

everything to *love* about

CENTRAL COASTAL

Prince Edward Island

Why Join Us?



CCTP MEMBERS 2026

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.



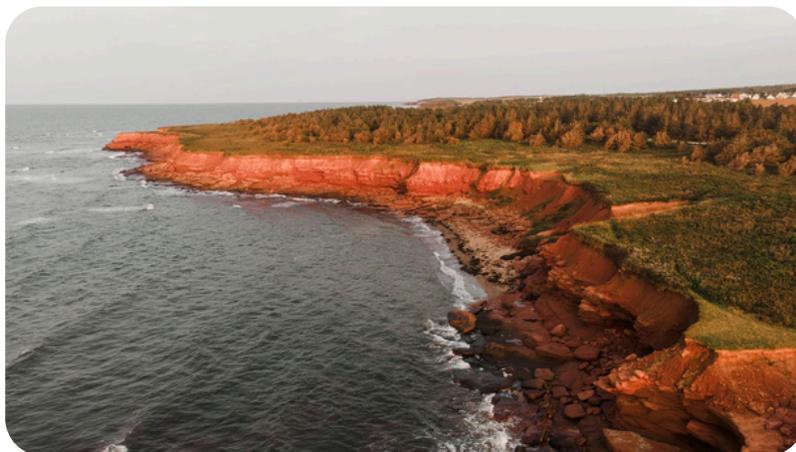
As a CCTP member, you're supported by mentors, champions, and shared resources designed to help your business grow.

Engagement is key. The more you participate, the more your membership works for you



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 & 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

- Campaigns & Collaborative Marketing

We deliver collaborative marketing programs that bring members together to increase visibility and attract visitors. Signature initiatives like the Hot Chocolate Trail create shared experiences, support seasonal extension, and help amplify marketing efforts through collective promotion—often with exclusive opportunities, discounted rates, and added benefits available to CCTP members.

- Marketing Support for Members

Digital Boosts and Mini Marketing Plans are designed to give members extra marketing support when they need it most. Whether you're looking to refresh your online presence, improve how your business shows up to visitors, or get clearer direction on what to focus on next, these supports offer practical guidance and tailored recommendations.

- Central Coastal Connections (Roundtables & Learning Sessions)

Central Coastal Connections is our refreshed roundtable series, bringing members together through place-based and sector-focused conversations throughout the year. In collaboration with partner organizations, we also deliver workshops and learning opportunities that support shared learning, spark collaboration, and help members build skills while helping inform future programs and priorities for the Central Coastal region.

- 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

We respond to member needs with creative and customized business development initiatives, helping you unlock new potential and stay ahead in the tourism industry.

Don't miss your chance to take advantage of these exciting opportunities!



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

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



3.1 Membership Engagement

There are many ways to get involved with CCTP and make the most of your membership!

Members are welcome to join marketing or membership committees, where you can share ideas, build skills, and help shape our priorities, programs, and projects.

You can also contribute to member blogs, giving your business added visibility through features on our website and social media channels.

Connecting with peers is a key part of what we do. Through regional roundtables, networking events, and training sessions held throughout the year, members have opportunities to engage with operators in their area, share experiences, explore collaborations, and stay connected to what's happening across the Central Coastal region.



4. Save the Dates

What to look out for throughout the year:

- Annual General Meeting - April 2026
- Website & Social Media Ads- Spring 2026
- Hot Chocolate Trail & Good Tidings - November + December 2026
- Fall General Meeting - November 2026

Ongoing

- Roundtables Sessions for LM Montgomery/Anne, Theatres/ Small Venues, Specific Regions include Rustico, Bonshaw, Brackley, Victoria/Borden.
- Marketing collaborations, networking, first to know about funding opportunities
- Opportunities to form tourism partnerships and member to member collaborations
- Funding opportunities and updates



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:

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



Join our Public Newsletter

Subscribe at www.centralcoastalpei.com

Over 3600 subscribers

www.centralcoastalpei.com



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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.

