

# Tourism Prince Edward Island 2017 MARKETING PLAN



# AGENDA

- Minister's Welcome
- Industry Presentations
- Marketing Intro
  - 2016 Success
  - Planning for 2017
- Influencer & Media Relations
- Travel Trade
- Creative
- Media Buy
- Partnerships







# HEATH MACDONALD

Minister, Economic  
Development & Tourism

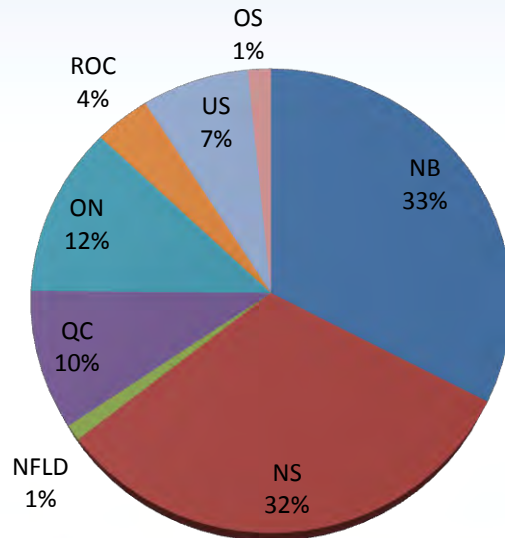


# INDUSTRY PRESENTATIONS

# PEI KEY INDICATORS 2014-2016

	2014	2015	2016(e)
Expenditures	\$401.1	\$405.1	\$427.4
Visits	1,332,189	1,410,316	1,502,899
Overnight Stays	846,100	875,674	964,671

## 2015 Visitation by Origin



- New Brunswick
- Nova Scotia
- Newfoundland
- Quebec
- Ontario
- Rest of Canada
- United States
- Overseas

# 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

# BRAND POSITIONING

- 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

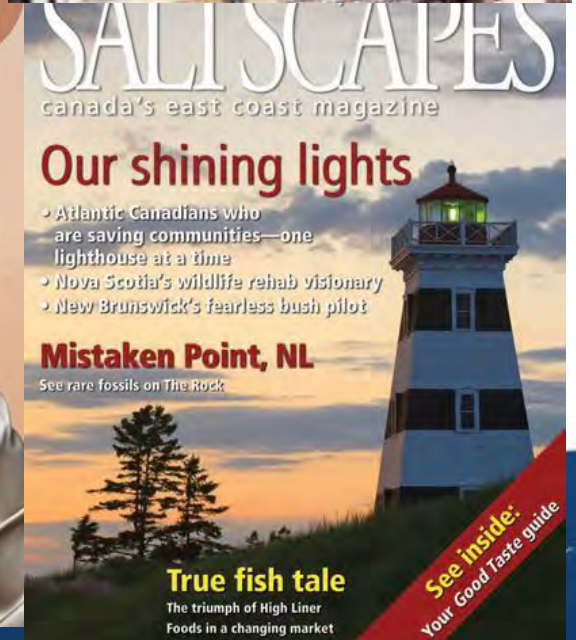
- 2) Consumer shows
- 3) Trade and Media Familiarization tours
- 4) Partnerships with tour operators
- 5) Cruise market





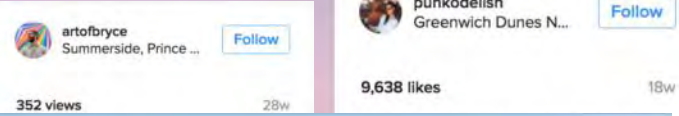
# MEDIA RELATIONS 2016 HIGHLIGHTS

Some of the publications that have featured Prince Edward Island this year



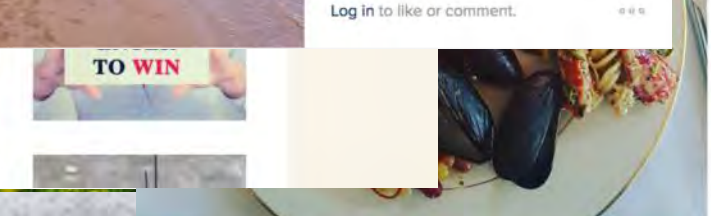


# A SAMPLE OF SOCIAL INFLUENCER CONTENT IN 2016



## GREENWICH 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](http://bit.ly/2bzHLAq)



RETWEETS 14 LIKES 58

9:10 AM · 29 Sep 2016

A4 Prince Edward Island! One Amazing Island – Endless P...



