

CEO's Report – October 2018

Good morning everyone! Hard to believe another season has passed. With a record-breaking heat wave this past summer, it is fitting to note that weather patterns continue evolving across the world and we must prepare for the future and we as Industry need to embrace continual positive impact on our environment with a focus on Sustainable Tourism. Over the last couple of months, I have met with many operators across the Island and front and center was the labour challenges, particularly in accommodations with the recruitment of Room Attendants and the culinary shortage of Line Cooks. At TIAPEI, it is critical that we continue advocating for additional dollars towards training initiatives to support our workforce. TIAPEI Human Resource staff are spearheading these most important issues with ongoing collaboration and partnership with Skills PEI, Holland College and Tourism HR Canada, developing new training initiatives to support additional staffing needs which will roll out over the upcoming winter months. These include PEI Best Service Excellence, Basic Line Cook training as well as the Newcomers to Canada Pilot Project connecting Newcomers to accommodation jobs connected to a succession plan. In July of this year TIAPEI coordinated a Tour Guide training program successfully educating 20 new Tour Guides for the fall need period. TIAPEI plans to continue this important training initiative in 2019.

We continue to lobby significant issues that require immediate attention in our Sector, particularly Minimum wage increases being a primary concern. Any increase must be held to the cost of living with a primary focus on the Basic Personal Tax Exemption which requires a substantial increase being still the lowest in the country. Continual Lobbying with our local MP's referencing the two EI economic regions is also a primary focus. The varied spread of an additional 210 hours required in the Charlottetown region to qualify for regular benefits is still unacceptable. As a follow up to recent discussions with Sean Casey, he indicated that he continues to push for a change to go back to the original one economic region for PEI. There was also agreement by the Liberal government that a review would take place in 2018 to re-assess and advocate for the necessary changes to ensure all Islanders are treated in a fair and equitable manner. We will continue lobbying these important issues as a priority for our Industry.

I would like to acknowledge and congratulate all Industry Stakeholders throughout all regions of Prince Edward Island. Realizing that everyone experienced a slow start to the summer with the June

inclement weather. I have quoted to industry the flood gates really opened mid-July with strong influx of visitors into the fall. Charlottetown Airport runway infrastructure enhancements continue to support an important gateway to our Province. Cruise Ships are a key element to the growth of our economy with a strong economic impact supporting various businesses across the Island. Our festivals and events continue to flourish, continued growth in extending our season Fall Flavours and the PEI International Shellfish festival to name a few. The strength of our Meetings & Conventions in 2018 have shown strong numbers which continue building into the future.

Ongoing innovative business strategies are key to our continued growth and success. Packaging and collaboration with local businesses is only one example of success stories that I have heard from many businesses across the Island. Having the Amazing Race production was a huge uplift towards marketing our Farm to Table Culinary, Experiential opportunities and showcasing the pristine landscape of our exceptional vacation destination.

In closing I would like to acknowledge and thank all the TIAPEI Staff for their ongoing commitment and hard work towards the continued success of TIAPEI. Our President Robert Jourdain I must acknowledge and commend for the many volunteer hours he committed as President taking on the role early to support my transition and growth. His commitment, expertise and involvement in the success of Vision 2021 amongst many other projects was always priority. Thank you for your support and time from myself and all staff at TIAPEI. Our volunteer Board of Directors as well various committee chairs dedicate significant time towards our industry success. Lastly I would like to thank stakeholders for their ongoing commitment towards the continued enhancement of our industry including the dedication of time invested into taking care of our guests that contributes to the continued success of your business and our primary sector.

Respectfully submitted by:

Kevin Moufliier, CEO