



Economic
Development
and Tourism

Développement
économique
et Tourisme



Office of the Deputy Minister
PO Box 2000, Charlottetown
Prince Edward Island
Canada C1A 7N8

Bureau du sous-ministre
C.P. 2000, Charlottetown
Île-du-Prince-Édouard
Canada C1A 7N8

January 3, 2019

EDT 2018-226

Mr. Kevin Arsenault
32 Father Brady Lane
Fort Augustus, PE C1B 0X8

Dear Mr. Arsenault:

Re: *Freedom of Information and Protection of Privacy Act* (the "Act")

As we notified you by letter on November 23, the Department of Economic Development and Tourism is granting access to the records you had requested.

Some of the records you requested contain information protected from disclosure under the Act. We have protected the excepted information so that we may disclose to you the remaining information in the records. The information is protected from disclosure under the section 15(1) Disclosure harmful to personal privacy and is described as the cell phone, travel plans and health information of an individual.

Pursuant to section 60 of the Act, you may make a written request to the Information and Privacy Commissioner to review this matter. You have 60 days from the date of this notice to request a review by writing to:

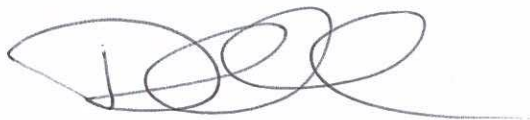
Information and Privacy Commissioner
J. Angus MacLean Building
P.O. Box 2000
Charlottetown, PE C1A 7N8.

When requesting a review, please provide the Office of the Commissioner with the following information:

- The file number – EDT 2018 -226.
- A copy of this letter.
- A copy of your original request form.

If you have any questions, please contact the Access and Privacy Services Office at 902-569-7590 or apso@gov.pe.ca.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Keedwell', with a long horizontal line extending to the right.

David Keedwell
Deputy Minister

c: APSO

Tara Jackson - RE: Rough draft of Loyalty Program opportunity

From: eddie francis <eddie_francis@hotmail.com>
To: tmjackson@gov.pe.ca
Date: 11/8/2011 9:00 PM
Subject: RE: Rough draft of Loyalty Program opportunity

Thanks for the quick reply. As far as I know the letter will be going out with the Tourism newsletter that Teresa is sending out and is going to all operators i.e. any restaurants, accomadations, shops, golf course. There will be no survey component to the letter as the letter will serve soley as a announcement that the government will be launching a "new" marketing opportunity for 2012. We will send a more detailed letter with project specifics once we get feedback from a few operators.

As per the change, my sentence makes now sense at all so both changes are excellent.

Thanks again,

Cheers
Eddie Francis

Date: Tue, 8 Nov 2011 14:12:32 -0400
From: tmjackson@gov.pe.ca
To: eddie_francis@hotmail.com
Subject: Re: Rough draft of Loyalty Program opportunity

Hey Eddie,

Thanks for sending along the letter. Just a few things I wanted to clarify...

We are sending this letter out to operators with the Tourism newsletter Teresa is sending, right? Will there be a survey component along with the letter? Or are we just asking operators to get in touch with me to provide feedback? The letter mentions the survey so I just wanted to be sure.

Would you mind taking a look at the line: "The program will use revolutionary technology for a smartphone application that will provide Prince Edward Island with an incredible advantage to capture tourist expenditures and **allow tourists to an added value by obtain various benefits from the operators.**" Maybe "...allow visitors an added value by obtaining various benefits from the operators"? I'm not sure.

I've also changed "tourist" to "visitor" just to keep it consistent with our wording here in the department.

Tara
Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438

www.gentleisland.com

>>> eddie francis <eddie_francis@hotmail.com> 11/8/2011 11:06 AM >>>

Hey Tara,

Great to meet with you today. I look forward to working with you on the loyalty program and get the project off the ground. Attached is a rough draft of the letter to send to operators. I left the letter short and vague so it can open the communication chain with the operators and allow for more oppurtunities to discuss the program on an individual basis with all operators. Please feel free to correct anything on the letter or ask me for further clarity.

