

CITAP September 2017 Newsletter



PMO Update: PEI

Craig Sulis

Manager, Trade & Sales

Greetings from Prince Edward Island!

After 30 years working for Tourism Prince Edward Island, Robert Ferguson has retired. Robert made a significant contribution to the tourism industry and particularly the Asian markets; placing Prince Edward Island as a “must see destination” for many Asian visitors to Canada. Robert’s efforts are greatly appreciated and his presence in the market will be missed. Please join me in wishing Robert a fulfilling retirement.

As Manager of Trade and Sales, I am excited to expand our reach in markets such as Japan, China, Korea, and Australia. Before joining Tourism Prince Edward Island in 2001, I worked in both the hotel and airline sectors which provided a great foundation for my current role today.

Tourism Prince Edward Island has been a member of CITAP for almost 20 year. I am proud of our accomplishments in the market and look forward to the many opportunities ahead. The Asian market is one of great importance to us; we take this relationship very seriously I am committed to developing educational programs to further enhance our relationship with CITAP tour operators.

Travel trade professionals seeking a unique experience for individual and group tours will find a wide range of tourism products and services including outstanding [scenic coastal beauty](#), world-class [beaches](#), unique [cultural attractions](#), [historic sites](#) of national significance, and of course [Anne of Green Gables](#).

Our team is pleased to provide assistance to FIT and group tour operators through familiarization and educational visits, itinerary planning, as well as marketing assistance. For example, visitors can spend three days in the land of Anne and immerse yourself in the magic of Lucy Maud Montgomery’s Island. Check out our sample itinerary for all the best of [Anne of Green Gables](#)!

We are pleased to hear that Air Canada is offering a new service between Montreal and Tokyo Narita starting June 1, 2018. The daily summer flights will be a convenient connection into Charlottetown during our peak tourist season.

We look forward to seeing you at Rendezvous 2018 in Halifax, NS from May 13th-16th.

