



Tourism and
Culture



The Gentle Island

TOURISM PEI 2012 MARKETING PLAN March 08th, 2012

Agenda

- ◆Welcome
- ◆Creative Campaign Highlights
- ◆2012 Media Plan Summary
- ◆English Canada PR Activations
- ◆Quebec PR Activations

Brenda Gallant Director of Tourism Marketing

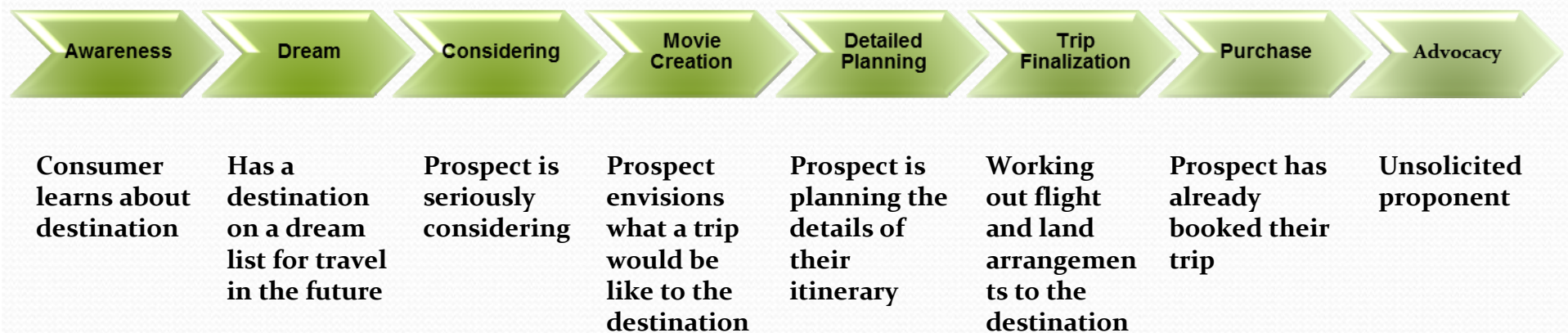


A Snapshot of the Year

<http://www.youtube.com/watch?v=at7pDiqmH4A>

2012 Marketing Plan

- Improve on the proven – play to our strengths
- Fine tune our messaging and target markets
- Leverage CRM database
- Move lookers to bookers



Brand

- Brand positioning remains same.
- Rejuvenation, revival, renewal.
- Brand properties include red earth and cliffs, beautiful beaches, rolling hills...our reds, greens and blues.
- Coastal, Golf, Culinary, Culture, MC&IT are our key demand generators
- 40+ adult market as primary market, and family as secondary.

Markets

- **New Brunswick / Nova Scotia**

- Retention market
- traditional families as per Environics research

- **Ontario/Quebec**

- Key growth market
- Upper middle class couples with and without children in markets defined by Environics research
- Higher yield market

- **United States**

- Also a growth market
- Upper middle class families
- Target New England and mid-Atlantic areas

Paul Card VP, Managing Director



Build on our Creative Platform

- 2012 we will continue to build on our creative platform
- Providing greater meaning & dimension to PEI's unique and exclusive offerings
- Generating even more emotion and impact through the creative

2012 Creative Goals

- Unveil to potential visitors PEI's promised travel experience.
- Deliver the PEI promise through our core products in a compelling and emotional way

Our Creative Measuring Stick

Must Be Ownable

Must Be Relevant

Must Evoke Emotion

Must offer an Invitation

The Cumulative Effect

- Visiting PEI is ultimately about the cumulative effect the Island has on a traveler and their vacation
- The effect of vacationing in a rare place at your own pace in a stress free, clean and safe environment
- A place that allows you to recharge and rejuvenate and enjoy all that life has to offer.

8 Signature Words

Play

Savour

Wander

Indulge

Inspired

Explore

Unwind

Awaken

Savor a Moment

<http://www.youtube.com/watch?v=rKsecyLMSkM>



make time to



Only in PEI can you find 10 of the top 100 courses in Canada. Handcrafted masterpieces framed by the sea and nestled between rolling emerald hills and rugged red cliffs - courses designed to challenge your skill and inspire your soul. Once you experience what it means to play on PEI, you'll understand why it's considered Canada's #1 golf destination. *That's our Island. That's Prince Edward Island.*

Start your adventure today at tourismPEI.com or by calling **1.800.463.4PEI**

*Prince
Edward
Island*
The Gentle Island



Anne of Green Gables is a trademark of the Anne of Green Gables Licensing Authority.



