

Vision 2021

Pillar 2

Product Development



June/Spring Initiative

GUIDING PRINCIPLES:

- An incremental Island-wide initiative to bring additional tourism business to PEI in the early shoulder months.
- 2. This initiative will not be undertaken at the expense of the peak season (July August) or the momentum built in the Fall.
- 3. Investment should be in areas which underpin PEI's positioning as a vibrant island destination with a strong music and seafood offering.





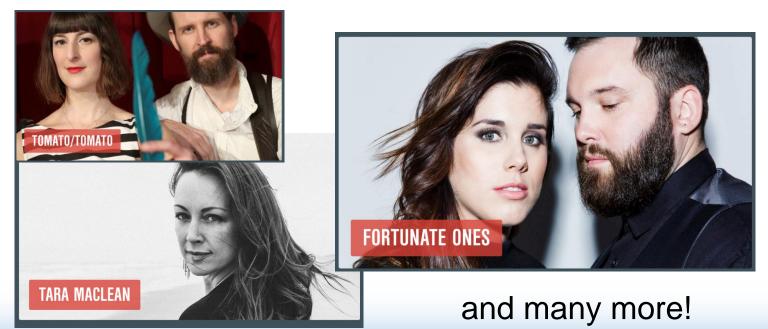
Calendar of Events

May 1-5	East Coast Music Awards	NEW
May 10-12	PEI Setting Day Culinary Festival	HEW
June 3-9	PEI Craft Beer Week	NEW
June 8	Stompin' Tom Festival Series Kickoff	NEW
June 8	Lobster Tails n Tunes	NEW
June 9-23	Festival of Small Halls	
June 15	Seafood Solstice and Suds	NEW
June 22	Taste of Downtown Summerside	NEW
June 30	PEI Lobster Festival in Souris	
TBD	The Mighty Island Chowder Trail	HEW





The East Coast Music Awards: Festival and Conference is now a five-day, non-stop musical celebration showcasing and recognizing the best of East Coast artists and music. The ultimate goal of this internationally recognized event is to position and promote it as the premiere music event for the public and the music industry in Canada and the conference of choice for artists and industry professionals.







www.settingdaypei.com



PEI Setting Day Culinary Festival May 10-12 – Hosted by Small Halls Inc.



To celebrate Setting Day and the new Lobster Season catches, the PEI Setting day Culinary Festival will be held at the **Charlottetown Yacht Club**.

- There will be a **Photography Contest** with a \$300. prize to the best shot that depicts boats setting out or coming in, lobster boats, fisher persons working on a boat etc.
- On Friday May 10 there will be Lobster Boat Experience Tours on the Charlottetown Harbour, an Innovative Chefs Competition featuring innovative lobster and fresh seafood creations and in the evening a Ceilidh on the Wharf with fresh oysters mussels etc for munchies featuring Gordie MacKeeman & His Rhythm Boys.
- On Saturday the Photo Contest continues and Lobster Experience Tours will be offered and then The "Freshest Lobster Feast" followed by an unforgettable performance by Juno award winning songwriter, David Francey.
- Late Sunday morning there will be a Sunday Songs for Sailors Concert with Dave Gunning, Meaghan Blanchard and David Francey to pay homage to our fisher persons.





FRESH LOBSTER FEAST

TAPAS

FRIED BAR CLAMS
In a light garlic sauce

SEARED SCALLOPS
Wrapped in maple bacon

SAUTEED LOBSTER ON CROSTINI Served with smoked maple butter

SMOKED SALMON BOARD

Served with with capers, red onion & fresh dill

FRIED LOBSTER TEMPURA
In light butter sauce, with chillies & brown sugar

APP

CURRIED SEAFOOD CHOWDER

In a light broth Finished with cracked pepper

ENTREE

STEAMED WHOLE LOBSTER

Served with roasted baby potato salad, asparagus, mussels, & fresh rolls

FINALE

CHOCOLATE TORTE

With fresh berries marinated in warm brown sugar caramel cream sauce Served with chocolate Chantilly cream

PEI SETTING DAY CULINARY FESTIVAL May 11 2019

CHEF'S COMPETITION COMPETITORS

Chef Jesse MacDonald - Rodd Crowbush

Chef Colby Adams - Fishbones

Chef Andrew Cotton - Merchantman

Chef Les Flynn - Red Water Grille

Chef Mitchell Jackson - Olde Dublin Pub





JUNE 1-8, 2019

- » BARNONE BREWING
- » BOGSIDE BREWING
- » COPPER BOTTOM BREWING
- » EVERMOORE BREWING CO.
- » GAHAN BREWERY
- » MOTH LANE BREWING
- » PEI BREWING COMPANY
- **» UPSTREET CRAFT BREWING**

PEI Craft Beer Week

June 1-8 – Hosted by Craft Beer Assoc. of PEI



The PEI Craft Beer Alliance is excited to announce the first ever PEI Craft Beer Week in partnership with PEI Liquor **June 1-8**TH, **2019.** Events include tap takeovers, contests, collaboration brews, beer launches, brewers brunches, open brewery days and more!

