





# NORTH CAPE COASTAL DRIVE



# The Canadian Oyster Coast!



[northcapedrive.com](http://northcapedrive.com)



# **North Cape Coastal Drive**

**We are..... “The Canadian Oyster Coast”**

**Home of the world famous Malpeque Oyster, Stompin Tom Center, Canadian Potato Museum, Mill River Resort, Northport Pier, Northcape Intrepretive Centre, College of Piping, Acadien Musical Village, Lennox Island Cultural Centre and SO MUCH MORE!!!**

**Prince Edward Island is all about getting close to the coast, and the North Cape Coastal Drive is as Close to the Island coast as you can get.**

**We'll show you the way along a shimmering necklace of irresistible sandy beaches, fishing harbors, secret coves, towering red sandstone capes, lighthouses and the tidal and wind phenomena of North Cape itself.**

**Discover NCCD through our fun experiences, cultures (Acadian, Mi’Kmaq, Scottish & Irish), local traditions, scenic drives, culinary delights, festivals & events, and more!!!**

**WE OFFER THE BEST OF THE WEST!!**



***NCCD from beginning to end and everything in between.***





## ▶ Board of Directors

- ▶ **Chair:** Stanley MacDonald
  - ▶ **Vice:** Anne Arsenault
  - ▶ **Secretary:** John Martin
  - ▶ **Directors:** Marcel Bernard
  - ▶ Albert Arsenault
  - ▶ Geoffrey Irving
  - ▶ Michaela Fraser
  - ▶ Amanda Barlow
  - ▶ Alex Clark
  - ▶ .
  - ▶
  - ▶ **Executive Director:** Kelly Ashley
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# **North Cape Coastal Tourism Area Partnership Inc.**

## **Our Mission**

**To enhance, strengthen and promote the growth of the tourism industry in the North Cape Region, and to increase the awareness of the activities, attractions, and natural beauty of our Region as a vacation destination. To encourage visitors to come and to stay longer.**



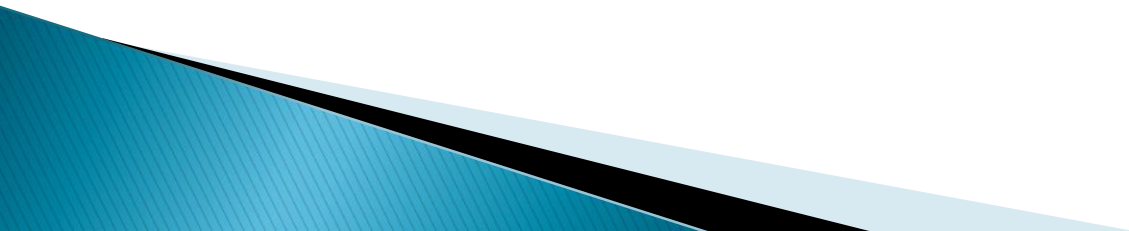
# What Are We Doing in 2019?

- ▶ Coop Marketing Campaign including new Island Escape Magazine
  - ▶ Experience Specialist in partnership with Explore Summerside
  - ▶ Familiarization Tour
  - ▶ Production of 2019 NCCD Touring Guides
  - ▶ Production of 2019 Regional Maps
  - ▶ Delivery of Oyster Education Program
  - ▶ Speednetworking with VIC's
  - ▶ Fall Flavours Signature Event –Oysters On The Pier
  - ▶ Engagement in World Acadian Congress
  - ▶ Attending Saltscapes Expo in Halifax
- 

- Continual Website Upgrades & Development
  - Ongoing social media marketing through website, facebook and Instagram
  - Connecting and engaging with operators
  - Accelerated Market Readiness
  - Year One of Grow The Coast Implementation
  - **Building our Brand (on top of our list)**
- 



# Success Stories In NCCCD



# NORTH CAPE



North Cape is still the most popular attraction west of Summerside and has been a destination for more than 30 years even before the restaurant and interpretive centre was built, folks drove up to the tip of the island to walk out onto the longest natural rock reef in North America and witness the meeting of the tides as the Gulf of St Lawrence and the Northumberland Strait converge over the reef as the tide makes it way in.



