

## CEO's Report

I began my role as CEO mid-June, in the early onset of the Pandemic shutdown. Upon the announcement of my accepting the position, many people asked me, "why take this role on, right now in the middle of all of this?" My answer was simple. This industry is where my heart and my passion lies. Because of the people, because of the creativity and because I am constantly inspired by the authenticity of what Prince Edward Island showcases to the world. In a year of uncertainty, doubt and fear, one thing remains consistent. The passion, dedication and creativity of our operators, industry leaders and individuals working in Tourism.

I have spent the better part of my career speaking to record breaking seasons, like many of you have. This year, almost overnight, any plans of breaking records or a strong season were gone. Everything that has been developed and planned, all out the window. Our industry was the first to shut down, and sadly will be the last to fully restart.

If this were a game, I would say we've lost, but I do believe in all of the uncertainty and despair, we have found some silver linings. Collaboration and communication in the industry and with government has increased, and COVID has forced all of us to rethink how we do things and evaluate the key elements of our business. It's brought to the forefront the need to engage and educate Islanders on the importance of our industry to the Island economy, and just how much Tourism matters.

In late July, TIAPEI kicked off an organic social media campaign called "That's Tourism" to tell the story of the connection all Islanders have to tourism, from very basic interactions, to employment and cross-industry integration. It spoke to how our industry is year-round and the economic importance to Prince Edward Island.

As most of you heard at lunch, we are proudly kicking off our "Now More Than Ever, #TourismCounts" campaign today, which features the face of Islanders who rely on tourism as their livelihood. Be sure to tune in on social media, watch the videos and pledge your support to the Tourism Industry. Now is the time to support our industry and stand together to tell our story.

Our focus moving forward is to continue to tell the story of our industry, working closely with all of you, government and our communities to enhance and evolve our tourism product here on Prince Edward Island. Moving forward we know the traveler will also change and evolve. PEI has the opportunity to be ahead of the curve when it comes to being a safe destination and continuing to offer authentic Island experiences, that interweave our culture, our scenic beauty and our Island people.

The TIAPEI staff are working diligently for you, and I would be remiss if I didn't acknowledge each one of them, most of who aren't with us today but have been here working on behalf of industry for many years.

Collen Bowes and Kelley Keefe, who are solely focused on the ACAT Agreement. Colleen has been here for 22 years, Kelley for 10 years.

Kim Smith, who is the lead on our HR & Training department has been with TIAPEI for the past two years, and Alex MacKenzie who works with Kim as our Industry HR Coordinator joined this past January. Debbie Mol, also is with the HR & Training department for 6 months each year focused on Job Fairs and has been with the TIAPEI team for 21 years.

Jason Matheson, Graphic Design and Marketing is in charge of all creative and digital, and has been with the team for just over a year, and Lori who looks after all of TIAPEI's financials has been waving the tourism flag for 18 years at TIAPEI.

Here with us today is Dianne Bishop whom I'm sure you all know; Dianne has been with TIAPEI for 14 years and works diligently on industry's behalf.

Thank you to our President Kirk and the TIAPEI Board of Directors for your continued commitment to our industry. We all know the time and dedication it takes to volunteer, and we are grateful for your time and input. And to all of you, thank you for continuing to support the TIAPEI team. I can assure you, the dedication and focus on Strengthening the Voice of the Industry will continue. We will recover and rebuild, with your continued support, passion, dedication and creativity.

Respectfully submitted by:  
Corryn Clemence, CEO  
October 27, 2020