56 likes 2d

stephenalexanderharris .  
 @discovercharlottetown #explore #explorecanada #explorpei #wander #wanderlust #getoutside #getactive #exercise #snow #snowshoe #snowshoeing #winter #winterwonderland #love #lifestyle #live #breathe #winterfun #canon #tourist #tourism #photography #photographer #photooftheday #photoshoot #feelgood #cool #pei #tourismpei  
 mvickell That caption 😊



607 likes 28w

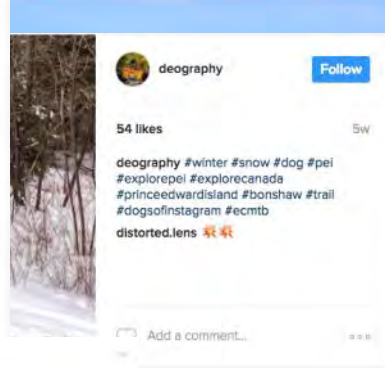
tourismpei Cottage vibes 🏡 Image via @tanyamoraitis #ExplorePEI  
 tanyamoraitis ❤️  
 jkbee83 I LOVE PEI! Let's go back, @alishagarza84 🥰  
 fit\_v\_ness Can't wait to be home  
 alishagarza84 I agree @jkbee83 !!! I was just thinking about this the other day! What a dream trip! 💙  
 antique4750 Returned home on July 16 after spending our 18th season renting the same cottage for two weeks on the beautiful Argyle Shore  
 melaniebeckman We are going to PEI 🇵🇪

Summer nights 🌅 Image via @ericcreed90



30,819 people reached Boost Post

1K 36 Comments 83 Shares



54 likes 5w

deography #winter #snow #dog #pei #explorepei #explorecanada #princeedwardisland #bonshaw #trail #dogsofinstagram #ecmb  
 distorted.lens 📷📷

Add a comment...

641 likes 12w

tourismpei The Charlottetown waterfront is such a show off in the fall 🍂🍁 #FallforPEI  
 beardcomesalive @chelsealalani  
 raniadetsaad ❤️❤️  
 rumi.fit maybe here @\_getupandgo...  
 e.kachalovsky! 🍂  
 selmasalkic Prince Edward Island @emilsalkic9 #avonic dreaasaam

458 likes 24w

tourismpei That lighthouse though 🏰 Picture perfect. Thanks for the shot @timcouison. Who has visited this iconic PEI sight?! Did you go to the top?  
 princessd\_19 I did!!!!  
 theannegirl We slept in it in 2002. It was amazing.  
 Jenniferhenrick3 Love 🍷  
 scrannont221 Getting married here next year!!!!❤️  
 genielgrandma We stayed in the lighthouse and enjoyed the view from the top!  
 timcouison Incredible spot. Worth the drive from Charlottetown.  
 paula\_pearman We stayed in Keepers Quarters. My daughter saw something go through a wall! 🕸️ Creepy

Located in Western PEI and noted to be the largest Provincial Park in the west, Cabot Beach is known for its scenic views and enriched in culture.  
 Cabot Beach: <http://bit.ly/pei-cabot-beach>

52 likes 14w

alexbrucephotography Waiting until morning.  
 #pei #princeedwardisland #peilove #cbcpei #truepei #explorecanada #explorepei #picofday #cavendish #tent #camping  
 npthao31 😊  
 kitt\_dee Wow, Would love to wake up to this view!

Add a comment...



Boost Post

33 Comments 144 Shares



happyvalleygrandma Gorge  
 alishagarza84 🥰  
 twirlegirl @jackleannftz22 to plan a trip here, 🥰  
 raniadetsaad Wow! 🍷  
 bradymccloskey Thank you zaabecam Pretty nice! casiestewart 🍷

Add a comment...



# CREATIVE







# 2017 CREATIVE



# ADVENTURE SEEKERS

*Prince  
Edward  
Island*  
CANADA

*Island*  
CANADA

COME FIND YOUR  
*Island*





# FOOD LOVERS COME FIND YOUR *Island*

To the bold, brave and daring,  
last. This is your island. A breath  
experiences everywhere you  
One amazing Island. Endless

Air Canada offers award-winning  
departures from Toronto, Mont

*Prince  
Edward  
Island*  
CANADA

AIR CANADA 

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.

One amazing Island. Endless possibilities. Book your Prince Edward Island vacation today at [ExplorePEI.com](http://ExplorePEI.com)

*Prince  
Edward  
Island*  
CANADA

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](http://aircanada.com/PEI)

AIR CANADA 

COME FIND YOUR  
*Island*



# 2017 CREATIVE






**AU RYTHME DE LA CULTURE**



# MEDIA



# 2017 MEDIA STRATEGY

Objective	Strategy
	<ul style="list-style-type: none"><li>• Efficient, targeted reach and frequency</li></ul>
	<ul style="list-style-type: none"><li>• High impact experiential to break through competitive clutter</li><li>• Experiential and/or content tactics rooted in cultural priorities</li></ul>
	<ul style="list-style-type: none"><li>• High frequency response tactics</li></ul>





# MAGAZINES ENGLISH & FRENCH

- Timing: March - September
- Markets: Ontario & Quebec
- Creative: Full Page 4C, Static Tablet and 1/3 ad



English



French

# 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





# 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



*Canada's*  
**FOOD ISLAND**

Win a trip to Prince Edward Island's  
Fall Flavours Festival!

Enter for your chance to experience true Island  
flavour this September during the Fall Flavours Festival.

PACKAGE INCLUDES:

- Airfare & Accommodations for 4
- Tickets to 2 Fall Flavours Festival Signature Events

Visit [PEIgetaways.com](http://PEIgetaways.com) to enter

*Prince  
Edward  
Island*  
CANADA

# 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.



# ASK AN ISLANDER



- 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

# ACTP

## United States

- Digital
- Media Relations
- Travel Trade



The New York Times

## 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

# DESTINATION CANADA

- 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