Visit our neighbours at tourismPEI.com/WelcomeToAtlanticCanada

feel

INSPIRED



Only in PEI will you find a culture crafted by time and shaped by imagination. From tales of the innocence of childhood and unbroken spirits to modern stage performances, in PEI inspiration is never more than a story away. *That's our Island. That's Prince Edward Island.*

Start your adventure today at tourismPEI.com or by calling **1.800.463.4PEI**



The Gentle Island



GOÛTER

à chaque instant

Sur l'Île et nulle part ailleurs, vous ferez la rencontre du savoir-faire du terroir et des saveurs de la mer. Avec ses riches terres rouges et ses flots bleus lumineux, elle déborde de promesses qui émerveilleront vos papilles et enflammeront vos sens. Que ce soit avec les huîtres Malpèque fraîchement sorties de l'eau ou un souper traditionnel de homard, l'Île vous invite à une aventure gastronomique que vous n'êtes pas près d'oublier. C'est votre Île, c'est l'Île-du-Prince-Édouard.

Commencez votre aventure dès aujourd'hui. Visitez ipe.ca ou composez le 1 800 463-4734.

Île-du-Prince-Édouard
La douceur de l'île

Indulge in an Experience

<http://www.youtube.com/watch?v=dD-v6atfdFY>







2012 Media Plan

Charles MacIntyre -Hiero Marketing - NEO@Ogilvy



Budget Allocation by Market

- In all key markets
- Maritime & Ontario similar to 2011
- Increase in Quebec
- Invest in New England/Mid-Atlantic to compliment ACTP spend

Media Channel Allocation

- Online continues to be #1 driver
- Traditional Strong Performers
 - Short Haul Newspapers
 - Print Magazines
- TV – broadcast integration
- Out of Home
- Mid-Season Initiative – Allocation for opportunities

“Always on” flighting strategy



- Continuity will be provided by search while other media tactics will be layered in during peak seasons
 - Search budgets will also increase during peak seasons
 - Also suggest a full year digital presence with top demand generators (Sponsorship on Tripadvisor)

Market Variation of Peak Seasons

- Booking cycle tends to be longer for markets further away from the destination so in flight presence needs to mirror the booking cycle
 - *Long Haul Travelers: Ontario/Quebec – Booking cycle runs from late March through to mid Aug
 - *Short Haul Travelers: Martimes/US – Booking cycle runs from June through September

*See Appendix D for more details

2012 Highlights

Broadcast Integration - Short Haul

- Cost effective
- Content Integration
- Cross Platform
 - Online
 - In show reference
 - Commercial placement
- Part content, part excitement

Maritimes



Broadcast Promotion – Hockey Day in Canada

- :30/:15 spots
- Running CBC key markets
- 2wks prior & during HDIC show airing Feb 04
- Starring Adam McQuaid
- Content Integration

<http://www.youtube.com/watch?v=XxEVwKvtV94>

:15 CBC

<http://www.youtube.com/watch?v=CxCRwPOd0Oo>

Promo

Broadcast Promotion – Come Dine with Me Canada

- 1.4MM viewers/week
- Highest rated lifestyle program this year
- 5 exclusive PEI episodes
 - Visual montage of PEI
 - Multiple mentions per show
 - Inclusion of PEI foods

W-Network



Broadcast Integration - Long Haul

- #1 Quebec talk show
- 2nd most popular show on air
- Airing during show branded PEI spot & online PEI site
- Enter to win PEI vacation

Quebec



Direct Response TV

- 4 week flight
- Reach/Frequency
- Length testing
- Change CTA
- Station mix
matching
demographic

Quebec

http://www.youtube.com/watch?v=JE0how8U_GA



Short Haul Newspaper

The
ChronicleHerald

SINCE 1861 SERVING THE CAPITAL REGION FOR 126 YEARS
THE DAILY GLEANER

Times & Transcript

TELEGRAPH-JOURNAL

Long Haul Newspaper

LA PRESSE

le Soleil

Bonusing +30%

THE GLOBE AND MAIL
CANADA'S NATIONAL NEWSPAPER • FOUNDED 1844

Globe **Travel**

Magazine Print

Drive consideration in a contextually relevant environment

Capitalize on partnerships with premium brands to align PEI vertical & brand messaging to drive consideration