# Stompin' Tom Centre

- opened in 2017 to commemorate one of Canada's most prolific song writers of all time. Stompin Tom Connors, well know for his love of Canada and the songs that resonate such as **Sudbury Saturday Night, Bud the Spud and the Hockey Song.**
- The Centre is fast becoming famous for their dinner theatres featuring songs and stories of Stompin Tom along with chef prepared meals featuring PEI product.
- The centre has already received a service excellence award and strives to make everyones experience one to remember.
- **The STC will be hosting a season long festival series from June to September, featuring 2 Festival Saturdays each month with special guest performers, local entertainment and a Taste of PEI festival offerings.**
- **They are also hosting a Small Halls event June 17<sup>th</sup>, Check out [stompintomcentre.com](http://stompintomcentre.com) for more details!**







# Canadian Potato Museum

- The building existed as a small local community museum showcasing local history from the area, back in 1967.
- A group of volunteers with a vision set their sights on developing a potato museum with dreams of farming equipment, story-telling and history of the industry laid out for visitors to come and be educated.
- In 1993, the Prince Edward Island Potato Museum opened its doors to the public.
- Through time a rebranding was done, and in 2012 the museum was renamed, **The Canadian Potato Museum** and they added:
  - a larger kitchen
  - a potato based menu
  - a larger gift shop area
  - and improved interpretation for the humble potato

- This 21,000 sq ft facility has garnered national and international attention for its portrayal of the humble potato.

➤ Accolades include:

- the Premiers award
- TIAPEI awards
- CNN naming them as one of the top 11 food museums in the world
- and also being featured several times in The Globe & Mail.

- The museum has had steady increases in visitation over the years and in 2018 over 14,000 people passed through their doors

**New In 2019 the Canadian Potato Museum will welcome visitors to a fresh updated facility with:**

- **improved visual and audio kiosks**
- **and an interactive play area for children both young and old to enjoy**







# Northport Pier Inn & Restaurant

- Constructed in 2003, the Northport Pier Inn and Restaurant is a unique seaside destination adjacent to Northport Harbour, one of PEI's largest fishing harbours.
- The Inn offers oceanfront accommodations where guests can watch the sunrise over the Cascumpec Lighthouse while the lobster boats head out for their daily catch.
- The Restaurant serves up PEI products from both the land and sea, housed in an authentic boat building shop renovated to retain its character and heritage look.
- Two walls of windows allow diners to gaze at the breathtaking view of Cascumpec Bay and Northport Harbour, and offers ever changing scenes of fishers bringing in and unloading the day's catch.
- At low tide Great Blue Herons gather by the hundreds in the nearby waters.
- The Pier Hosts Northport Day on the last Sunday of July. The day features an afternoon of entertainment, outdoor activities, boat parade of lights, and an amazing firework show, all for free!!
- Oysters on the Pier, a Fall Flavours signature event, is held at the Northport Pier Restaurant. Diners can rove the boardwalk, enjoying fresh oysters while learning about the oyster fishery from the fisherman themselves.
- Open from June to October, the current operators, have seen consecutive growth in rooms nights and food sales over the six past seasons.
- Their success comes from:
  - attracting locals as well as tourists into their establishment,
  - a diverse menu for both seafood and non seafood lovers
  - and a consistent quality of service delivered throughout the season.
- **Northport Pier Inn & Restaurant is a true gem on the Northcape Coastal Drive.**





