partnership with the Province through the Destination Centre Agreement with their respective regional tourism associations.

With evolving changes in visitor restrictions, provincial Visitor Services staff continued to assist Health PEI by answering the COVID-19 toll free information line. Fortunately, this year brought a return of visitors to Prince Edward Island. As a result, staff had to balance a continued high volume of health calls with both walk-in and calls from our returning influx of visitors.

CORPORATE SERVICES

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

Provincial Parks and Confederation Trail

In 2021, our Provincial Park operations were open at full capacity with extra cleaning and sanitizing still in place. The Provincial Park system had an incredibly busy summer and visitation numbers are quickly rebounding. Provincial Parks staff did an outstanding job maintaining a welcoming and safe atmosphere for all our guests during the camping season.

The 2021 camping season was the first season in which the new Aspira One reservation system was in use. The system is set up specifically for campgrounds and is very user-friendly allowing for more online bookings by campers and allowing more efficient functionality for parks staff.

Overall, overnight campground visitation for the 2021 season totaled 29,591. This total is quickly rebounding towards 2019 number (41,177). With regards to the actual number of sites sold, Red Point (6,224 nights) and Brudenell (5,807 nights) were the most popular campgrounds in the East, while Cedar Dunes (4,103 sites) and Cabot Beach (3,605 nights) were the busiest sites in the West.

Provincial Parks was able to undertake several capital projects throughout the year including completion of the additional 18, 3-way sites at Jacques Cartier Provincial Park. These new sites will be operational in 2022. Other capital projects included new/renovations at washrooms in the following parks: Strathgartney, Belmont, Cedar Dunes, and Northumberland. As well, Tourism PEI partnered with Department of Transportation to complete a sand study and Part 1 of a shoreline protection project at Basin Head.

Campground programming was back up and running for the 2021 summer after being suspended in 2020 due to COVID-19. Extra cleaning, sanitizing and contract tracing were all in place as required by CPHO guidelines. The Provincial Park lifeguard service operated as usual allowing park visitors the opportunity to safely enjoy our beautiful provincial park beaches. Lifeguards guarded 7 sites including the pool at Brudenell.

During the 2021 – 2022 year, Provincial Parks Management reviewed the seasonal camping policy and decided to run a “seasonal site lottery” as a fair and equitable method of awarding seasonal sites. Campers who previously had “seasonal” status were not affected by the lottery.

In February 2022, the lottery was launched, and 112 applications were received. When the lottery closed, the Aspira reservation system ran a random draw and 29 seasonal sites were successfully awarded to campers. These are sites for the 2022 camping season. The lottery will be rerun seasonally as required.

In 2020, preparations for the 2023 Canada Winter Games began at the Brookvale Provincial Ski Park. These preparations continued throughout the 2021 – 2022 year. Brookvale will host various Nordic events as well as a number of alpine freestyle events. The freestyle events will represent the first Canada Winter Games alpine events ever hosted by Prince Edward Island. Both the Nordic and Alpine venues will see significant capital investment in preparation for the Games. The estimated budget for the Nordic sites is approximately \$3.15M and includes upgrades to the lodge and timing building, new team wax buildings, trail upgrades, a new biathlon range, and a new Nordic groomer.

At the alpine site, approximately \$7.00M will be invested for upgrades including a major snowmaking upgrade, lodge expansion, lighting, new boardercross run, and a new maintenance building.

These upgrades will be a tremendous legacy for all Park users leading up to and following the 2023 Canada Winter Games. Other partners in these renovations and improvements include the 2023 Canada Games Host Society and The Investing in Canada Infrastructure Program.

As a result of the significant construction occurring at both sites during the 2021 – 2022 year, the opening of the site for the winter season had to be delayed until mid-February. The site remained open as long as weather permitted in an attempt to gain back some lost time. Even with the delayed opening, all ski school classes were completed, and the site had a busy season. Season pass sales at both venues were strong.

Provincial Golf Courses

Golf is considered one of the pillars of the tourism industry and is, therefore, an important piece of the tourism strategy.

The 2021 season improved over the previous couple of years. The Spring was a difficult one for our courses again with COVID-19 limiting the ability for people to travel which drastically affected our guest play at the beginning of the season. As we moved into our Summer/Fall season travel restrictions began to ease. There was a total of 38,166 non-member rounds played at the three provincial courses which represents an increase of about 95% compared to the year previous.

Memberships were not affected by the pandemic in 2021 and increased by 34% over the year previous as well as the associated rounds, up 25%, to 31,271 played rounds. The courses

offered pro-rated memberships beginning July 1st and continuing throughout the year as seasonal residents gradually arrived on PEI.

Once again golf was one of the few sports or activities that could be played with little change to how it normally would pre-COVID-19 but it did present operational challenges; courses were subjected to the same guidelines as the previous year with the removal of course furniture, pins had to remain in the hole, and enhanced cleaning and sanitizing.