Cheers,

Eddie Francis

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Tara Jackson - Re: David Janes - Contact Info

From: Tara Jackson
To: Peters, Teressa
Date: 11/8/2011 3:45 PM
Subject: Re: David Janes - Contact Info

Thank you! I'm not going to be able to afford this much chocolate :)

>>> Teressa Peters 11/8/2011 3:39 PM >>>
here ya go!

David Janes
President, Discover Anywhere Mobile
davidjanes@discoveranywheremobile.com
[+1 416-785-4425](tel:+14167854425)

>>> Tara Jackson 11/8/2011 3:32 PM >>>
Teressa,

Eddie Francis who is working on the Loyalty Program was asking for the contact information for David Janes today and Sebastian said you would have it. Would you mind sending it along?

Thanks,
Tara

From: Tara Jackson
To: Jackson, Tara
Date: 11/15/2011 4:50 PM
Subject: Fwd: Rough draft of Loyalty Program opportunity
Attachments: LOYALTY PROGRAM. survey.docx

>>> eddie francis <eddie_francis@hotmail.com> 11/8/2011 11:06 AM >>>
Hey Tara,

Great to meet with you today. I look forward to working with you on the loyalty program and get the project off the ground. Attached is a rough draft of the letter to send to operators. I left the letter short and vague so it can open the communication chain with the operators and allow for more opportunities to discuss the program on an individual basis with all operators. Please feel free to correct anything on the letter or ask me for further clarity.

Cheers,

Eddie Francis

LOYALTY PROGRAM – INITIATIVE OF THE PROVINCIAL GOVERNMENT OF PRINCE EDWARD ISLAND

The LOYALTY PROGRAM of Prince Edward Island is a marketing opportunity sponsored by Tourism PEI that is aimed at increasing tourist activity on the Island. The main focus of the program is to collaborate with all tourism operators on PEI and, together, design a program to increase tourist spending, increase repeat visits, and most importantly increase tourist knowledge of the province in respect to the different accommodations, restaurants, transportation, golf courses, and other activities that are vitally important to PEI.

The purpose of this survey is to generate feedback from you, the operator, about different aspects of tourism that can be improved and implemented into the loyalty program for the 2012-2013 season. The program will use revolutionary technology for a smartphone application that will provide Prince Edward Island with an incredible advantage to capture tourist expenditures and allow tourists to an added value by obtain various benefits from the operators.

We will be contacting all operators to discuss the tremendous opportunities the loyalty program offers and to determine the interest of all potential PEI operators. If possible, at your earliest convenience, please contact Tara Jackson at tmjackson@gov.pe.ca with any questions or comments.

Tara Jackson - Loyalty Program

From: Tara Jackson
To: Manago, Sebastian
Date: 11/16/2011 7:28 AM
Subject: Loyalty Program
CC: TPEI Switchboard, TPEI Switchboard

Sebastian,

I am going to work 15.(1) on the writing for the Loyalty Program.

Lisa - Could you mark me "**Out - back late am**" on the board?

Thanks,
Tara

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368 6692
(f): (902) 368-4438
www.gentleisland.com

Tara Jackson - Re: Loyalty Program - Invite

From: Tara Jackson
To: Peters, Teressa
Date: 11/16/2011 3:31 PM
Subject: Re: Loyalty Program - Invite

Perfect! Thanks for all your help!

>>> Teressa Peters 11/16/2011 3:30 PM >>>

sure thing - when I work on building this tomorrow I'll review it first - you'll get to see it before it goes to the masses

>>> Tara Jackson 11/16/2011 3:29 PM >>>

Yes please! Would you mind reading it over to make sure it suits my audience? I've never sent one of these out before.

>>> Teressa Peters 11/16/2011 3:28 PM >>>

sure thing - do you want this to go out tomorrow?

