

everything to *love* about

CENTRAL COASTAL

Prince Edward Island

*Welcome
Package*



CCTP MEMBERS 2023

Champion partnerships. Empower growth.



CENTRAL COASTAL TOURISM PARTNERSHIP

Cavendish Visitor Centre | 1-7591 Cawnpore Lane
Hunter River, PEI C0A 1N0 | P: 902-963-3613

DEAR CCTP MEMBER,

On behalf of the Central Coastal Tourism Partnership, we thank you for contributing to our Island's tourism industry and joining as a member.

CCTP is a membership-based, not-for-profit organization, representing the Central Coastal region of Prince Edward Island. We service our members with resources, programs, marketing support, networking events and more. The supportive nature and like-mindedness of the tourism operators that join our association have established a member helping member community that benefits everyone

We want you to get the most out of your membership! Please don't hesitate to reach out regarding supports needed, exciting developments in your business, or to put forth your voice and ideas.

We look forward to getting to know you, and connecting you to your tourism community.

Jillian O'Halloran

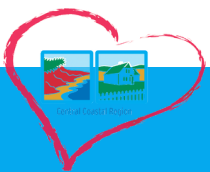
Executive Director, Central Coastal Tourism Partnership



www.centralcoastalpei.com

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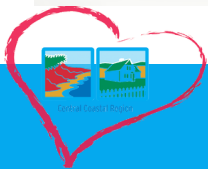
1. Background

Champion Partnerships and Empower Growth.

Central Coastal Tourism Partnership exists to partner to create great experiences, encouraging visitors to stay longer in Central Coastal Drive.

As an organization, we are committed to:

- Building our tourism community in the Central Coastal Region of PEI.
- Supporting members and businesses for growth and success.
- Advocating on behalf of our members through frequent communications with key industry stakeholders including the Tourism Industry Association of PEI (TIAPEI).





The Central Coastal Tourism Partnership (CCTP) is one of six regional tourism organizations mandated to develop, support and grow the tourism industry in Prince Edward Island.

CCTP is a strategic partnership with tourism operators, municipalities, industry organizations, funders and other provincial tourism stakeholders.

We work to bring together all of the Central Coastal region tourism interests into a collaborative and constructive environment focused on tourism growth and success.



CCTP is a tourism association that works with tourism operators & stakeholders located within both the Green Gables (North) Shore and the Red Sands (South) Shore.



1.1 Central Coastal Map

CCTP provides support to Central Coastal communities such as:

Cavendish, Kensington, New London, Rustico, Brackley Beach, Stanhope, Hunter River, Borden-Carleton, Victoria-by-the-sea, Cornwall and others.

[Click here for a map of the Central Coastal region](http://www.centralcoastalpei.com)



**As a business or organization located in Central PEI,
you are part of the:**



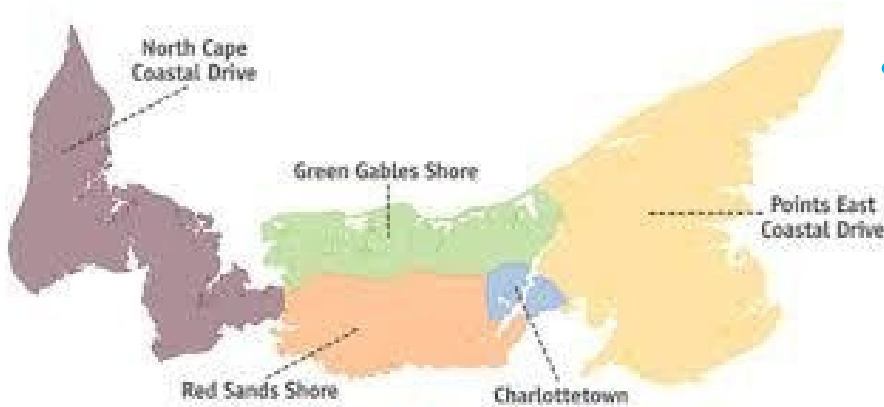
**Green Gables
Shore**

**Green Gables Shore (north) or
Red Sands Shore (south)**

Visitors look for these symbols
on road signs that guide them
through the region.



**Red Sands
Shore**



Here are the different
tourism regions of PEI –
these touring regions
are promoted to
visitors/tourists.

**You are located on
Central Coastal Drive**



The Central Coastal Drive is the coastal touring circuit that
runs through both the northern Green Gables Shore and the
southern Red Sands Shore.