Buses will be available to transport you from one Brewery to another! A "no worries" Island Brewery Tour.























www.stompintomcentre.com



Stompin' Tom Festival Series June 8 Kickoff – Hosted by Tignish Initiatives Inc.



The day will feature a Singer Songwriter Circle followed by a Taste of PEI Meal featuring fresh seafood and local craft beer, and closes with a Stompin' Tom Kitchen Party.





Stompin' Tom Festival Series



The new Festival Series will happen 2 Saturdays a month from June to September. June 8, 22, July 13, 27, Aug 10, 24 and Sept 14, 28.

- The Stompin Tom Centre will bring in higher profile regional singer songwriters for each date.
- 6:30 to 7pm will be warm up event
- 7 to 9pm will be the main concert
- 9pm to midnight will be the after party late night event featuring local musicians.
- We will have a special Taste of PEI event menu highlighting western PEIs Malpeque Oysters and local craft beer!
- Buy your tickets and book your rooms now!





Lobster Tails n Tunes





Lobster Tails n Tunes

June 8 – Hosted by Indian River Festival Assoc. Inc.

A celebration of all things Lobster. This event will showcase lobster and the Indian River Church, a world class musical venue.

- There will be lobster culinary demonstrations, menu samples, lobster tales by locals.
- Lobster Brunch and Learn an exploration into our beloved lobster, tricks of the trade,
 tools and a wonderful brunch with Malpeque Bay in the distance.
- "You are My Lobster" a fabulous evening lobster feast.
- Lobster Tales and Tunes A night of musical performances and story telling in Historic St Mary's Church, one of the country's best naturally acoustic musical venues.









June 9th - 23rd, 2019

www.smallhalls.com

PEI Mutual Festival of Small Halls June 9-23 - Hosted by Small Halls Inc.



An award-winning, critically acclaimed traditional music, dance and storytelling festival that brings exceptional shows to treasured spaces. Performances plus musical and artisan workshops in 45 rural halls.











Seafood, Solstice and Suds June 15 – Hosted by Island East Tourism Group Inc.

It really does not get better than this... call your friends and make plans now this new seafood festival!

Local fresh seafood and local craft beer will be highlighted to celebrate and usher in the week of summer solstice.

A seafood phenomena along the beautiful Montague Waterfront with so many nearby summer venues open and inviting you in to experience seafood tapas and beer tastings, artisans and local entertainment! Salute the evening with a four course seafood and local fare sit down dinner with Eastern PEI's own Chef Michael Smith and local chefs, local entertainment and so much more...





Seafood, Solstice and Suds

The Montague Waterfront in the Town of Three Rivers is a natural venue to celebrate the final weeks of the fabulous spring lobster season.

Join Chef Michael Smith in this one day culinary celebration which will run from late morning until late evening.

- Ever tried a Seafood Brunch?
- Enjoy a Boat Tour of the Montague River.
- Learn some fun cooking tips and take a recipe home from a Cooking Demonstration by Chef Michael Smith.
- Walkabout on the Waterfront meet our brewers, artisans and talented Island Chefs while munching on seafood appetizers and craft beer.
- Four Course Seafood Themed Meal with Chef Michael Smith.





June 22, 2019



www.downtownsummerside.com

Taste of Downtown Summerside

June 22 – Hosted by Downtown Summerside Inc.

This is a one day walkable food festival. Participants follow a marked path through Downtown Summerside with sampling dishes available at participating restaurants.

- Over 20 restaurants participating, with maximum sample price set at \$4.
- The event will end at the Evermore
 Brewery at the Historic Train Station.
- Have fun and enjoy a showcase of food and Craft beer in Summerside











www.peilobsterfestival.com



PEI Lobster Festival in Souris June 30 – Hosted by the PEI Fishermen's Assoc. Inc. and the Lobster Marketing Board

- Chef Michael Smith hosts this Lobster Festival.
- This one day festival includes events such as: a Lobster roll competition (6 Restaurants) over 500 lobster rolls sold, a buoy painting contest, a live lobster tank, buoy toss, ocean water slide, Super cork contest, lobster recipe demonstration by Chef Michael live music all day featuring local musicians, and more.
- The finale is a traditional lobster supper hosted by Chef Michael and featuring local produce and a special recipe created by Chef Michael for the event.











The Mighty Island Chowder Trail

June – September – Hosted by Discover Charlottetown and all Regional Tourism Associations



This will be the first ever Cross Island Chowder Trail. Join Discover Charlottetown and the Island's Regional Tourism Associations in creating an epic, cross Island chowder adventure. The 6 regions are coming together to create one great BIG chowder trail to get our visitors "cha cha chowder-ing" their way from one tip to the other.

- Island Restaurants come together to create and Island Wide Chowder Trail.
- Travel our Island and taste our culinary offerings.
- Share Your Chowder Stories at hashtag #PEICHOWDER.





Join the Island's Regional Tourism Associations in creating an epic, cross Island chowder adventure. The 6 regions are coming together to create one great BIG chowder trail to get our visitors "cha cha chowder-ing" their way from one tip to the other.