>>> Tara Jackson 11/16/2011 3:24 PM >>>

Teressa,

Attached is the copy to be sent out to operators via Interspire. I will take care of sending it to Culinary and Arts & Heritage Trail participants.

Let me know if there's anything you think I should change. Can you make sure it says "Marketing Opportunity for Tourism Operators" in the subject line or somewhere near the top?

Thanks,
Tara

From: Tara Jackson
To: Jackson, Tara
Date: 11/18/2011 4:57 PM
Subject: LP shortlist
Attachments: Loyalty Program - Shortlist.xlsx

Operation	Contact	Telephone	Email	Notes
Northport Pier Inn	Cathy Bullied	902-853-4520	inn@northportpier.ca	
The Elmwood Heritage Inn	Jay & Carol MacDonald	902-368-3310	elmwood@peisymptaco.ca	
Forest & Stream Cottages	Glenn Saunders	902-962-8537	glenn@forestrandstreamcottages.com	
Jarbourview/Waterfront Cottages	Dixie Haley	902-367-9099	peicottages@eastlink.ca	
Anne's Windy Popples	John & Jean Brewer	902-963-2888	vacation@anneswindypopples.com	
Fremere's Ocean View Cottages	Jim Tremiere	902-894-5383	timan@nicole@eastlink.ca	
Historic Maplethorpe Inn & Café	Dianna Linder	902-887-2909	info@cafemaplethorpe.com	
PEI Segway Tours	Dianna Linder	902-887-2909	info@cafemaplethorpe.com	
McAskill's Studio	Greg Weeks	902-436-1883	foxhouse2000@hotmail.com	
Island Home Bed & Breakfast	Joe McAskill	902-566-3416	joemcaskill@woodworking.com	
Firedance Country Inn	Patrick Higgins & Anne Fagan	902-436-7559	bellatony@eastlink.ca	
Sundance Cottages	John & Wei Kichansky	902-573-3471	firedance1@gmail.com	
Anne of Green Gables Museum	Linda Lowther	902-392-0679	info@sundancecottages.ca	
St. Peter's Bay Craft & Giftware	George Campbell	902-836-2502	george@spinesociety.org	
Brackley Beach North Winds Studio 4	Ed McKenna	902-367-7900	ed@stetersbay.com	
Culinary Bootcamps	Murray & Janice MacPherson	902-672-2245	stay@brackleybeachnorthwinds.com	
Cranford Inn/Dunescape Cottages	Susan Christensen	902-940-4025 902-892-8551	s.christensen@peisymptaco.ca	
Dalvey By The Sea & Red Dory Fish House	Marsha Doiron	902-566-9698	M.Doiron@holiandcollege.com	
Maritime Fun Group - PEI	Vicki Francis	902-368-8070	stav@cranfordinn.ca	
White Sands Cottages and Campground	Doug Minaker	902-672-2048	dminaker@dalveybythesea.com	
Red's Corner	Matthew Jelley	902-963-3939 ext 222	mat@maritimefun.com	
Golf PEI	Chris Opydo	902-963-2532	ppgoid@sympatco.ca	
Dreamweavers Cottages	Amyr MacDonald	902-838-3838	redscorner@sympatco.ca	
Shipwright Inn	Amanda Stewart Barlow	902-566-4653	amanda@golfpei.ca	
NEW Culinary Studio located in converted New London Church	Vicki Reddin-Gauthier	1-888-496-8272	vickirg@peisymptaco.ca	
	Judy & Trevor Pye	902-368-1905	inkeeper@shipwrightinn.com	
	Annie Leroux	902-314-9666	annie@anniesacresantiques.com	
Cavendish Entertainment	Thom & Heather MacMillan	902-969-9386	thom@peibea.com	
The Pearl	Maxine Delaney	902-963-2111	maxinedelaney@peisymptaco.ca	
Alexander Fresh Vegetables	Alexander/Sandy Mackay	902-888-7455	alexander@peibea.com	
Cavendish Beach Music Festival	Kim Doyle	902-314-8682	sponsorship@cavendishbeachmusic.com	

