

Tourism and Culture

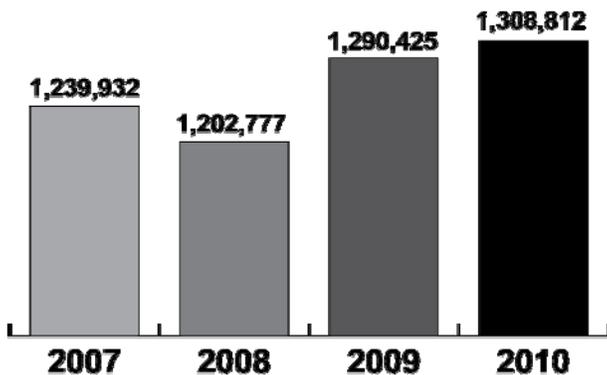
2011-2012 Budget Highlights

- \$3 million will support the Island's heritage, culture and arts sector
- \$2.8 million is earmarked for industry support
- More than \$5 million will be invested to market the Island as a world-class tourist destination.

Major accomplishments - 2007- 2011

Prince Edward Island has been successful in growing visitation in recent years when much of the country saw no growth or even declines. The number of visitors to the province grew from 1.2 million in 2007 to 1.3 million in 2010.

Visitors to PEI



Tourism PEI has been successful in promoting the Island through innovative broadcast opportunities. The Island has been highlighted on Canada AM, Today Show, Good Morning America, as well as major programs including The Golf Channel's The Big Break and abc's Live! With Regis and Kelly.

Through targeted marketing efforts, Tourism PEI and Golf PEI are getting international recognition as a major golf destination. Strategic investments continue to be made in Island golf courses.

A new Signature Events Policy provides strategic investments to support major tourism and cultural activities that strengthen the economy, such as the Cavendish Beach Music Festival.

Government has invested \$2 million in a new cruise terminal to support the growing cruise ship industry. Last year saw a record number of 92,000 cruise passengers and crew, an increase of 7 per cent.

A strong tourism industry benefits every community in the province. The industry is being enhanced using new models for regional tourism and expanding events such as Fall Flavours.

The creation of the Culinary Alliance has seen the development of several successful programs and events promoting Island foods.

PEI was the first province to launch a fully integrated central reservation system, as well as a system for theatres, performances and festivals (BookPEI).

Tourism PEI, in cooperation with industry partners, participates in consumer travel shows in major markets such as New York, New England, Montreal, Ottawa, Quebec City and Halifax. In 2010, approximately 135,000 people attended these shows. This was a great opportunity to showcase PEI as a top tourism destination.

The new Island Fusion Festival and the new Arts and Heritage Trail will showcase the province's culture, which is a crucial component of the tourism industry.

Significant improvements were made to provincial parks across the Island. The number of visitors to provincial parks increased last year by 10 per cent.

Significant improvements have been made to the Confederation Trail to improve the experience for Islanders and visitors. Improvements include the installation of more than 200 interpretation panels, additional shelters, benches and signage, and new compostable toilets. This is an Island-wide initiative that benefits many communities.

Significant upgrades to Brookvale have greatly enhanced visitors' experiences at the ski park. New lockers and change area, renovations to the rental shop improved the premises. About 20 per cent of the alpine rental fleet was updated and new grooming equipment at the Nordic site was purchased. In addition, a new carpet lift will be installed in 2011, an investment of \$175,000.

To recognize the importance of heritage places, 75 new properties were added to the Prince Edward Island and Canadian Registers of Heritage Places.

Working closely with schools, communities, families and volunteers, the department maintained a focus on promoting literacy for both children and adults through the public library system. Activities range from story time to tutoring.

Tourism facts

- Tourism creates more than 7,400 full-time equivalent jobs for Islanders.
- It accounts for almost 7 per cent of provincial GDP, generating more than \$42 million in tax revenues.
- Tourism generated approximately \$370 million in expenditures in 2010.
- There are more than 1,100 tourism accommodation operators in PEI and many other tourism-related businesses such as restaurants, attractions and shops.
- As of Nov. 1, 2010, there have been 4,000 reservations made through BookPEI. Online bookings have increased by 94 per cent.
- More than 650 operators have used BookPEI in some capacity.
- A total of 300 operators used BookPEI to open their properties to online bookings.
- In 2009, there were 200 meetings on the Island that attracted 20,000 delegates. This number is expected to grow with the addition of the new convention centre.