

CEO Report April 2019

The ramp up and excitement of our season is beginning and now is the time to ensure our Island Tourism Ambassadors are ready to WOW our guests. The launch in January of our PEI Best Service Excellence training program has kicked off, providing your staff with the tools to become a service professional. This one-day workshop has a focus on Being Professional, PEI Best Attitude, Doing Your Best, Managing Risk and Service Recovery. I entice all of you to book this exceptional training course for you and your staff by calling Kim Smith, TIAPEI Industry Human Resources Manager.

Ensuring your Tourism Ambassadors are set up for success is a key component to the ongoing growth of your business. Our TIAPEI Human Resources Team has been very busy throughout the fall and winter months, supporting existing and new training initiatives. These include 3 Passport to Employment Tourism Programs, launched the new Entry Level Cook Training Program with 16 new culinary students eager and ready to support the Culinary work force. We also had 80 people attend the Cannabis training sessions which saw 4 sessions held across PEI. The Ready to Work Youth program this year included 13 individuals with the development and focus on a tourism career. Our second year of new operator training Growing Revenue sessions will be held in May in 5 different locations across the Island. National Pool Certification Course training included 10 participants this month.

Tourism Job Fairs began on March 9th at the Delta Marriott with 38 employer booths featuring 900 available jobs with 500 job seekers. The Culinary Job Fair took place at the Quality Inn on the Hill on March 27th with 17 employer booths and the North Shore Job Fair April 13th at Stanley Bridge Resort with 27 employer booths. During the last year 22 Tourism presentations, 13 Culinary presentations have been delivered to high schools totaling an audience of 948 students. We have also delivered an additional 13 Tourism presentations to other various groups.

As a result of continual advocating with TIAC and my counterparts across the country, the Federal Tourism budget included several positive initiatives and strong impacts for Tourism. These include Tourism made the 7th Economic Strategy Table, Ferry Gateway Access including a new ferry for PEI to Nova Scotia, \$58.2 Million over 2 years for Tourism Experiences including Rural, Indigenous, LGBTQ, Culinary Farm to Table and Winter Tourism. Tourism Experience funding will be promoted through the Regional Development organizations or in Atlantic Canada through ACOA. Other highlights include permanent marketing funding of \$95.5 million per year as well as \$5 million for domestic markets through Destination Canada, Labour and Skills development funding of \$631 million over 5 years for students, new placement and income supplement for Seniors and Youth. Parks Canada will receive \$19 million over 5 years for ongoing upgrades and development.

TIAPEI is also pleased to have partnered with over 20 vastly different organizations and business sectors across PEI in the Partnership for Growth initiative. This partnership is in lead

up to the upcoming Provincial Election. We have come together with a shared vision for our economic future, where PEI is a leader in entrepreneurship and sustainable economic growth, attracting technology, capital and human resources in an economy to help businesses and all Islanders succeed. Political parties have been invited to develop an economic development strategy the first six months of being in government. The economic action plan has a focus on 6 key areas including People, Competitiveness, Innovation Capital Investment, Infrastructure, Alignment and Quality of Life. For more information on PFG, I entice you to visit the website www.peipartnershipforgrowth.ca

Throughout the year Kelly Corazza, Membership & Communications Manager, and I will continue to make a commitment and concerted effort to meet with our members during our TIAPEI coffee breaks. This takes place twice a month and gives members an opportunity to discuss opportunities, challenges and successes of your business with us so that we can continue to work on your behalf towards the continued betterment of our Primary Industry. We will also share with you the many benefits that TIAPEI has to offer your business.

In lead up to 2019 I would like to share the successes that Tourism continues to meet and or exceed our targets set with Vision 2021. In 2016 we had 1.5 million visitors with 430 million in tourism revenue. In 2018 we reflected 1.58 million visitors with a target of 1.60 million visitors and \$490 million in tourism revenue with a progressive scenario goal of \$461 million and a stretch scenario of \$474 million. As you can see we have surpassed the 2018 revenue goal which is a significant achievement to celebrate Moving from Good to Great. With a goal in 2021 of a progressive scenario of 1.75 million visitors and \$511 million in revenue, I am increasingly confident that we will achieve these goals and we need to keep high expectations to reach the stretch scenario of 1.85 million visitors and \$550 million in revenue. We can do this and once the election is over, we are looking forward to changes and updates to continue supporting and growing our industry. I would like to emphasize the tax revenue that our sector Tourism brings to the Economy of Prince Edward Island - over \$70 million attributing to Health, Roads and Education to name a few. Meeting the expectations of our 2021 goal would contribute close to \$80 million, an additional \$10 million towards the continued growth of this economy.

I wish everyone continued success and prosperity in 2019.

Respectfully submitted: Kevin Moufliier, Chief Executive Officer