Golf

SCOREGolf

Culinary

Food&Drink

Brand

CAA
MAGAZINE
LIFESTYLE, TRAVEL AND COOL CAR STUFF

Culture

SALTSCAPES
canada's east coast magazine

Bonusing +30%

espaces
yoges • découvertes

SALTSCAPES
foodandtravel
AN INTIMATE GUIDE TO CANADA'S EAST COAST

COUP
de
POUCE

adventura
OUTDOOR • TRAVEL

Radio Creative Executions

Short Haul

- :30 sec assets with strong call to action
- Creative should promote events and drive to web to learn more
- Include unique URLs and potential incentive/savings

Long Haul

- :30 sec brand assets and 0:05/0:10 fast fact tags
- :05 and :10 sec tags will be announcer read or pre-recorded by the station.
- Tags should include a mix of multiple messages to be put in rotation. (Recommend changing the “fast fact” every week).
- Drive to web to learn more/order a free visitor guide
- Include unique URLs to track web behavior for each station

Online - Employ disciplined direct response tactics to drive efficiencies **one slide only on digital**

- 1) Top performers from FY11
- 2) Qualified lead generation program – pdf download, newsletter opt ins
- 3) Demand Side Platforms (DSP) – real time online bidding and cookie pool overlay
 - Provides TPEI with access to the ad exchange at fair market value
- 4) Advanced intelligent targeting – behavioral, re-targeting, look alike, segment, demo, geo, and search retargeting, weather trigger targeting
- 5) Frequency cap to extend reach
- 6) Application Programming Interface (API) – Based on real time analytics & optimizing on historical performance
 - Dynamically served ads - Maximize ROI by serving & testing various creative assets against the demo target

Online – Direct response campaign

- Mixture of full year integrated travel sponsorship and seasonal push
- Online display site selection is grouped into the following categories
 - ✓ Lead Generation
 - ✓ DSP Ad exchange
 - ✓ Customer engagement
 - ✓ Travel sites
 - ✓ High Impact/High Reach/Contextual/BT
 - ✓ Newsletter/Eblast



Media Suppliers

Homepage and Netblock



High Volume drivers –
CPA/CPC/BT/Search Retargeting



Pre-Roll



Expandable

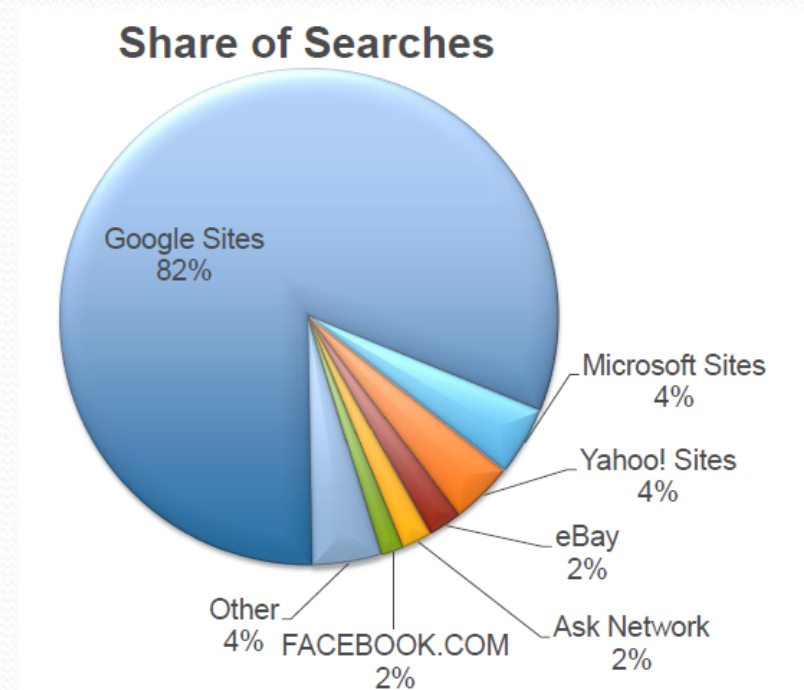


Contextually Relevant



Focus search efforts on primary search engine and heavy up during key periods

- Google dominates the market share of searches at 82%
- Search should be a continuity channel to sustain a full year presence and heavy up during the peak season
 - 65 -70% of budget should be used during peak cycle (May – Sept)
 - Focus budget on top performing campaigns – Branded PEI, Travel, Anne of Green Gables, Arts, culture, heritage, arts and activities, and festivals and events
 - Heavy up on budgets dedicated to specific festivals 2 weeks leading up to the event and then pause once complete.