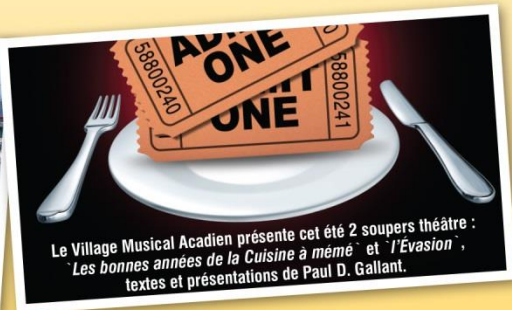


*Venez vous amuser*

La culture acadienne  
de l'Î.-P.-É. est vivante dans la région Évangéline.



www.regionevangeline.com  
info@regionevangeline.com  
1.888.954.3409



# Le Village Musical Acadien



Centre expo Festival was restructured in  
2014 and became known as the Acadian  
Musical Village

Its solidly represents the acadien  
tourism product!!



The Acadien Musical Village is home to:

- Dinner theatres
- Daily musical presentations
- Numerous Festivals and Events
- and a restaurant featuring seafood and traditional acadian dishes

These elements are attracting more and more bus tours and tourism clientele who want to experience the acadian culture.

The Acadien Musical Village also offers:

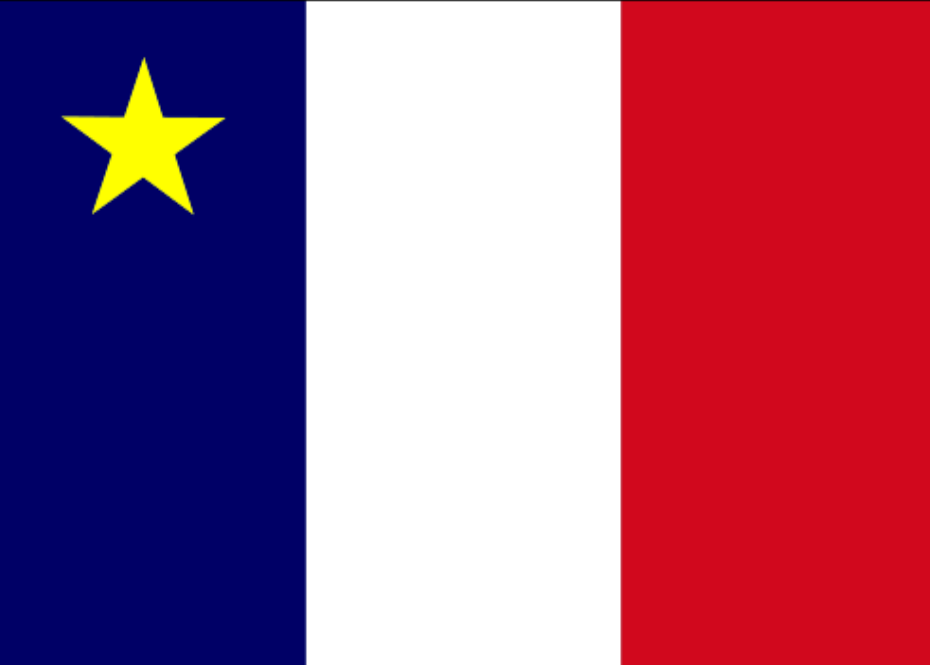
- a campground with 100 sites
- a bakery
- an art gallery
- And this summer will be the site of the official opening of the World Acadian Congress

The Acadien Musical Village is run by a volunteer board, and has truly become the anchor of the acadian tourism product in PEI!!

**New this year!!**

- Program Coordinator –Paul D. Gallant
  - Presenting the return of la cuisine a meme!! Really popular in the 80's and there is lots of excitement about it's return!!
  - Shows run, three nights week and there are two different shows.
    - Joined Burger Love where they Offer A burger with an acadian flavour
- BURGER ATROU**







# Mill River Resort

The 4-star rated Mill River Resort is truly one of Prince Edward Island's most unique vacation destinations.



- They cater to family, corporate and all types of group events to ensure each visit to Mill River is an experience to remember.
- The property boasts a newly-renovated hotel with 81 large guestrooms, 72-site campground and is home to the Mill River Golf Course, voted as one of "Canada's Best Golf Values."
- Their never-ending list of amenities including: an indoor pool and 90' waterslide, full service spa, beach volleyball & tennis courts, driving range and additional 3-hole golf course and nature trail, guarantees to keep the whole family entertained!





