

everything to *love* about

CENTRAL COASTAL

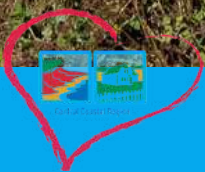
Prince Edward Island

Programs

CCTP MEMBERS 2024

Champion partnerships. Empower growth.

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.



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 map.
- Frequent member shout outs and spotlights in our public and members/stakeholders newsletters.
- First- come first-serve cost-sharing content creation opportunities.
- Opportunities to partake in our membership-based product development projects (Good Tidings on the North Shore & the Hot Chocolate Trail as examples).



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 or Destination Market Readiness Programs.

The Accelerated Market Readiness Program offers one on one expert mentoring to implement actionable, achievable, affordable and measurable initiatives. DMR provides the opportunity to consult with qualified experts on issues specific to your business or region, 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.

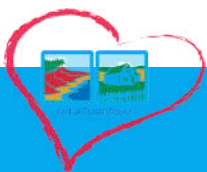
- Roundtable & Learning Events

Community clustered networking and partnership events happen throughout the year. In 2024 we host the following roundtables: Rustico & Area, Bonshaw & Area, Small Theatres/ Music Venues, LM Montgomery/ Anne.

- Cost-Sharing.

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

- Unique business development opportunities based on member needs.



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 2024
- Website & Social Media Ads- Spring 2024
- Hot Chocolate Trail - November + December 2024
- Good Tidings on the North Shore - November + December 2024
- Fall General Meeting - November 2024

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



5.1 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.