The Links at Crowbush Cove:

- Opened for the season on May 14th and closed on Oct 17th. The course was in terrific condition throughout the season. Crowbush Cove golf course remained open for member play only until October 31st.
- Projects completed in the offseason included bunker face reconstruction on three holes, tree removal, and underbrush removal around the course which should help with pace of play.

Brudenell/Dundarave:

- Brudenell opened for the season on May 7th and closed on Oct 17th. Brudenell course remained open for member play only until October 31st. Dundarave opened on May 22nd and closed on Oct 10th.
- Projects completed at Brudenell include completion of shoreline protection on hole #10, tree removal, and paving of the cart path on hole two, three, and around the crossroads canteen.
- Projects completed at Dundarave include placing trac mats in high traffic areas to lessen wear, removal of dead and dying trees on various holes throughout the course, and repair of various bunkers.
- Over the winter the snow on the cart paths at Dundarave was groomed once again with a tow-behind groomer provided by Provincial Parks to provide locals a place to walk, snowshoe, bike, and run. This proved to be a popular attraction and was quite busy on most days.
- The golf simulator was available Monday through Sunday to members of Brudenell and Crowbush only. It was used for recreational play as well as instruction and remained busy until the actual golf season opened, once again it proved quite popular.
- For two weeks in August we were host to the MacKenzie Tour, both courses held professional golf events, over 100 players from Canada participated. The event was a good test for players, unfortunately spectators were not permitted.

Financial Services and Office Administration

Financial Services is responsible for budgeting, forecasting, regular expenditure monitoring, and the day-to-day fiscal management of the Corporation. Financial Services 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, insurance coordination, telecommunications, fleet management, and office administration.

Appendix A

LEGISLATIVE RESPONSIBILITIES, BOARDS, AND COMMISSIONS

Acts:

Highway Signage Act

National Park Act

Recreation Development Act

Tourism Industry Act

Tourism PEI Act

Trails Act

Tourism PEI Board

Appendix B

FINANCIAL STATEMENT

Tourism PEI

Financial Statements
March 31, 2022

Management's Report

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

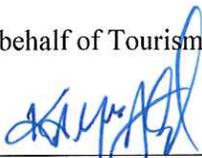
The financial statements are prepared by management in accordance with Canadian public sector accounting standards established by the Public Sector Accounting Board of the Chartered Professional Accountants of Canada. A summary of the significant accounting policies is disclosed in note 2 to the financial 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 22, 2022

Independent Auditor's Report

To the Minister of Economic Growth, Tourism and Culture

Opinion

We have audited the accompanying financial statements of Tourism PEI, which comprise the statement of financial position as at March 31, 2022, 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, 2022, 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:



Member of The AC Group of Independent Accounting Firms

- 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, 2022

	2022	2021
	\$	\$
Assets		
Financial assets		
Cash	2,609,539	2,794,685
Accounts receivable (notes 3 and 5)		4,597,896
1,492,712		
Due from Province of Prince Edward Island	406,516	201,087
	<u>7,613,951</u>	<u>4,488,484</u>
Liabilities		
Accounts payable and accrued liabilities (note 5)	7,409,958	4,445,930
Deferred revenue (note 4)	417,092	264,463
	<u>7,827,050</u>	<u>4,710,393</u>
Net debt	<u>(213,099)</u>	<u>(221,909)</u>
Non-financial assets		
Inventory	197,677	208,439
Prepaid expenses	15,422	13,470
	<u>213,099</u>	<u>221,909</u>
Accumulated surplus	<u>-</u>	<u>-</u>
Commitments (note 6)		

Approved by the Corporation



Minister

(3)

Tourism PEI

Statement of Operations

For the year ended March 31, 2022

	2022	2022	2021
	Budget (unaudited) \$	Actual \$	Actual \$
Revenue			
Grants from Province of Prince Edward Island	17,945,000	12,353,181	21,647,159
Marketing (note 7)	495,000	283,478	678,857
Visitor Services	90,000	98,791	90,292
Brookvale Ski Park	500,000	338,701	741,928
Park Operations	547,300	1,103,500	814,806
Golf Operations	2,650,000	4,853,570	2,580,845
Canada Games Funding	-	3,915,387	34,613
Project funding (note 7)	-	696,254	750,000
Book PEI fees	135,000	2,300	20,650
Miscellaneous	-	1,929	-
	<u>22,362,300</u>	<u>23,647,091</u>	<u>27,359,150</u>
Expenses (Schedule)			
Finance and Administration	396,800	449,807	452,494
Parks Administration	489,800	482,798	466,333
Park Operations	3,393,800	3,786,412	3,508,116
Brookvale	1,027,900	1,189,535	1,183,019
Golf Operations	4,122,300	4,621,394	4,068,867
Strategy and Evaluation	4,569,300	4,356,672	9,887,509
Regulation and Compliance	239,300	293,763	225,974
French Services	138,900	138,886	138,150
Digital Marketing	801,600	738,971	733,819
Visitor Services	941,900	954,661	834,221
Advertising and Public Relations	4,809,900	5,630,403	4,825,387
Media Relations/Editorial	354,900	258,556	206,585
Fulfillment	274,000	224,164	200,628
Publications	399,600	248,078	264,272
Travel/Trade Sales	402,300	272,991	363,776
	<u>22,362,300</u>	<u>23,647,091</u>	<u>27,359,150</u>
Operating surplus	<u>-</u>	<u>-</u>	<u>-</u>