(9/30/2018) Tara Jackson - Loyalty Program - Shortlist Xlsx

Cavendish Maples Cottages, Sandbox Pub & Eatery, and Cavendish Pizza Delight	Tyson Macinnis		tyson@deliafarm.com	
Prince Edward Aqua Farms	Jerry Bidgood	902-886-2220	jerry@pearqa.com	
Cavendish Bobsom Buddies	Tracey Singleton for Roni Peters	902-370-3597	tracey@veisatiegroup.ca	*** Returning December 4
Perks Canada	Mike Critchley	902-672-6386	mike.critchley@pc.ec.ca	
The Kitchen Witch Tea Room	Debbie & Geoff Crowther	902-886-2092	entraxis@yahoo.com	
Harbour Lights Guest House	Pat Craig	902-367-0993	patricia.craig@bellalant.net	
Kool Breeze Farms	Ian Simmons	902-439-1444	kool@eastlink.ca	

Tara Jackson - Re: Meeting

From: Tara Jackson
To: Francis, Eddie
Date: 11/21/2011 8:51 AM
Subject: Re: Meeting

Great! See you then!

>>> Eddie Francis <eddie_francis@hotmail.com> 11/21/2011 6:35 AM >>>
Great. See you at 10

Eddie Francis

On 2011-11-20, at 11:30 PM, "Tara Jackson" <tmjackson@gov.pe.ca> wrote:

Eddie,

Sorry! I'm just seeing this now! Tomorrow morning sounds great if that still works for you.
Tourism Boardroom at 10am?

Tara

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438
www.gentleisland.com

>>> Eddie Francis 11/19/11 4:29 PM >>>
Hey Tara,

Absolutely. Does 10 work for you?

Eddie Francis

On 2011-11-18, at 2:36 PM, "Tara Jackson" <tmjackson@gov.pe.ca> wrote:

Eddie,

Are you available to meet Monday morning to discuss next steps for the Loyalty Program? We have a list of close to 40 interested operators at this point, and will need to start setting up meetings. Sebastian would like all meetings to be complete prior to the Christmas holidays.

Let me know if you're available Monday - say 10am?
Tara

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438
www.gentleisland.com

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^^

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Tara Jackson - Fwd: Loyalty Program Meeting

From: Tara Jackson
To: Eddie Francis
Date: 11/21/2011 4:26 PM
Subject: Fwd: Loyalty Program Meeting

Eddie,

I guess I should fill you in a bit on what Sebastian and I talked about. He's still thinking we don't need to talk about the cost of membership. He's actually of the opinion we maybe shouldn't even charge to participate in the program since operators are offering discounts anyway.

He also isn't sure that the luncheons would work - just with the way operators are when they get together. He thinks we can do most of the sales for the shortlist via telephone.

As for target numbers, Sebastian is hoping to have 100 accommodations operators alone.

As for the app, Sebastian is thinking it will be more of a Year Two launch. He really wants this program to succeed so he wants to have a firm base in year one to build on.

Sorry for the ramblings! Just thought I'd bring you up to speed!

Anyway, let me know as soon as you can when you are available to meet, as Sebastian's schedule books up pretty quickly.

See you tomorrow/Wednesday!
Tara

>>> Tara Jackson 11/21/2011 4:10 PM >>>
Eddie,

I spoke to Sebastian for a few minutes this afternoon and he's thinking we should meet prior to talking to Vicki on Thursday. Could you meet at any of the following times:

Tuesday (tomorrow) 11am or 1pm
Wednesday 2pm

Sebastian also said he would like to be involved in some of the first meetings.