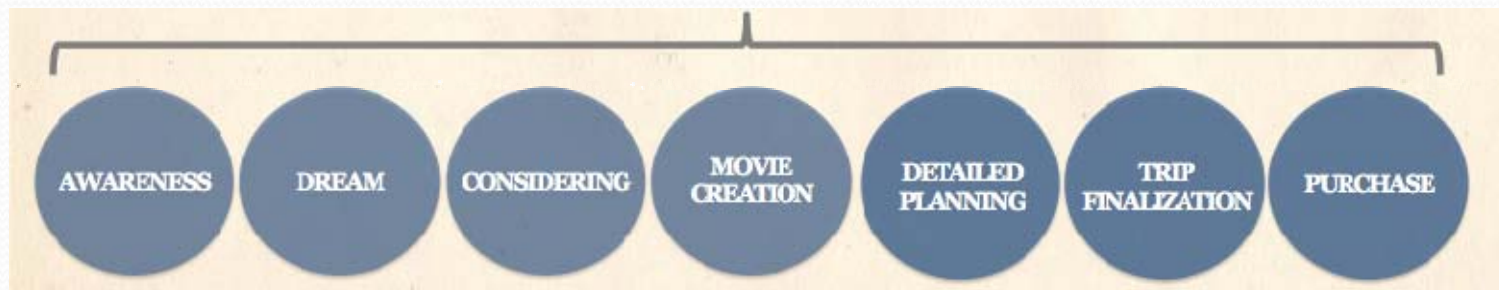


English PR/Engagement Mosaic Experiential



Role in the path to purchase

- ◆ Experiential(Events) - drive awareness through movie creation, layering on data collection
- ◆ PR - Focuses on awareness through leveraging media opportunities
- ◆ Social Media - Extend awareness and drive touch points along P2P



What's new in 2012?

- This year we will be focusing on bringing PEI to the target consumer where they live and play. We are going to spread the 'uniqueness and love' of PEI at the moment of truth in order to create:
 - ◆ greater reach and consumer connection
 - ◆ dynamic experiences
 - ◆ strong short haul presence
 - ◆ strong conversion to purchase



- The evolution of a successful 2011 idea
 - ◆ bring PEI to the people
 - ◆ greater reach and consumer connection
 - ◆ dynamic experiences
 - ◆ introduce short haul presence
 - ◆ strong conversion to purchase

- **Community Engagement**
 - ◆ bring PEI to Canadians where we can stand out from the crowd
- **PEI Bound Events**
 - ◆ unique experiences to help drive awareness and conversion
- **PR & Social Media**
 - ◆ extend the message to build reach
- **Contest Overlay**
 - ◆ Facebook integration to drive acquisition



the Unique PEI Experience



ion

Signature Media Events - Long/Short Haul

- **PEI Bound “Signature” Events will showcase the campaign to the influencers and key targeted consumers**
- **Toronto Event – May to promote Island Fusion**
- **Halifax Event – July to promote Fall Flavours**
- **Moncton Event – July to promote Fall Flavours**
- ✦ PEI Bound will bring one night of PEI authentic experiences with a focus on golf, culinary, culture and a locally relevant celebrity in three select cities
- ✦ We will invite local bloggers, strategic partners and targeted consumers from the existing CRM database
- ✦ In addition, each event will be treated as a ‘Suitcase Party’ culminating in one of the attendees being sent “PEI Bound” winning a trip to PEI

Quebec PR/Media Relations The Montreal Office



PR/Activation Objectives

- Generate digital editorial content
- Create a Quebec City specific content campaign
- Create a PR experiential branding event for media and the public
- Generate social media content and build advocacy
- Ongoing Media relations/creative support

Develop Quebec City Market

- The Road to PEI – most QC/region visitors are tire traffic
- 1 MM target market
- 40K mobile messaging in the QC area
- Unique Mobile App
- Offers/incentives



Shed Winter- Can't wait for a PEI summer vacation. You don't have to!

