

everything to *love* about

CENTRAL COASTAL

Prince Edward Island

Who We Are



CCTP MEMBERS 2026

Champion partnerships. Empower growth.

CENTRAL COASTAL TOURISM PARTNERSHIP

Cavendish Visitor Centre | 1-7591 Cawnpore Lane
Hunter River, PEI C0A 1N0

DEAR CCTP MEMBER,

Thank you for being part of the Central Coastal Tourism Partnership and for the role you play in strengthening Prince Edward Island's tourism industry.

CCTP is a membership-based, not-for-profit organization representing the Central Coastal region of PEI. Our focus is on supporting operators through practical marketing initiatives, product development opportunities, industry connections, and shared learning, while continuing to build a strong, collaborative tourism community.

This year, we're placing an even greater emphasis on meaningful collaboration, off-season growth, and giving members tools they can actually use. Whether that's through campaigns, training sessions, roundtables, or one-on-one support.

At the heart of everything we do is a members-helping-members approach that encourages idea sharing, partnership, and collective impact.

We encourage you to make the most of your membership. If you have updates to share, ideas you'd like to explore, or are looking for support or connections, please don't hesitate to reach out, we're always happy to chat.

We're excited to work together and to continue building a vibrant, resilient tourism sector across Central Coastal PEI!

Chloe Duchesne
Executive Director
Central Coastal Tourism Partnership
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www.centralcoastalpei.com

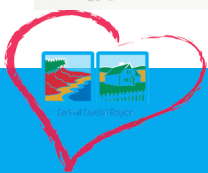
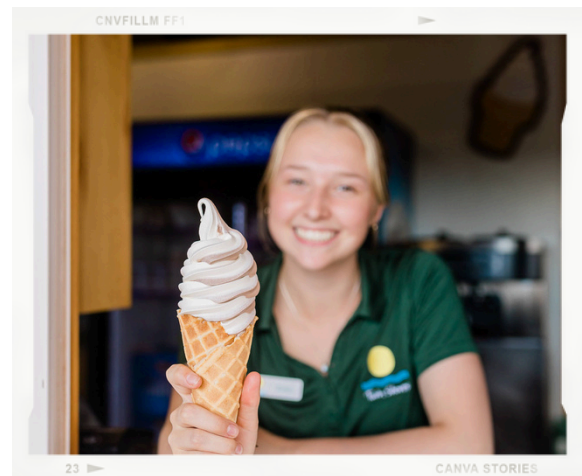
1. Background

Champion Partnerships and Empower Growth.

Our role is to connect members with one another, with communities, and with industry partners, so you don't have to navigate the tourism landscape alone. Guided by a collaborative strategy, we focus on practical support, meaningful collaboration, and making sure Central Coastal voices are part of the bigger tourism conversation.

As an organization, we are committed to:

- Supporting you and your business with opportunities for collaboration, learning, marketing, and product development.
- Creating space for connection and shared ideas, helping members work together to strengthen the region and extend the season.
- Representing and advocating for our members, ensuring local perspectives are heard in regional and provincial tourism planning.





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:**



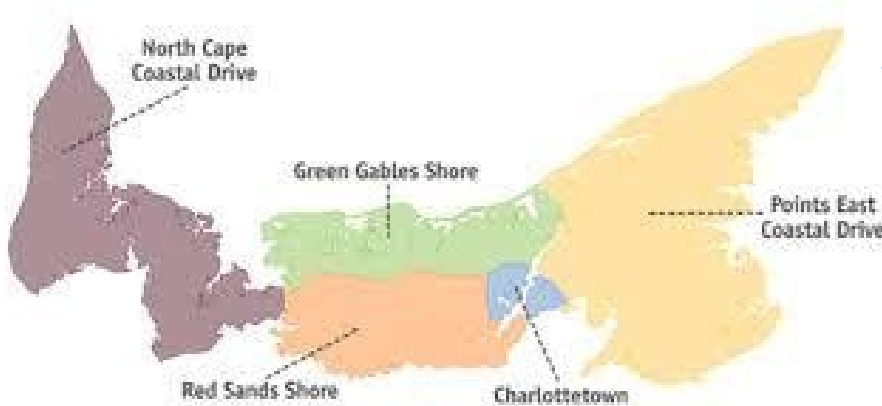
**Green Gables
Shore**

**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.



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