Thanks!
Tara

(9/30/2018) Tara Jackson - Update

From: Sebastian Manago
To: <mark.bradbury@applyfinancial.co.uk>
CC: eddie_francis@hotmail.com; Tara Jackson; Teresa Peters
Date: 11/22/2011 3:48 PM
Subject: Update
Attachments: Project Sign Off_client management tool.pdf; Sebastian Manago.vcf

Hi,

Good to talk to you earlier today.

1. Attached is the statement of work to develop the client management tool
2. I am working on getting you a Moneris contact
3. You will receive access to the XML feed in a separate e-mail
4. Internetworks' billing info is:

Internetworks
PHONE: 902.892.4671 | FAX: 888.368.9484
EMAIL: info@internetworks.ca
30 University Avenue
Charlottetown PE, C1A 4M4

5. I will be in London from Sunday 04 to Monday afternoon (or Tuesday morning) and again on Monday the 12th. We can meet both times.

Sebastian Manago
Director of Consumer Sales & CRM
Tourism PEI
PO Box 2000
Charlottetown, PE
Canada C1A 7N8

(902) 368-6316

Statement of Work

Project Title: Client Management Tool for Tourism PEI Website

Description: Tourism PEI is in need of a Client Management Tool which will allow tourists to create and manage their accounts on the tourism website, www.tourismpei.com. This CMT would be secure and implement a single id/password per user.

This management tool would be required for:

- manage opt in/out for multiple newsletter subscriptions and speciality lists
- loyalty program
 - account creation, card activation, account details (to be determined)
- itineraries
 - ability to save and edit itineraries

The items which are currently out of scope for this SOW are:

- Share PEI Photo Contest
- Island Radio - allow people to create, save and edit their playlists

The CMT needs to be available for testing in March 2012 and live in April 2012.

Requirements

- all three items below are required to be on the login page
- Visitor Information Centre staff will require access to all client accounts.
- Required for English and French sites.

1) New User Registration

- email address
- email address validation
- captcha security code
- Register button

After registration message is displayed saying an email has been sent to their account and for them to click on it to activate their account.

After initial registration, the following fields are required:

- First Name
- Last Name
- Password
- Address
- Community
- Country
- Province/State (default drop-down menu once Country is selected)

- Postal Code/ZIP Code (depending on which Country is selected)
- Telephone - one field for area code, one for phone number

Manage Account Link

- Loyalty Card - enter PIN number to activate your card
- Itineraries - name and save your itinerary
- Newsletter lists - allow them to subscribe/unsubscribe to multiple lists as HTML or Plain Text

2) Registered Users

- email address
- password

If they enter an invalid password message to appear that states "The password you entered does not match the one we have on file. Please check your password and re-enter it. If you have forgotten your password check the "forgot password" box and a new one will be emailed to you"

Edit Information Link: From login display the information we have in the system for them with the option to edit. All information can be edited, including email address.

Change Password Link

- Old Password
- New Password
- Repeat New Password

Manage Account Link

- Loyalty Card - enter PIN number to activate your card
- Itineraries - name and save your itinerary
- Newsletter lists - allow them to subscribe/unsubscribe to multiple lists as HTML or Plain Text

3) Forgot your password?

- email address - a new password is to be sent to them, which they can change once they log back into the website

Reports/Imports/Exports

- all data is to be available for import into Tourism PEI's CRM system (real-time or batch to be later defined)

- an import of data from multiple newsletter systems would be required prior to launch to allow patrons to manage their subscriptions lists

- reports required for each account type in the system

- Loyalty Cards - # of card activations
 - # of activations per province/state
- Itineraries - # of itineraries created (can be up to 3 itineraries per account)

Tara Jackson - RE: Technical Contact at Moneris

From: Tara Jackson
To: Goguen, Katharine
Date: 11/23/2011 10:18 AM
Subject: RE: Technical Contact at Moneris

Thank you, Katie. I will try another route.