- Mr. Don McDougall purchased the property in January of 2017. Since then, there has been \$9.5 million dollars invested into a major hotel renovation.
- There has been a tremendous response from corporate and leisure travelers from across Eastern Canada.
- Lorie Kane joined the Mill River Resort team in 2018 as the Ambassador of Golf.
- Plans for future development such as cottages and residential housing are in the planning stages.
- **New and exciting this year are the Development of privately owned cottages, golf course upgrades, new package offerings and a line-up of major events and tournaments.**



# Membership

**Due to successful membership drive beginning in January of 2018, to date.....A total of 47 new members joined NCCD.**

Current membership stands at 215 organizations representing:

- ❖ 53 Attractions
- ❖ 28 Experiences
- ❖ 38 Shops
- ❖ 47 Kitchens
- ❖ 38 Accommodations
- ❖ 11 Other Services

# Jasper Sunrise Wildwoods





# Beachgoats/Homestead



# Glo Juicery



# MacAuslands Woollen Mills







# Valley Pearl Oysters / Get Shucked



**St. Anthony's  
Legion Branch #27  
Bloomfield  
featuring Hee Haw**





# Follow Your Heart Woodworking



follow your heart woodworking



# MJ's Bakery & Caboose





# St. Felix Golf Club





# Up West Fire Fries





# DAIRY BARS





# Rosehill Ranch





# Alex's Ice Cream



MONEY CAN'T  
BUY HAPPINESS  
BUT IT CAN  
BUY ICE CREAM  
WHICH IS  
KIND OF THE  
SAME THING



# The Breakfast Spot



**Serving Your Breakfast, Your Way  
All Day, Everyday!**



311 Market Street  
Summerside  
(Causeway Bay Motel)

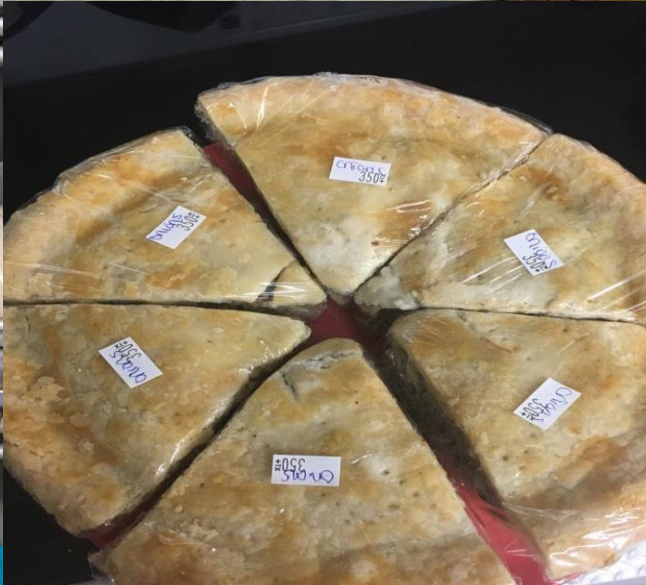
**OPEN DAILY 6am - 3pm**

# Uncle Mikes On The Water





# Harbourview Convenience

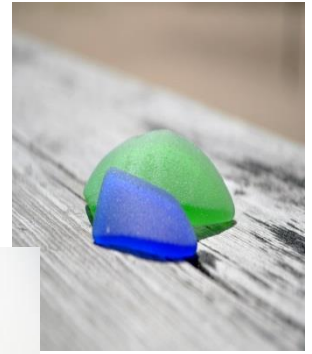


# West Prince Arts Gift Shop





# Seaglass Bed & Breakfast





# Gaudet's By The Sea Cottages







# The Canadian Oyster Coast!!! Where The Fun Begins!!