Tourism PEI

Statement of Changes in Net Debt For the year ended March 31, 2022

	2022	2021
	\$	\$
Operating surplus	-	-
Acquisition of inventory	(197,677)	(208,439)
Acquisition of prepaid expenses	(15,422)	(13,470)
Consumption of inventory	208,439	118,200
Use of prepaid expenses	13,470	11,435
	8,810	(92,274)
Decrease (increase) in net debt	8,810	(92,274)
Net debt - Beginning of year	(221,909)	(129,635)
Net debt - End of year	(213,099)	(221,909)

Tourism PEI

Statement of Cash Flows

For the year ended March 31, 2022

	2022	2021
	\$	\$
Cash provided by (used in)		
Operating activities		
Operating surplus	-	-
Net change in non-cash working capital items		
Increase in accounts receivable	(3,105,184)	(804,994)
Decrease (increase) in due from the Province of Prince Edward Island	(205,429)	936,479
Increase in accounts payable and accrued liabilities	2,964,028	1,060,554
Increase in deferred revenue	152,629	79,543
Decrease (increase) in inventory	10,762	(90,239)
Increase in prepaid expenses	(1,952)	(2,035)
Net change in cash	(185,146)	1,179,308
Cash - Beginning of year	2,794,685	1,615,377
Cash - End of year	2,609,539	2,794,685

Tourism PEI

Notes to Financial Statements

March 31, 2022

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, accounts payable and accrued liabilities and due from the Province of Prince Edward Island.

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 from the Province of Prince Edward Island

Current operations:

Operating surplus for the year for Tourism PEI is recorded as a reduction in Grants from Province of Prince Edward Island and as an amount due from the 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 Brookvale ski park, park operations, golf operations, visitor services and Book PEI fees 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, 2022

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 Strategy and Evaluation 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, 2022.

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. Actual amounts could differ.

Since January 31, 2020, the outbreak of COVID-19 (coronavirus) has resulted in governments worldwide enacting emergency measures to combat the spread of the virus. These measures have caused material disruption to businesses globally resulting in an economic slowdown, and global equity markets have experienced significant volatility. The duration and impact of the COVID-19 outbreak is unknown at this time, as is the outcome of government and central bank interventions.

In management's estimation, these events have not had a material impact on the carrying value of assets and liabilities reported in these financial statements as at March 31, 2022. The duration and impact of the COVID-19 pandemic remains unclear at this time. Therefore, it is not possible to reliably estimate the duration and severity of these consequences, as well as their impact on the financial position and results of the corporation for future periods.

3 Accounts receivable

	2022	2021
	\$	\$
Accounts receivable (note 5)	3,502,531	770,091
HST receivable	1,207,017	839,638
Less: allowance for doubtful accounts	(111,652)	(117,017)
	<u>4,597,896</u>	<u>1,492,712</u>

Tourism PEI

Notes to Financial Statements

March 31, 2022

4 Deferred revenue

	2022	2021
	\$	\$
Gift certificates	108,442	94,430
Prepaid parks and camping	78,257	-
Prepaid golf passes and other fees	230,393	170,033
	<u>417,092</u>	<u>264,463</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 (2021 - nil) consideration.

Tourism PEI utilizes the provincial parks, including Brookvale 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 (2021 - nil) to utilize these facilities.

Included in accounts receivable is \$726,376 (2021 - \$558,652) due from departments of the Province of Prince Edward Island and \$4,300 (2021 - nil) due from a provincial Crown corporation. Included in accounts payable and accrued liabilities is an amount of \$621,843 (2021 - \$76,535) due to departments of the Province of Prince Edward Island and \$46,823 (2021 - \$19,836) due to provincial Crown corporations.

