

# Tourism Prince Edward Island 2016 Marketing Plan



# Good News for 2015

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

YTD to September	2015 vs 2014 % Change (Variance)	2015 vs Last 5 Years Avg.
<b>Occupancy <sup>(1)</sup></b>		
Fixed Roof RNS	+0.5% (+2,758)	+3.5%
Campground SNS	+4.7% (+12,363)	+16.2%
Overnight Stays	+2.0% (+15,121)	+7.6%

Now for 2016...



WELCOME TO  
*Prince Edward Island*



Photo Credit: Shirley Gallant

Book Your  
VACATION

+ advanced search

Ask an Islander  
Your Prince Edward Island Questions. A Local Perspective.

Ask an Islander

Signature Events

Getting to PEI

Book Your  
VACATION








+ advanced search

Home > Where to Stay > Cranford Inn

## CRANFORD INN ★★★★★ (B&B)

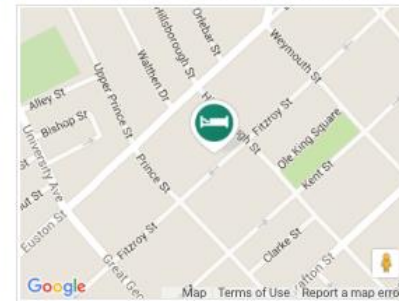
<http://www.cranfordinn.ca>



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### GET DIRECTIONS TO THIS PROPERTY



The Cranford Inn is a 4.5 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 TripAdvisor. 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 touches you look for in a great PEI bed & breakfast. The Inn is steps from excellent restaurants, theatre, 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" is 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 o/n units, 7B&S. Daily \$117-209(2). Breakfast included. Prices include off-season rates.

### CONTACT

[stay@cranfordinn.ca](mailto:stay@cranfordinn.ca)  
(902) 368-8070 (T)  
(800) 719-3603 (T)

### LOCATION:

(Charlottetown) 177 Fitzroy St  
Charlottetown  
GPS N46° 14.322 W-063°  
7.584

### MAILING ADDRESS:

177 Fitzroy St  
Charlottetown Prince Edward  
Island  
C1A 1S3

# 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

## WHO?

- 18-34 year olds

## WHY?

- Destination Canada \$12M partnership initiative
- Millennials account for 300 million (20%) of all global trips

## OBJECTIVE

- Inspire new generation to explore their own country (visits to PEI)
- Legacy of repeat visitation and advocacy

## HOW?

- Media, Influencers, Digital Hub

# 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

The New York Times

BOSTON  
Herald

TRAVEL+  
LEISURE



## 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

**RVC2016**  
Montréal



**AMERICAN BUS ASSOCIATION**  
*Representing the motorcoach, tour and travel industry*



**THE WORLD'S  
LEADING TRAVEL  
TRADE SHOW®**  
9-13 MARCH 2016



2 - 5 November 2015 • London  
The Leading Global Event for the Travel Industry

**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



# 2016 CREATIVE









That's true *island* flavour.

