

Mission of the Central Coastal Tourism Partnership (CCTP): *Champion partnerships. Empower growth.*

WHO IS CCTP MEMBERSHIP FOR?

- Tourism Operators who want to level up and grow their business.
- Tourism Operators & Stakeholders who are keen to form partnerships with fellow operators.
- Tourism Operators who want to stay informed of important tourism happenings both in the Central Coastal Region and provincially.

MEMBERSHIP DETAILS:

- Membership runs from January 2019 – December 2019.

Membership Benefits...



LEARN & LEVEL UP:

- AMR PROGRAM – access to a consultant who can provide advice on your business for a fraction of the cost if you solicited this service without support from the CCTP.
- EXPERIENCE SPECIALIST PROGRAM – providing members, operators and their staff with opportunities to learn more about the assets of the Central Coastal Region, equipping them with information they can pass on to visitors and enhancing the visitor experience in our region.
- TWO ANNUAL MEETINGS where we report on association happenings, programs & successes, as well as learn from a guest speaker relevant to the tourism industry.
- FOSTER FRIENDSHIPS & FORM PARTNERSHIPS – the CCTP’s mission is to champion partnerships & empower growth. Critical relationship building with fellow operators happens at CCTP speed networking sessions, mixers, meetings & events.
- The CCTP has a number of COMMUNITY ROUNDTABLES, where we bring tourism operators & stakeholders together to share info, foster partnerships & initiate opportunities for cross-promotion or product development. If we don’t have a roundtable set up in your community, as a member, we can work with you to establish one.
- Membership provides you with mentors, champions, resources, emotional SUPPORT and so much more.
- The CCTP engages with members and works on projects related to various tourism sectors, such as Food & Beverage, LM Montgomery/Anne of Green Gables and more. As a member, we will be sure to bring you into PROJECTS that apply to you.

PROMOTION:

- 100 word listing & photo on ENGLISH WEBSITE www.centralcoastalpei.com.
- 100 word listing & photo on FRENCH WEBSITE www.circuitcotierducentre.ca.
- Business name, location & website listed in our CCTP GUIDEBOOK.
- Inclusion on the CCTP’s SOCIAL MEDIA platforms and online content – Facebook, Instagram, Twitter, blog posts.

COMMUNICATION:

- Bi-weekly E-NEWSLETTER – keeping you informed of industry news, training opportunities, and potential partnerships.
- FACEBOOK GROUP – an online sharing forum where members are invited to share their news and celebrate successes with fellow members.
- MEMBER RESOURCES – Members can access our online resources, such as Printable Toolkits suitable for handout to visitors; content ideas for web & social media; training sessions & business events taking place across the Island; Member to Member Offers; supplier lists, and lots more.

PRODUCT DEVELOPMENT

- When we are sourcing partners and suppliers to work with for various product development projects, WE GO TO MEMBERS FIRST. CCTP supports product development related to soft adventure, family fun, culinary, culture, heritage, artisans, Anne of Green / LM Montgomery and more.

THE STUFF YOU MAY NOT SEE...

- We sometimes get called on by MEDIA and industry partners looking for story leads and ideas. Our membership is our primary focus when sharing info with media & partners.
- Tourism PEI provides us with various opportunities to PROMOTE the region. In the past, this has included providing content for the Visitor's Guide, and sharing info about the region and our operators at the annual Tourism PEI Marketing Launch.
- We are in constant communication with our PARTNERS; sharing our members' culinary news with Food Island Partnership, boasting to Meetings & Conventions PEI about member products & services suitable for meeting & convention delegates, suggesting operators who are a good match for TIAPEI programs.

THE MAIN THING | HOW TO ENGAGE WITH US...

- The more you ENGAGE with the CCTP, the more you will earn the value of your membership!
- EMAIL us info about your business – we will share in our e-blast, and with our industry partners mentioned above.
- Post in the FACEBOOK GROUP – fellow members appreciate having the information so they can share with their customers.
- Send us PHOTOS from your business – we can always use these on social media and in our print material.
- Take advantage of the opportunities to LEARN & LEVEL UP. The potential result is that you will: grow your business, increase your revenue, save on expenses, increase your business network, meet new suppliers, be motivated to move forward.
- Attend CCTP FUNCTIONS, where you will learn, meet fellow operators, form potential partnerships, get out of your silo, be inspired.
- Be a COMMUNITY CHAMPION – we are seeking leaders in a variety of communities within the Central Coastal Region.
- Be a COMMITTEE VOLUNTEER – we are seeking your expertise in a number of areas, including marketing, product development, communication and more.
- Be a VOLUNTEER – assist at a CCTP event, or be a greeter, photographer or helper at a membership event.

"Alone we can do so little; together we can do so much." – Helen Keller

"If everyone is moving forward together, then success takes care of itself." – Henry Ford