- Non-traditional event
- Huge PR/human interest
 - Shed winter/shed clothes for charity
- Experience PEI in Montreal
- 2MM impressions



Société de
Saint-Vincent de Paul
de Montréal

Prince Edward Island - Welcoming Spring Event

Kitchen/Food

Reception

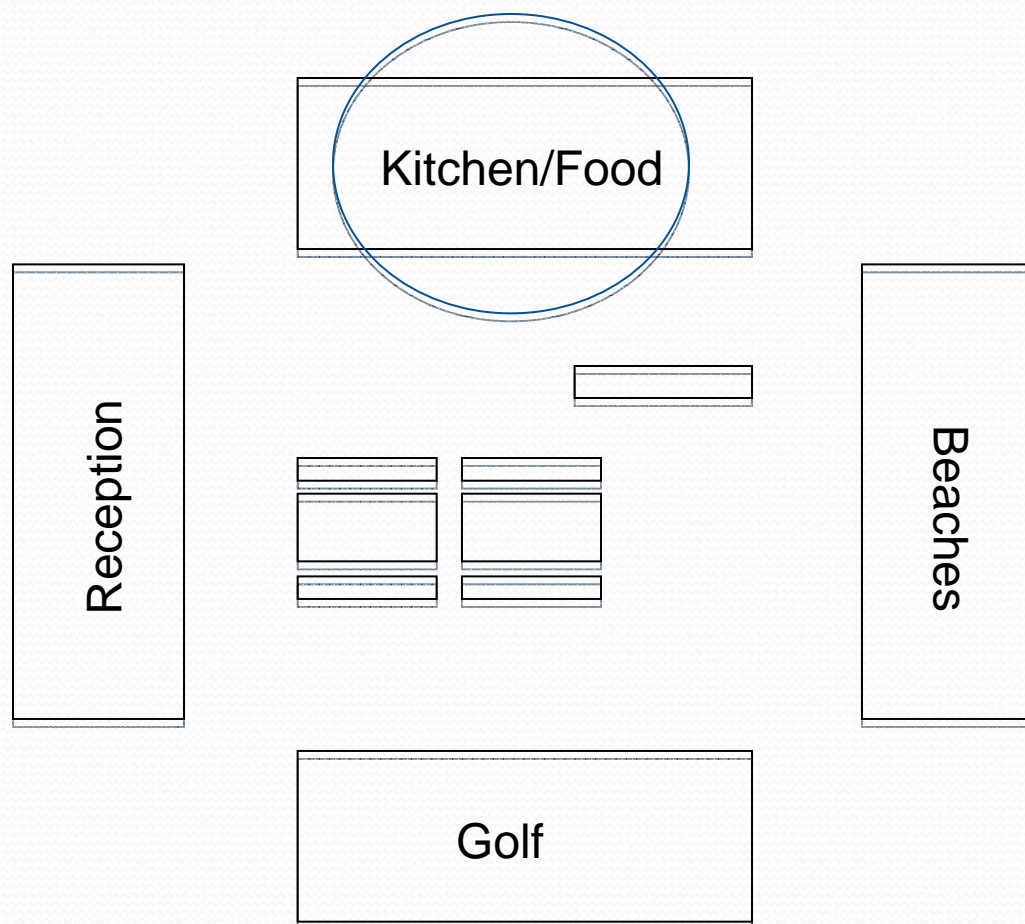
Beaches

Golf

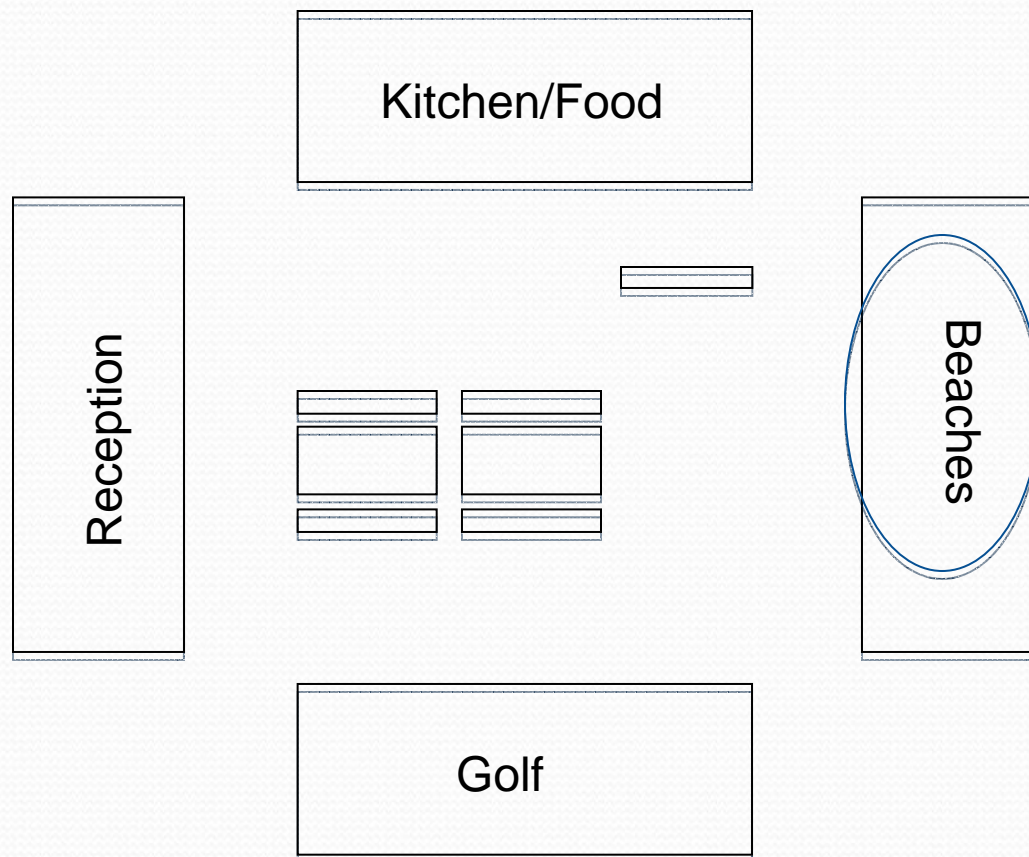
BIENVENUE



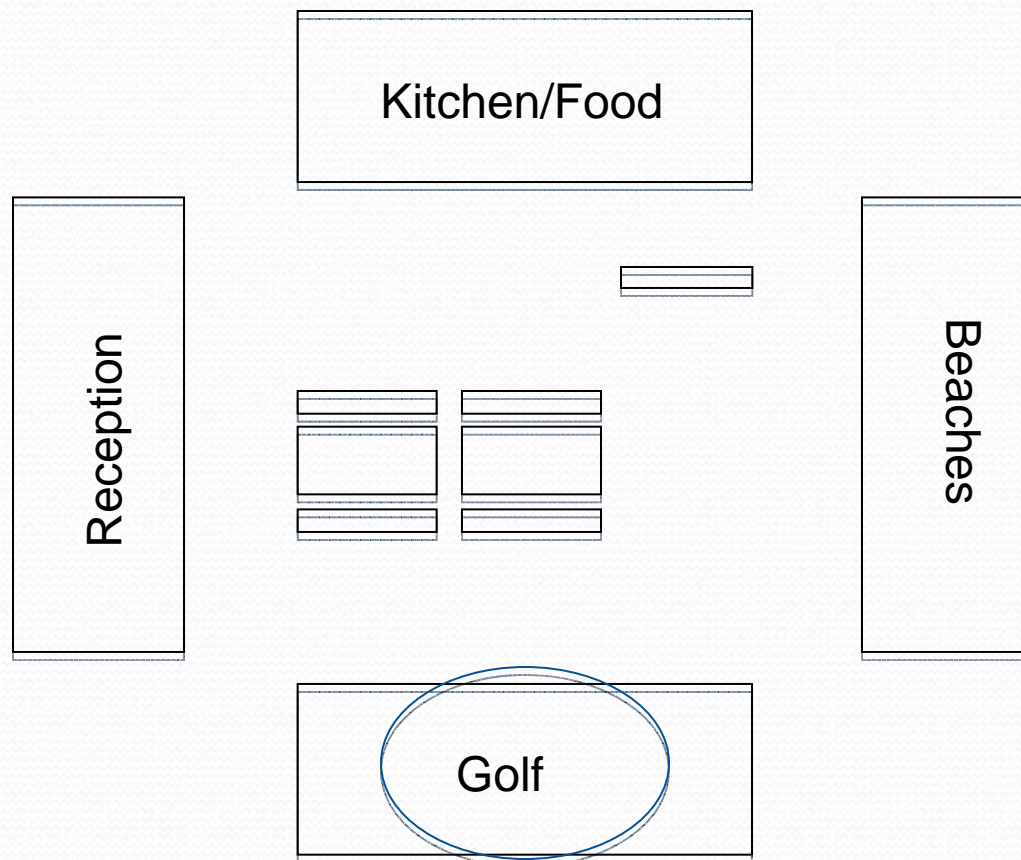
Prince Edward Island - Welcoming Spring Event