COST TO PARTICIPATE: \$99

LIMITED SPACE per region. Payment must be received in full to quarantee spot.

DEADLINE: March 4, 2019 - First come, first serve.

PRINT: 20,000 copies Island wide

DISTRIBUTION: Island wide + Visitor Information Centres & participating restaurants

ONLINE: Online copy on all 6 Regional Tourism Association/Destination Management Organization websites

Social media promotion through Discover Charlottetown, Tourism Cavendish Beach, Explore Summerside, Central Coastal Drive, North Cape Coastal Drive, & Points East Coastal Drive.

Please encourage visitors to use hoshtag: #PEICHOWDER. Each region will be doing social media contests/promos for the participants in their region. If you would like to be a part of contesting please specify when you register.

PLEASE INCLUDE:

- Logo in EPS or PNG format.
- Address
- Website
- Phone #
- 30 word description describe uniqueness of resto location/decor and/or chowder.

EXAMPLE: Located riverfront in a converted church with a large waterfront patio. Chowder features Malpeque oysters, ADL cheese and lobster claws.

Please Contact Your RTA/DMO representative to get involved. Payment is an a first come/first serve basis and is granted to members of the respective organizations first.

When emailing/calling to confirm your registration, please specify if you would like to add a \$50 gift certificate for contesting.

CONTACT INFO & REGISTRATION



Discover Charlettelows: Hedi Zinn - 902.878.8319 - Hedis(DiscoverCharlettelown.com
North Cape Covistal Drives: Kily Xinality - 902.878.8319 - Hedis(DiscoverCharlettelown.com
Explore Summardiate Withith Singe - 902.436.7784 - Mitting ExploreSummardiate com
Points Card Covistal Drives: Pattle, Catall - 902.989.4840 - Island Statis(Blastin,Kata)
Tourism Cavendish Beach: Darry Sulfor - 902.983.12078 - Darry(Statis - Peggy SC-entrol(Costal PELcom
Cantral Cavalita Tourism Partnership: Peggy Wiles - 902.983.312 - Peggy SC-entrol(Costal PELcom



Festivals & Events

Jan-Dec - Kelly's Cross Ceilidhs

Jan 3-Dec 19 - Schooner Sessions

Jan 4-Dec 20 - Kaylee Hall Ceilidh

Jan 4-Nov 29 - St. Peters Circle Club Ceilidh

Jan 5-Nov 16 - Summerside Legion Kitchen Party

Jan 7-Nov 24 - Irish Session With Host Fiddler Roy Johnstone & Friends

Jan 7-Dec 2 - Dunstaffnage Ceilidh

Jan 13-Dec 8 - Stratford Sunday Night Ceilidh

Jan 14-Dec 23 - Winsloe United Church Ceilidh

Jan 15-Dec 17 - Stratford Lions Club Ceilidh

Jan 27-Nov 24 - Dunromin Jamboree

May-Oct - The Guild Festival Season 2019

May 1-Oct 15 - Artisan PEI Open Studio Days

May-Dec - Monthly Concert Series

May 17-Oct 18 - Ceilidh at the Irish Hall

May 21-24 - Aboriginal Awareness Week

May 23-25 - PEI Festival of Wines

May 25 - Fort Augustus Irish Settlers Days

May 28-Oct 1 - MacKinnon Homestead Scottish Ceilidh

June 1 - 12th Annual Eastern Kings Giant Yard Sale

June 1-Sept 30 - Stompin' Tom Festival Series

June-Aug - Always on Stage

June-Sept - Indian River Festival

June-Sept - Montague's Centennial Public Art Trail

June-Sept - Stanley Bridge Summer Music Series

June-Oct - Eptek Centre Summer Exhibition

June 6 - TRAILFEST 11th Annual Spring Cycling Event

June 7-9 - Natal Day Weekend Celebrations

June 8-9 - Abeqweit Mi'kmag Nation Annual Powwow

June 9-23 - PEI Mutual Festival of Small Halls

June 15-Sept 28 - Richard Wood Trio - World Class Kitchen Party

June 17-Oct 2 - The Ross Family Ceilidh - Live Music/Step Dancing Show

June 21 - National Indigenous Peoples Day

June 21 - Olde Fashioned Carnival

June 21-July 1 - Tignish Irish Moss Festival

June 21-Sept 28 - The Charlottetown Festival

June 21-Sept 15 - Victoria Playhouse Festival

June 23 - DiverseCity - Multicultural Street Festival

June 24 - Saint-Jean-Baptiste Day

June 26-Aug 31 - Watermark Theatre

June 28-Aug 30 - King's Playhouse Summer Festival

June 28-30 - St. Louis Bluegrass & Old-time Music Festival

June 28-June 30 - Show n' Shine Festival

June 29-Aug 17 - The Charlottetown Young Company

June 29 - Multi-Cultural Community Heritage Day

June 30 and July 1 - Canada Day Festivities

June 30-Sept - Sunday Night Shenanigans



