

everything to *love* about

CENTRAL COASTAL

Prince Edward Island

Why Join Us?

CCTP MEMBERS 2024

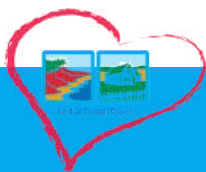
Champion partnerships. Empower growth.



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.

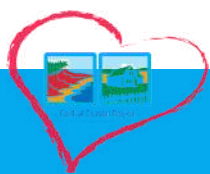


1.1 Central Coastal Map

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)



2. Member Benefits

CCTP offers marketing, communications, partnership, product development supports 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, Golf 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 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.



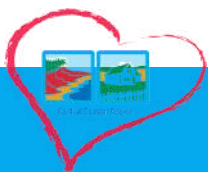
3. Membership Details

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 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. Connect



Like and follow on facebook:

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

Members and Stakeholders Private Group:

[facebook.com/groups/CCTPMembersGroup](https://www.facebook.com/groups/CCTPMembersGroup)



Follow us on Instagram:

@centralcoastalpei

Use **#welovepei** and **#explorepei** on your posts



Join our Public Newsletter

Subscribe at www.centralcoastalpei.com

Over 3600 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.

