

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**
- **+ 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.



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**](#)



www.centralcoastalpei.com

Member Benefits

CCTP offers **marketing, communications, partnership and 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.



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).



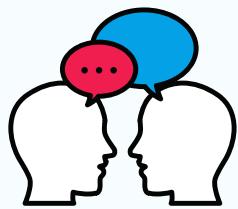
Communications & Partnerships



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 than 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).



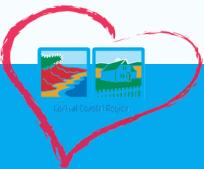
Programs

Central Coastal Connections Roundtable Series

Central Coastal Connections is an **ongoing roundtable series** that brings tourism businesses and community partners together for open, action-focused conversations.

For Central Coastal members, these sessions offer real, practical benefits. Members receive early notice and priority invitations, helping them stay connected to upcoming initiatives, funding opportunities, and seasonal programs as they develop. The roundtables also provide a direct channel to share insights, raise challenges, and **help shape future programming, advocacy, and regional initiatives.**

Each session is guided by simple, pre-shared discussion prompts informed by participant input, ensuring conversations stay relevant and useful. Many members value the roundtables as an easy, low-pressure way to build relationships, stay informed, and be part of the conversations that influence tourism planning and collaboration **along the Central Coastal Drive.**



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.



Programs

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.

Cost-Sharing Program

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.



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



www.centralcoastpei.com

Signature Campaigns



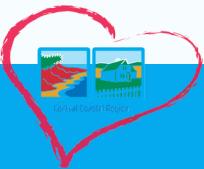
Hot Chocolate Trail

By encouraging movement across regions and clustering visits, HCT helps drive winter foot traffic, support small businesses, and extend the tourism season in a way that feels approachable and community-driven. Participation is open to all, with discounted rates and early access for Central Coastal members. Many members love HCT because it's creative, collaborative, and proven to bring people through the door — **all while being genuinely fun to take part in.**

Good Tidings

Good Tidings is a **festive, feel-good holiday campaign** that now runs across the island, highlighting seasonal experiences, local shopping, and cozy moments from late fall into early winter. The campaign brings together businesses from different regions to create one shared holiday story that encourages people to **shop local, travel regionally, and explore PEI in a slower, more meaningful way.**

Good Tidings supports operators by helping extend the season, increase visibility during the holidays, and connect individual businesses to a larger, island-wide marketing effort. Businesses can participate in simple or more involved ways, with member discounts and added promotional support available. For many, it's an easy, effective way to stay active later in the year and be part of a campaign that customers truly enjoy.



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



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.



Save the Date

What to look out for throughout the year:

Annual General
Meeting

Hot Chocolate Trail &
Good Tidings

April-
May
2026

Spring
2026

Nov & Dec
2026

Nov
2026

Website & Social
Media Ads

Fall General
Meeting

Ongoing

- **Roundtables**
 - LM Montgomery/Anne
 - Theatres/Small Venues
 - Specific Regions (Rustico, Bonshaw, Brackley, Victoria/Borden)
- Marketing collaborations, networking, first to know about funding opportunities
- Opportunities to form tourism partnerships and member to member collaborations



Connect Online

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](https://www.instagram.com/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

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.