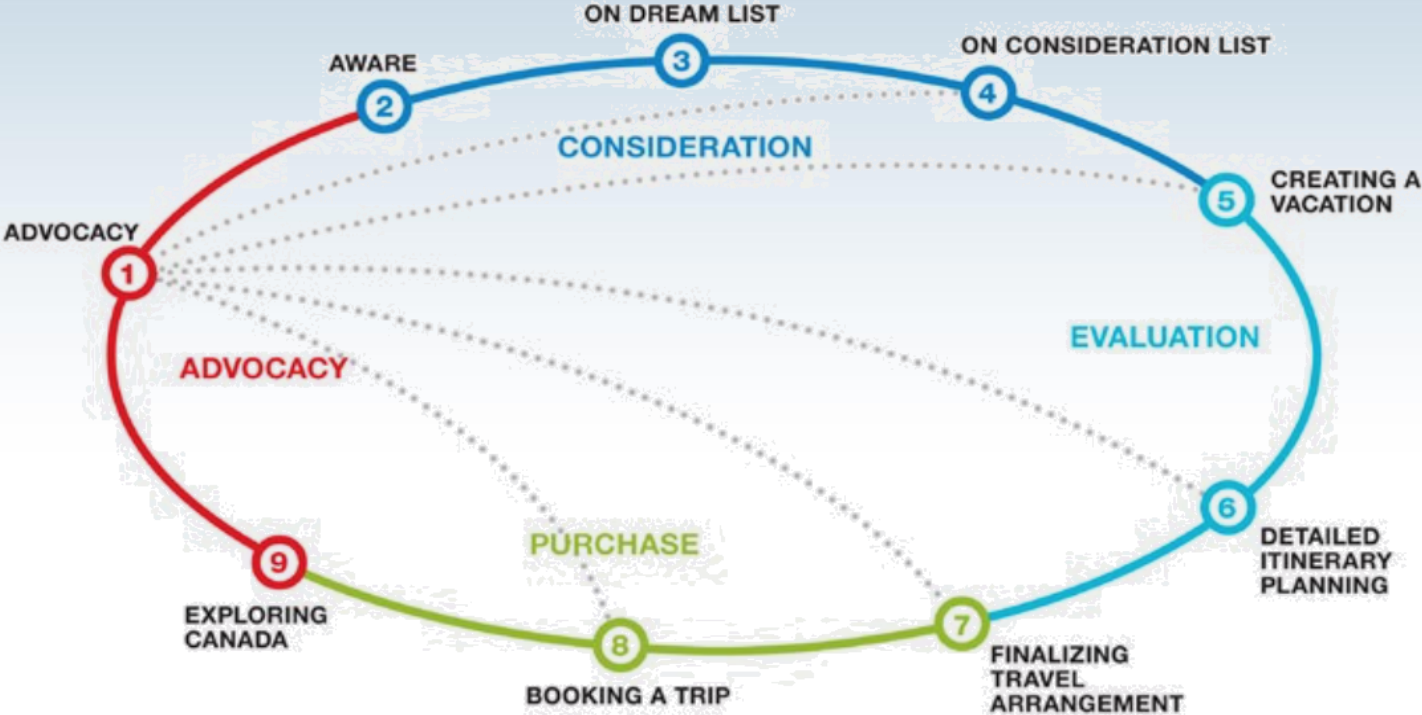
# 2016 Media Buy



# 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



# 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

TORONTO STAR

THE  
GLOBE  
AND  
MAIL 

LA  
PRESSE

Times & Transcript

THE DAILY GLEANER 

New Brunswick's Largest Daily Newspaper

TELEGRAPH-JOURNAL

The  
Chronicle Herald

HALIFAX  
metro 

# Out of Home - High visibility, high impact



Execution:

- › Toronto, Montreal, Ottawa, Quebec



# Transit Trip PEI Style




Larry



Live musician



Food samples

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



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



# Previous Years

**CBCnews** | Prince Edward Island

**LIVE** PEI More Stories  
Maritime Noon  
Listen Live

Home World **Canada** Politics Business Health Arts & Entertainment Technology & Science Trending Weather

**Canada** PEI Photo Galleries

## Giant P.E.I. lobsters on Ottawa bus shelters

CBC News Posted: Aug 23, 2012 4:18 PM AT | Last Updated: Aug 23, 2012 5:59 PM AT



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**Case of the lobster cracked** 0:32

**0 shares** A unique tourism campaign for Prince Edward Island has giant lobsters



# Previous Years



# 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

**Ask an Islander**

Your Prince Edward Island Questions. A Local Perspective.

*Get the real story. Ask an Islander.*

You may know that Prince Edward Island, Canada's smallest - and let's just say, prettiest province - is a peaceful slice of Paradise, with pristine beaches that go on forever. But there is so much more to know that only a real Islander can tell you. Wouldn't you love to hear from people who actually live here? Ask us anything. We're happy to share what makes the Island truly unique - why you'll want to visit; and why you'll want to come back.

[How it Works](#) [Ask an Islander](#)

# Take It To The Next Level

- Improve functionality
- Bump up social component
- More audio/video responses
- Introduce new ambassadors
- Introduce new subjects of interest

*Ask*  
*an*  
*Islander*

Your Prince Edward Island  
Questions. A Local Perspective.

**What else do we have  
planned for 2016?**

# Prince Edward Island

- **COASTAL**
- **CULINARY**
- **CULTURE**
- **GOLF**



That's true *island* flavour.

Thank you!