Prince Edward Island - Welcoming Spring Event

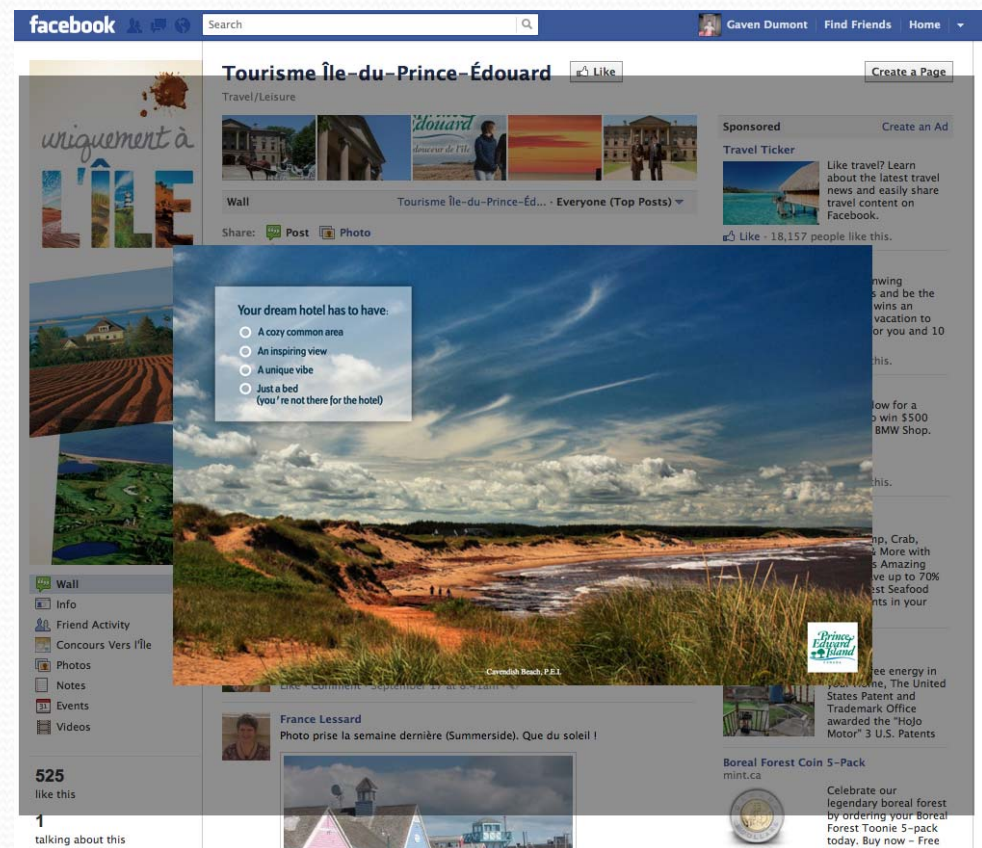


Prince Edward Island - Welcoming Spring Event



Quebec Social Media — Now it's ready.

- Build content
- Drive usage
- Build advocacy
- Integrate at multiple points
- Drive to ipe.ca



Brenda Gallant Director of Tourism Marketing



Success Indicators

Marketing activities are difficult to measure

A sample of indicators we monitor:

1. Unique requests for visitation guides via their call center or online order forms
2. Overnight stays - direct booking of accommodations and packages on tourismpei.com booking engine
3. Newsletter opt ins
4. Chat Feature Submissions
5. Contest/Lead Generations
6. Downloadable guide request
7. Web utilization measures
8. Social media interest – clicks to Twitter & Facebook
9. Search interest (ie search accommodations for a specific date)
10. Dollars generated by direct bookings

BOTTOM LINE: Visitors to our Province!

Industry – incorporate the look and feel

- Fixed assets
- Print
- Online



INDULGE
in an experience



SAVOUR *a moment*

Thank you...