Tara

>>> "Goguen, Katharine" <katharine.goguen@moneris.com> 11/23/2011 10:11 AM >>>

Hello,

15.(1) I believe you would need to contact customer service for this and ask to speak to technical.

Katie Goguen

IB Sales Team Leader

Moneris Solutions

katharine.goguen@moneris.com

PHONE: 1-877-825-0361 EXT. 4205

FAX: 1-877-361-8818

From: Tara Jackson [mailto:tmjackson@gov.pe.ca]
Sent: Wednesday, November 23, 2011 8:54 AM
To: Goguen, Katharine
Subject: Technical Contact at Moneris

Katie,

Teressa Peters (Tourism PEI) had forwarded me your information as a contact for Moneris.

We are developing a Loyalty Program and the contractor (Simplex/Apply Financial) is looking to speak with someone at Moneris as Moneris is the main provider of merchant terminals on Prince Edward Island. Simplex is looking to speak with someone at Moneris to understand how they can receive the transaction information that they will feed to Tourism PEI on a daily basis.

Who would be the best person for them to talk to? They would need to speak with someone who could discuss the technical aspects of the transactions.

Many thanks,
Tara

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438
www.gentleisland.com

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Tara Jackson - Re: XML access for Loyalty Program

From: Mark Bradbury <mark.bradbury@applyfinancial.co.uk>
To: TLPETERS@gov.pe.ca
Date: 11/23/2011 4:04 PM
Subject: Re: XML access for Loyalty Program
CC: tmjackson@gov.pe.ca; SRMANAGO@gov.pe.ca
Attachments: 7DD38345-1272-4CD2-B993-392896185DAD[43].png

Hi Teresa
 Thanks for that. Will come bak to you if we have any questions.
 Best regards
 Mark

Mark Bradbury
 Managing Director



T: +44 (0)20 7776 6400
 M: +44 (0)7802 514502
 E: mark.bradbury@applyfinancial.co.uk
 W: www.applyfinancial.co.uk
<http://about.me/markbradbury>

Apply Financial, 8th Floor, Becket House, 36 Old Jewry London EC2R 8DD

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Please consider the environment before printing this e-mail.

From: Teresa Peters <tlpeters@gov.pe.ca>
Date: Wed, 23 Nov 2011 14:38:18 -0400
To: Mark Bradbury <mark.bradbury@applyfinancial.co.uk>
Cc: Sebastian Manago <SRMANAGO@gov.pe.ca>, Tara Jackson <tmjackson@gov.pe.ca>
Subject: Fwd: Re: XML access for Loyalty Program

Hi Mark,

Below is your login details and access to the XML feeds for the tourism website. Any questions let me know.

Cheers,
 Teresa
 login: 677776
 password: adT8h2F

Accommodation feed(English):

<http://search.tourismpei.com/search/XMLResultsOperators/language/1/type/1/login/677776/password/adT8h2F/>

Attractions Feed(English):

<http://search.tourismpei.com/search/XMLResultsOperators/language/1/type/3/login/677776/password/adT8h2F/>

Tours Feed (English):

<http://search.tourismpei.com/search/XMLResultsOperators/language/1/type/4/login/677776/password/adT8h2F/>

If you need the French feed you will have to change the language variable to a 2.

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Tara Jackson - Loyalty Program

From: Tara Jackson
To: Manago, Sebastian
Date: 11/25/2011 11:05 AM
Subject: Loyalty Program

Sebastian,

I was going to do the bulk of the Loyalty Program call outs today. Am I good to go?

Thanks,
Tara

Tara Jackson - Re: Loyalty Program email sent to operators

From: Tara Jackson
To: Peters, Teressa
Date: 11/25/2011 1:40 PM
Subject: Re: Loyalty Program email sent to operators

Yes, please send along the list of who has opened it.

Many Thursday morning isn't the best time to send it out!

>>> Teressa Peters 11/25/2011 11:24 AM >>>
Hi Tara,

I was just looking at the stats for the loyalty email that was sent to operators on Nov 17th.