2. Member Benefits

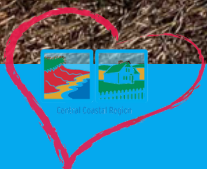
CCTP offers business supports for marketing, communications, partnerships and programs to help develop your product.

Our members receive free registration to networking events and learning sessions, and are the featured content in front-line training initiatives.

Our CCTP members are the primary focus when our partners (Tourism PEI, Meetings & Conventions PEI and others) are seeking insights about our region's products, services and experiences.



CCTP membership
provides you with mentors,
champions, resources,
support and so much more.
The more you engage with
CCTP, the more you will
earn the value of your
membership.



2.1 Marketing Support

- Social media promotions for your business & Marketing partnerships through our digital and tear-away map, in print materials and on our website.
- First opportunity to buy advertising on our website and in our tear-away map.
- Frequent member shout outs and spotlights in our public and members/stakeholders newsletters.
- First -come first serve cost-sharing content creation opportunities.
- Inclusion in our ChatBot simulator, which is an engaging messaging tool that promotes our members in a fun and efficient way.

Members will receive decals to promote the ChatBot.

Can be found on our website and our Facebook page!

TRY ME!



2.2 Communications & Partnerships

- Bi-weekly newsletter with industry updates, resources and events.
- Private members and stakeholders Facebook community - enhances member to member communications and acts as a way to stay up to date. This is different then our public facebook page, which targets visitors.
- Frequent roundtables and social events that encourage partnerships and the opportunity to meet other operators in the Central Coastal region.
- Members are immediately notified about new funding from our stakeholders (e.g. TPEI, CDC, CBDC, etc).



2.3 Programs

- Accelerated Market Readiness Program (AMR)

The Accelerated Market Readiness Program offers one on one expert mentoring to implement actionable, achievable, affordable and measurable initiatives. AMR provides the opportunity to consult with qualified experts on issues specific to your business, and to help you become "market-ready".

- Familiarization (FAM) Tours

Helping neighbouring operators and concierges learn about your services in order to enhance word-of-mouth promotion and create a better PEI visitor experience overall.

- Cost-Sharing

We have many cost sharing marketing initiatives like photography, graphic design (coming soon) and social media coaching cost sharing opportunities on a first-come, first-serve basis.

- Unique business development opportunities based on member needs.



3. Membership Details

We encourage you as a member to keep your information up to date and to email us regarding upcoming events and current promotions, change of hours, and other key details so that we can help put the word out and better support you.

Membership runs January to December.

Let us and other members know what you are up to by joining the CCTP member/ stakeholder Facebook group: facebook.com/groups/CCTPMembersGroup

Please take the time to check our listings on our website: www.centralcoastalpei.com



3.2 Membership Engagement

There are many ways to engage with CCTP!

- Join a marketing or membership committee today to broaden your skills and contribute to our strategic planning and projects.
- Member blogs to be aligned and featured on our website and social media platforms.
- Broaden your network and connect with tourism operators located in the same region as you - this is made possible through our many networking events and training sessions offered throughout the year.



4. *Save the Dates*

What to look out for throughout the year:

- Annual General Meeting - April 25 2023
- Tour Map , Website Ads- Spring 2023
- Accelerated Market Readiness (AMR) - Spring 2023
- Hot Chocolate Trail - November + December 2023
- Fall General Meeting - November 2023

Ongoing

- Roundtables for LM Montgomery/Anne, Theatres/ Small Venues, Specific Regions (Rustico & Bonshaw)
- Business webinars and workshops
- Opportunities to form tourism partnerships and member to member collaborations



5. Connect



Like and follow on facebook:

[**facebook.com/CentralCoastalPEI**](https://facebook.com/CentralCoastalPEI)

Members and Stakeholders Private Group:

facebook.com/groups/CCTPMembersGroup



Follow us on Instagram:

@centralcoastalpei

Use **#welovepei** on your posts



Find us on Twitter:

@welovepei



Join our Public Newsletter

Subscribe at www.centralcoastalpei.com

Over 2800 subscribers

www.centralcoastalpei.com



www.centralcoastalpei.com

5.1 Newsletters

As CCTP members, you are automatically added to our bi-weekly **members & stakeholders newsletter**, which keeps you in the loop on industry news, funding opportunities, webinars, events, workshops, tourism statistics and more.

You may also wish to subscribe to our **public newsletter** for information on local events, member features, and tourism happenings in the Central Coastal region.



6. Board of Directors

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