

| Activity/Milestone   | Lead  | Implementation Plan PILLAR | Status/<br>Effort Involved  |
|--|---|----------------------------|---|
| <b>Communicate Tourism Priorities to industry</b>  | TIAPEI  | Implementation Oversight   | In-progress (April 12, 26)<br>Further planning needed                             |
| Design <b>implementation plan process</b> and establish <b>committees/subcommittees</b> :<br><ul style="list-style-type: none"> <li>- TIAPEI Strategic Leadership Committee (Oversight)</li> <li>- Product Development Committee               <ul style="list-style-type: none"> <li>- Coastal Communities Subcommittee</li> <li>- Confederation Trail Subcommittee</li> </ul> </li> <li>- PEI Coastal Circuit Committee</li> <li>- TIAPEI/RTA/DMO Committee to share product development priorities/collaboration (part of TIAPEI Strategic Leadership Committee)</li> </ul> | TIAPEI  | Implementation Oversight   | To be planned with input from key stakeholders                                    |
| <b>Soft Adventure Tourism</b> – clear definition, inventory of existing products/experiences, and research on best product/market match  | Product Development Committee   | Pillar 2 (2 A)             | RTAs/DMOs have compiled inventories<br>Strong focus, building on existing efforts |
| <b>Soft Adventure Tourism focus</b> – streamline process and accessing infrastructure to support entrepreneurial activity (events and activities in the Park)  | Parks Canada  | Pillar 2 (2 B)             | In-progress   |
| <b>Coastal Communities</b> identification of Crown Jewels and mobilize community to look at inventory/differentiator and next steps  | Product Development Committee- Subcommittee                                   | Pillar 2 (5)               | RTAs/DMOs have compiled inventories<br>Strong focus, building on existing efforts |
| <b>PEI Coastal Circuit Committee</b> established and plan development for the marketing tool initiated   | PEI Coastal Circuit Committee   | Pillar 2 (7)               | New efforts required  |
| <b>Lennox Island Tourism</b> 3-Year Strategic Plan development   | Lennox Island First Nation  | Pillar 2 (3)               | Pending funding approval  |
| <b>Mi'kmaq Sustainable Tourism</b> strategy development  | Mi'kmaq Confederacy of PEI, Lennox Island First Nation, Abegweit First Nation |                            | Pending funding approval  |
| <b>New Aboriginal Tourism Association established in PEI</b>   |   |                            | Association development in progress   |
| <b>Aboriginal tourism experiences database development</b>   | Lennox Island First Nation  | Pillar 2 (3)               | Compile work of Lennox Island First Nation  |
| <b>Focus on areas of reconciliation with recognition of First Nations Communities to ensure planning and lead time</b><br><b>Include experiences with existing festivals and events working with event planners</b>  | Lennox Island First Nation, Abegweit First Nation, Mi'kmaq Confederacy of PEI |                            |   |
| <b>June/Spring Open for Business program</b> – Educate industry to ensure Google Search information (hours of operation, coordinates, etc..) is up-to-date   | Industry; TIAPEI/RTA and DMO communications                                   | Pillar 2 (4 C)             | Education to ensure information is up to date                                     |