It was sent to 1,034 but only opened by 295 operators - so there are still a lot of operators who would have no clue about this opportunity.....

I can provide you with the list of who opened the email if you'd like - unfortunately I can't give you a list of who hasn't opened it.

Cheers,
Teressa

Tara Jackson - Re: Phone questionnaire

From: Eddie Francis <eddie_francis@hotmail.com>
To: tmjackson@gov.pe.ca
Date: 11/25/2011 5:39 PM
Subject: Re: Phone questionnaire

I can definitely make it

Cheers

Eddie Francis

On 2011-11-25, at 3:47 PM, "Tara Jackson" <tmjackson@gov.pe.ca> wrote:

So far, I have Monday, November 28th at 2pm booked with Parks Canada here in the Tourism Boardroom. Sebastian's schedule is ridiculous next week so I'm trying to fit in as many meetings as possible before he leaves for Germany.

Let me know if you can make it Monday.
Tara

>>> Eddie Francis <eddie_francis@hotmail.com> 11/25/2011 3:17 PM >>>
For sure. Likely won't be till weekend

Eddie Francis

On 2011-11-25, at 3:01 PM, "Tara Jackson" <tmjackson@gov.pe.ca> wrote:

So you'll likely be here Monday to Thursday this coming week? We're looking at meetings during that time. We have a very tight schedule though as Sebastian is out of the country from Dec 4-13.

Tara

>>> Eddie Francis <eddie_francis@hotmail.com> 11/25/2011 2:36 PM >>>
Hey Tara, I'll find out shortly the exact dates. The crew from simplex is coming down and I'll be following them back up. When I find out their logistics I'll let you know asap
Cheers
Eddie Francis

On 2011-11-25, at 2:23 PM, "Tara Jackson" <tmjackson@gov.pc.ca> wrote:

Eddie,

Exactly what dates are you in London? I'm working on setting up meetings with the major players (Golf PEI, Parks Canada, etc).

Thanks,
Tara

>>> Eddie Francis <eddie_francis@hotmail.com> 11/25/2011 9:03 AM >>>

Hey Tara,

Just wondering how the phone calls went and if operators had any good/negative feedback.

Cheers
Eddie Francis

On 2011-11-23, at 12:30 PM, "Tara Jackson" <tmjackson@gov.pc.ca> wrote:

Will do! I think these are a great starting point! I think a number of the people that I share an office with are out later this afternoon so I will start then.

>>> Eddie Francis <eddie_francis@hotmail.com> 11/23/2011 11:54 AM >>>

Perfect. I have all the material at the office so I will not be able to get it till I get back in town. Off the top of my head they went like this;

1. Is your company looking for a new marketing initiative for 2012?
2. Are you familiar with the benefits of loyalty programs?
3. One benefit of the loyalty program to visitors if the ability to capitalize on receiving discounts. As an operator are you able to offer discounts

If so what percentage?

4. Another benefit of the loyalty program is to allow operators of different interests to work together to provided an added value to the visitor. Would your business be interested insuch an endeavor?

5. This program is a non profit program but an annual membership fee will be charged to join to pay for the marketing budget of the loyalty card. Is your company interested in paying a membership fee?

Short survey but it will open up the dialogue with the operators. If you could start with a couple today that would fantastic. I have a conference call with Simplex today so I'll call you mid afternoon to talk further.

Cheers

Eddie Francis

On 2011-11-23, at 11:15 AM, "Tara Jackson"
<tmjackson@gov.pe.ca> wrote:

Eddie,

Did you put together any questions for operators? If so, I could start calling the smaller operations now.

Tara

>>> Eddie Francis
<eddie_francis@hotmail.com>
11/23/2011 10:34 AM >>>

Hey Tara,

I'm going to have to push back the meeting with Vicki till Monday. I'll send her an email today to let her know. We should aim for Monday to start / finish calling everyone for the preliminary survey if that works for you. My travel plans next week are to be in London Thursday till Monday.

