

## Here's what CCTP Members say about the value of their membership to the Central Coastal Tourism Partnership...



"As an owner/operator of a small business that welcomes visitors during the summer season, membership with CCTP has proven to be invaluable! It can be a challenge to connect with other business operators during the tourism season because we are all so busy. **CCTP provides a wonderful array of year-round opportunities where these connections can be cultivated.** From lively "speed networking" events to "roundtables" where you have the chance to regularly meet with fellow business owners in your community – friendships and partnerships are made. It is not about competition – it is about a collaborative approach to business success for all. The more you participate, the more you will appreciate the positive results that CCTP membership brings to your business."

~ **KnitPickers by Margaret McEachern, Owner/Operator, Mayfield, PEI**

"CCTP is always very supportive of our business. Through all their social media they are **extremely efficient with making our business visible to the public.** CCTP is a great partnership for any business that wants to succeed." ~ **Heather Matos, Owner/Operator, Matos Winery, St. Catherine's, PEI**



In 2015, Peggy Miles of CCTP coordinated a meeting of tourism operators from the Greater Rustico Area. We all got to know each other and learned about our mutual challenges and goals. We have been meeting at least four times a year since then and have been building strategies to support each other; including our annual EXPO that takes place at Watermark Theatre in the spring. **As a newcomer to the Island and to North Rustico, these meetings were key for me to get to know the community and to build relationships.** Thanks to Peggy Miles and CCTP for being a catalyst for partnership and collaboration in the Greater Rustico Area!

~ **Andrea Surich, General Manager, Watermark Theatre, North Rustico, PEI**

"Membership with the CCTP offers unique benefits compared to other tourism industry organizations on PEI. **The board and staff are in touch and in tune with the tourism issues experienced at the operator level.** Taking full advantage of the CCTP membership opens the doors to collaboration with other members, creating products and packages that positively impacts our business, and subsequently grow the tourism product in the region. We regularly take part in events organized by the CCTP and appreciate the opportunity to talk face to face with other operators about all the great things happening in Cavendish. It's the personal touch that makes the difference." ~ **Matthew Jelley, Owner/Operator, Maritime Fun Group, Cavendish, PEI**



"With our CCTP membership, we have received access to many fantastic professional development sessions and networking opportunities. The speed networking sessions have been helped us a lot in making new connections with potential partners and providers. Peggy always does her best to create **a fun environment conducive to learning, connecting and growing.**"

~ **Bill, Mary, Ainsley and Dian, Owners/Operators, Experience PEI, Island-Wide, PEI**

"Having an organization like Central Coastal Tourism Partnership in your corner is invaluable. As a rural venue and summer long festival, IRF relies on collaborations and partnerships with other island organizations, tourism operators and stakeholders to cross-promote what we do separately and together. **We also appreciate the network that CCTP provides and the direct connection it gives visitors and residents in the area!**"

~ **Don Quarles Executive Director, Indian River Festival, Indian River, PEI**



"**CCTP is an essential part of our team.** Excellent networking opportunities are often provided to increase our knowledge of local businesses which is a great asset to help us make visitors' stay most enjoyable. Information and training sessions have been valuable tools to grow our business. The CCTP team are constantly keeping tourism trends in check in order to gear marketing toward attracting and retaining visitors. They are anxious to get behind new initiatives and stand by their communities."

~ **Scott O'Neil, Owner/Operator, O'Neil Gallery & Café, Malpeque, PEI**

"One of the first things I did when I started my business was to join CCTP as a member of the Board. **I wanted to learn about tourism in the region as well as give back to my community.** It is fair to say that as a Board Member, I and my business have received back ten-fold any of the time I personally have given in contacts, business opportunities and overall profile. One of the smarter decisions I have made in creating The Table."

~ **Derrick Hoare, Owner/Operator, The Table Culinary Studio, New London, PEI**

