

CEO Report April 2016

Exciting times are upcoming for Prince Edward Island with the 2016 season just around the corner. I have heard quotes from Operators such as “we are 50% booked for the season already” as well several indicating that, in comparison to previous years, they are pacing well ahead with a strong percentage reflecting U.S. bookings.

In preparation for the upcoming busy tourism year TIAPEI has a strong focus on recruitment to support our members. In March we hosted the Charlottetown Job Fair at the Delta Prince Edward which included 32 engaged tourism operators seeking to fill close to 800 positions. Overall the day was very successful with over 500 job seekers in attendance and over 100 jobs being filled. Mid-March we also held a Culinary Job Fair and we have a second Job Fair being held in Cavendish at the Stanley Bridge Resort on April 30th. This year we have also held Passport to Employment 3 week training sessions in Kensington, Montague and Charlottetown. This program targets individuals from 55 to 64 years of age with an interest in securing employment in the Tourism sector. Our HR Advisor has been conducting presentations to High School students to educate them on the career opportunities in the Tourism Industry across the Island.

Over the last couple of months I have made it a top priority to meet with stakeholders one on one to hone in on common issues to Advocate going forward, as well as to promote TIAPEI membership including HR Support Services, Social Media Technology and the continual growth of our Membership Benefits. This process will be an ongoing focus throughout the year.

TIAPEI Marketplace was held on April 7th at the Confederation of The Arts. This offered a speed dating format with an opportunity for operators to meet with one another to discuss partnerships, cross marketing, packaging opportunities and business prospects. We had 32 businesses attend with extremely positive feedback and this will become an annual event.

The TIAPEI Committees including Advocacy, Membership, Human Resources, Quality Experience, Finance and Strategic Leadership are fully engaged and meeting on a consistent basis. With a focus on mandates outlined in the TIAPEI Strategy this has ensured the focus and accountability of each Advisory group. The Chairs and volunteer committee members are working diligently to provide support that will enhance our Industry. We will be asking them to provide updates at our AGM in November.

TIAPEI is leading the 2021 Tourism Strategy a pivotal development piece that will involve engaged stakeholders taking lead on the roadmap to success for our industry over the next 5 years. In early March the RFP went out to 23 companies with 5 responses. We have a working group with a makeup of 16 stakeholders including representation from Industry, ACOA and the Province. All proposals were extremely well presented. The awarded consulting firm is Tourism Development International based out of Dublin Ireland. TDI has vast worldwide experience - to

name a few: South Carolina, Georgia, Egypt, Poland and Dublin. Stakeholder consultation will begin immediately with a completion date of June 15th. We look forward to a fresh perspective on this exciting process which will be formulated in the months ahead, with a finalized plan being presented at our AGM in November. We are extremely excited to have TDI lead this process. Now is the opportunity to be heard through the consultation process including group and individual sessions taking place across the Island in the weeks ahead. Engagement and collaboration will be the key to our success in Chasing the Tourism Ace. Be a part of this vital process resulting in Record Successful Seasons with increased visitation and improved revenues in Tourism. Stakeholder involvement is essential to the success of our future.

We are enlightened to hear the positive outlook and feedback regarding the upcoming Tourism season in Prince Edward Island and across Canada. With the strength of the U.S. dollar we are confident this will entice more Canadians to vacation in Canada along with more Americans realizing the value in traveling to our Region to continue growing our visitation.

Wishing all Tourism Colleagues a profitable season!

Respectfully submitted:

Kevin Moufliet
Chief Executive Officer