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| <b>June/Spring Open for Business program</b> – actions identified and implemented (approach specific operators, Pre-Event Familiarization)  | Product Development Committee   | Pillar 2 (4 C)   | New efforts required   |
| <b>June/Spring Cluster of Events</b> – identify next steps needed to develop the strategy starting in 2018  | Product Development Committee   | Pillar 2 (4 C)   | Updated Calendar of Events in 2017 Plan to be developed  |
| <b>June/Spring Meetings &amp; Conventions activity</b> – define sustainable funding requirements for enhanced investment to support increased activity  | Meetings & Conventions PEI  | Pillar 2 (4 A)   | Funding/enhanced investment secured<br>Continued focus/ increased support by industry, stakeholders and general public<br>Open for Business is key |
| <b>June/Spring Sporting Events (Sport tourism)</b>  | City of Charlottetown<br>City of Summerside<br>Tourism Cavendish Beach                            | Pillar 2 (4 B)   | Continued focus/ increased support by industry, stakeholders and general public<br>Open for Business is key  |
| <b>Culinary Tourism Strategy</b> including partnerships with agriculture and fisheries  | Food Island Partnership   | Pillar 2 (1)   | Strategy development process initiated   |
| <b>Confederation Trail</b> – discussion about current priorities and next steps for new Subcommittee in 2018  | Product Development Subcommittee  | Pillar 2 (6)   | Existing Tourism PEI (Parks)/Island Trails priorities implemented  |
| <b>Educational Outreach</b> – Soft Adventure Tourism (including Packaging workshops), Aboriginal experiences, Cruise  | TIAPEI<br>Communications/<br>Strategic Leadership Committee                                       | Pillar 2 (2 A and C)<br>Pillar 2 (3)<br>Pillar 2 (5) cruise    | More focused effort building on Marketplace, Familiarization tours, and other tools  |
| <b>Enhance existing and customized supports</b> – Culinary (with access to experts), Soft Adventure Tourism, Aboriginal tourism, industry involvement in cruise                                       | Tourism Atlantic<br>Tourism PEI   | Pillar 2 (1)<br>Pillar 2 (2 A)<br>Pillar 2 (3)<br>Pillar 2 (5) | More focused, enhanced support based on unique needs   |
| <b>Province-wide marketing</b> – strengthened engagement of regional and sector groups and industry; provide cooperative digital marketing opportunities; and take online marketing to the next level | Tourism PEI (Marketing)<br>DMOs/RTAs<br>Golf PEI<br>Meetings & Conventions PEI<br>Industry, Other | Pillar 3 (1 and 2)   | New efforts required/enhanced  |
| <b>Digital online marketing support to industry</b>   | TIAPEI  | Pillar 3 (2)   | Enhance existing support   |
| <b>Ambassador program</b> plan developed based on best practices (including Georgetown)<br><br>Motivate industry to become Ambassadors  | TIAPEI Strategic Leadership Committee   | Pillar 3 (3)   | New efforts required   |
| <b>Capture visitor information as part of Parks Canada's 150<sup>th</sup> Celebration program</b> that will support promotions for repeat visitation  | Parks Canada  | Pillar 3 (4)   | In-progress/further planning required  |
| <b>Small-scale creative marketing initiative/tools to encourage people to come to PEI and to return to PEI</b> the next year (e.g., "Come Play On Our Island" invitation)                             | Tourism PEI<br>Industry   | Pillar 3 (4)   | Initiated in 2017 and expanded in 2018   |

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| <b>Capture repeat visitation program (pilot for 2018)</b>   | Tourism PEI (Marketing) working with Charlottetown Port Authority and Meetings & Conventions PEI | Pillar 3 (4)                         | New efforts required  |
| <b>Clear advocacy positions and plans</b> (ferry service/Ferry Task Force, broadband, cruise port infrastructure, coastal communities and Confederation Trail investment, air access) | TIAPEI Advocacy Committee  | Pillar 4 (1)                         | More focused efforts required   |
| <b>Continued improvements in air access</b> – studies completed and next steps identified   | Charlottetown Airport Authority/Tourism PEI  | Pillar 4 (2)                         | In-progress   |
| <b>WorldHost participation growth in 2017</b> – challenge industry to get involved!   | TIAPEI HR Committee working with all partners  | Pillar 5 (1)                         | In-progress; targets need to be set   |
| <b>Identify HR priorities for 2018-2021 and secure funding; Support HR requirements for June/Spring ‘Open for Business’ and Continue with Cook Shortage Pilot/Restaurants Canada</b>  | TIAPEI HR Committee  | Pillar 2 (4 C)<br>Pillar 5 (1, 3, 4) | Identified priorities<br>May/June focused plan<br>Funding requirements identified and secured |
| <b>Succession planning and mentoring program supports to industry</b> – explore best practices and potential partnerships   | TIAPEI HR Committee  | Pillar 5 (2)                         | More focused efforts/approach required  |