

Growing Tourism Together, A FIVE-YEAR STRATEGY

for Prince Edward Island's Tourism Industry

Rooted in evidence and informed by interviews, workshops and surveys with tourism stakeholders and leaders of PEI in 2023 and launched in **Spring 2024**.

GUIDING PRINCIPLES



Collaboration & Respect for all



Keep an open mind for the potential



Support responsible & regenerative tourism



Create an enabling environment

VISION

A vibrant, **year-round destination** for vacations, meetings and conventions, sports & events

OBJECTIVES

1. Optimize tourism enabling environment
2. Increase total annual tourism revenue

4 PILLARS

The strategy is detailed in **28 initiatives** with timelines, roles and responsibilities along with measures to track progress.

- Optimizing tourism enabling environment
- Marketing & Sales
- Improving tourism products, experiences & infrastructure
- Improving tourism capacity



See **INITIATIVES...**

4 PILLARS = 28 INITIATIVES

The strategy is made up of four pillars and each includes initiatives with an action plan that outlines responsibilities and measurable outcomes for each.

1	Optimizing Tourism Enabling Environment
	<ul style="list-style-type: none"> • Create Tourism Strategy Implementation Committee • Address tourism mindset in PEI • Address tourism funding shortfall through alternative model • Develop tourism opportunities in all regions • Encourage communities to prioritize tourism • Attract entrepreneurs and investors to tourism • Continue to address workforce challenges • Continue support to increase air access and address intermodal transportation challenges • Engage economic development & business support agencies for tourism • Support for non-profits to develop tourism products and experiences

3	Improving Tourism Products, Experiences & Infrastructure
	<ul style="list-style-type: none"> • Develop asset inventory and gap analysis of PEI assets <ul style="list-style-type: none"> ◦ Leisure & event assets by region/summer ◦ Shoulder & winter assets ◦ Meetings & convention facility assets ◦ Sport tourism assets • Determine gaps for investment & entrepreneurs • Develop culinary tourism • Develop wellness tourism • Develop Indigenous tourism • Identify underutilized and aging infrastructure to support tourism development • Encourage development of higher yield products and experiential tourism

2	Marketing & Sales
	<ul style="list-style-type: none"> • Stimulate visitation on season-by-season basis leveraging key assets • Support attraction of cruise in spring & summer • Market to higher yield & more reliable markets in summer • Offer niche package experiences in winter & shoulder seasons. • Market traditional assets to families in summer and optimize target audiences and source market segments based on seasons • Fully activate PEI's partnership opportunity with NHL

4	Improving Tourism Capacity
	<ul style="list-style-type: none"> • Improve customer experience & service delivery • Continue to develop market research to help inform strategy and decisions • Help operators become more resilient to impacts of climate change and pandemics • Build the experience development capacity of operators • Help operators optimize pricing for capacity and demand

