Targeted Growth - Goals

Vision 2021:

- Progressive Scenario: Target of 1.75 million visitors by 2021 representing 3% annual growth over the 2016-2021 period plus an additional 250,000 visitors. Revenue forecast targeted growth of $80 million to $510 million, an annual yield improvement of 3.5%.
- Stretch Scenario: 4% annual growth in visitor numbers and 5% annual growth in visitor revenue. In this scenario, a target of 1.85 million visitors by 2021 would yield 350,000 additional visitors and $120 million in additional revenue.

UPDATE 2019

We would like to share the successes that Tourism continues to meet and or exceed with our targets set in 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 target goal of $461 million and a stretch scenario goal of $474 million. As you can see we have surpassed the 2018 revenue goals - a significant achievement! With a goal in 2021 of 1.75 million visitors and $510 million in revenue, we are 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 would like to emphasize the tax revenues that Tourism brings to the Economy of Prince Edward Island - over $70 million attributing to healthcare, infrastructure and education to name a few high budget areas. Meeting the expectations of our 2021 goal would contribute close to $80 million, an additional $10 million towards the continued growth of this economy.