



Things to Do



Places to Stay



Places to Eat



Let's Chat!



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ISLAND EAST
TOURISM GROUP

POINTS EAST COASTAL DRIVE

Membership Benefits

Businesses flourish when they collaborate!



Annual Membership Investment \$125+hst

JOIN TODAY



Our mission is to drive economic prosperity for Points East Coastal Drive businesses and boost the tourism economy through the development and promotion of enriching experiences that showcase the region's natural coastal beauty, vibrant communities and rich cultural heritage, all year round.

Points East Coastal Drive (PECD) is the only tourism group recognized by the Province of Prince Edward Island, ACOA, and TIAPEI to represent your tourism interests in Eastern PEI.

It is critical that PECD members are consulted on tourism policy issues and that PECD be an active participant in the development of tourism policy. Together we can make all of our businesses thrive.

islandeasttourism.ca

Membership Benefits

Web Listing & Tripl App Promotion

Points East Coastal Drive web listing (includes photos and a description of your business)



Marketing, Promotion & Discounts



- Free Visitor Information Centre advertising
- Coop photography, On the Point Radio Ads, Digital Boost campaigns- cost shared.
- Free promotion of your packages, deals, and events
- Social media features and shared stories
- Access to networking events, training, and product development opportunities
- Member opportunities to access Seasonal Extension Product Funds
- Discounted advertising on Points East Coastal Drive maps, etc.
- Tourism PEI Marketing Campaigns

News Updates

Free weekly e-newsletter.