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

	2022	2021
	\$	\$
Tourism Interest Relief	3,157,973	3,698,808
Canada's Food Island Consumer Gift Card	2,000,000	-
Tourism Activation Grant	1,500,000	-
Tourism Accelerator	1,000,000	-
New Tourism Accommodation	1,000,000	-
Festival and Events Stability Fund	672,284	-
Ignition Fund	500,000	-
Employee Gift Card	-	645,000
Community Champion	-	252,000
	<u>9,830,257</u>	<u>4,595,808</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, 2022

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, 2023	2,969,662
2024	66,500
2025	14,700
2026	14,700
2027	14,700

- (b) The minimum annual lease payments required over the next three years under two operating leases for software expiring in October 2021 and in October 2024 is as follows:

	Equipment \$
Year ending March 31, 2023	5,466
2024	5,466
2025	5,466

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 \$68,926 (2021 - \$71,250).

7 Government assistance

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

	2022 \$	2021 \$
Marketing	-	500,000
Project funding	696,254	750,000

8 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.

Tourism PEI

Notes to Financial Statements

March 31, 2022

(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 \$4,597,896, 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	2022 Total
	\$	\$	\$	\$	\$
Accounts receivable					
Trade receivables	3,347,519	34,488	112,586	(111,652)	3,382,941
HST receivable	1,207,017	-	-	-	1,207,017
Other receivables	7,938	-	-	-	7,938
	<u>4,562,474</u>	<u>34,488</u>	<u>112,586</u>	<u>(111,652)</u>	<u>4,597,896</u>

	Current	Up to 90 days overdue	Over 90 days overdue	Allowance for doubtful accounts	2021 Total
	\$	\$	\$	\$	\$
Accounts receivable					
Trade receivables	619,077	14,463	116,875	(117,017)	633,398
HST receivable	839,638	-	-	-	839,638
Other receivables	19,676	-	-	-	19,676
	<u>1,478,391</u>	<u>14,463</u>	<u>116,875</u>	<u>(117,017)</u>	<u>1,492,712</u>

(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 \$7,368,993 and are expected to be repaid within one year.

Tourism PEI

Notes to Financial Statements

March 31, 2022

(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.

Tourism PEI

Consolidated Schedule of Expenses by Type For the year ended March 31, 2022

Schedule

	2022		
	Salaries and benefits \$	Operating Goods and Services \$	Total \$
Finance and Administration	306,161	143,646	449,807
Parks Administration	450,435	32,363	482,798
Park Operations	2,372,663	1,413,749	3,786,412
Brookvale	760,271	429,264	1,189,535
Golf Operations	2,646,112	1,975,282	4,621,394
Strategy and Evaluation	703,590	3,653,082	4,356,672
Regulation and Compliance	280,999	12,764	293,763
French Services	-	138,886	138,886
Digital Marketing	590,911	148,060	738,971
Visitor Services	839,454	115,207	954,661
Advertising and Public Relations	362,381	5,268,022	5,630,403
Media Relations/Editorial	171,393	87,163	258,556
Fulfillment	133,234	90,930	224,164
Publications	124,848	123,230	248,078
Travel/Trade Sales	173,850	99,141	272,991
	9,916,302	13,730,789	23,647,091

	2021		
	Salaries and benefits \$	Operating Goods and Services \$	Total \$
Finance and Administration	320,015	132,479	452,494
Parks Administration	427,021	39,312	466,333
Park Operations	2,169,531	1,338,585	3,508,116
Brookvale	769,474	413,545	1,183,019
Golf Operations	2,425,629	1,643,238	4,068,867
Strategy and Evaluation	575,666	9,311,843	9,887,509
Regulation and Compliance	211,438	14,536	225,974
French Services	-	138,150	138,150
Digital Marketing	210,447	523,372	733,819
Visitor Services	728,320	105,901	834,221
Advertising and Public Relations	353,239	4,472,148	4,825,387
Media Relations/Editorial	162,958	43,627	206,585
Fulfillment	130,359	70,269	200,628
Publications	158,652	105,620	264,272
Travel/Trade Sales	169,979	193,797	363,776
	8,812,728	18,546,422	27,359,150

Appendix C

PEI PROVINCIAL PARKS ACCESSIBILITY CHART 2021-2022

ACCESSIBILITY AT PEI PROVINCIAL PARKS						
2021-22						
Property	Supervised Swimming	Designated Parking	Beach Access Ramp	Mobility Mats	Buoyant Beach Wheelchair	Partially Accessible Washrooms
Brudenell	✘ Pool					✘
Red Point	✘					✘
Northumberland	✘					✘
Panmure Island	✘					✘
Kings Castle				✘		✘
Basin Head	✘	✘		✘	✘	✘
Pinette						✘
Wood Islands						✘
Sally's Beach						✘
Linkletter						✘
Cedar Dunes	✘			✘	✘	✘
Jacques Cartier	✘				✘	✘
Cabot Beach	✘		✘	✘	✘	✘
Union Corner						✘
Chelton Beach	✘					✘
Argyle Shore						✘
Bloomfield						✘
Strathgartney						✘
Bonshaw						✘
Brookvale Ski Park						✘

feel lighter



Beauty doesn't have an expiry date.

Prince Edward Island
CANADA

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