Cheers

Eddie Francis

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From: Tara Jackson
To: Francis, Eddie
Date: 11/29/2011 3:04 PM
Subject: Calls?
Attachments: Loyalty Program - Shortlist EDDIE.xlsx; Questions to Operators - Consultations - Loyalty Program.docx

Eddie,

What's your workload like? I'm having trouble getting through these calls and thought we could divide the list. I've attached the bottom half of the list so if you could get a start on them it'd be great!

Tara

Sector	Operation	Contact	Telephone	Email	Notes
Arts & Heritage	St. Peter's Bay Craft & Giftware Studio 4	Ed McKenna	902-367-7900	ed@stpetersbay.com	
Arts & Heritage	Basket Weavers - Island Traditions Store	Susan Christensen	902-940-4025 902-892-8331-2484 (h) 902-854-3063	s.christensen@peisymphatico.ca	
Arts & Heritage	Fire & Water Creations	Ann McRae	902-687-3367	islandtraditions@hotmail.com	
Attraction	PEI Museums	Teri Hall		teri@peiseaglass.com	
Attraction	Anne of Green Gables Museum	David Keenlyside, Nora Young, Paula Kenny	902-368-6800	dkeenlyside@gov.pe.ca	Possible meeting?
Attraction	Maritime Fun Group - PEI	George Campbell	902-836-5502	george@annesociety.org	
Attraction	Cavendish Entertainment	Matthew Jelley	902-963-3939 ext 222	matt@maritimefun.com	
Attraction	Green Gables & Anderson Creek Golf Courses	Thom & Heather MacMillan	902-969-9385	thom_mac@gelabn.com	*** Returning November 28
Culinary	Culinary bootcamps	Kevin Champion	902-896-2222	greenables@gelabn.com	*** Returning December 1
Culinary	Red's Corner	Marsha Doiron	902-566-9698	M.Doiron@hollandcollege.com	
Culinary	*NEW* Culinary Studio located in converted New London Church	Ambyr MacDonald	902-838-3838	redscornerinc@yahoo.ca	
Culinary	The Pearl	Annie Leroux	902-314-9665	annie@anniesacresantiques.com	
Culinary	Alexander Fresh Vegetables	Maxine Delaney	902-963-2111	maxinedelaney@peisymphatico.ca	
Culinary	Prince Edward Aqua Farms	Alexander (Sandy) Mackay	902-888-7456	alexanderb@bellaliant.ns	
Culinary	The Kitchen With Tea Room	Jerry Bidgood	902-886-2220	jerry@peagua.com	*** Returning December 4
Culinary	Kool Breeze Farms	Debbie & Geoff Crowther	902-886-2092	entraxis@yahoo.com	
Culinary	PEI Preserve Co.	Ian Simmons	902-439-1444	kool@eastlink.ca	
Culinary	Rossignol Estate Winery	Bruce MacNaughton	902-964-4300	bruce@preserverestatemary.com	
Culinary	Pipers Restaurant @ Glasgow Hills	John Rossignol	902-962-4193	john@rossignolwinery.com	*** Interested in participating in soft benefits
Culinary Gift Shop	Blue Mussel Cafe and Saagull's Nest Gift Shop	Jeff Trainor	902-621-2200	itrainor@glasgowhills.com	
Event	Cavendish Beach Music Festival	Kent Thompson	902-314-1457	kenona@eastlink.ca	
Tours	PEI Seaway Tours	Kim Doyle	902-314-8682	sponsorship@cavendishbeachmusic.com	Meeting?
		Greg Weeks	902-436-1883	Toxhouse2000@hotmail.com	

**Loyalty Program
Survey to Operators**

1. Is your company looking for a new marketing initiative for 2012?

2. Are you familiar with the benefits of loyalty programs?

3. One benefit of the loyalty program to visitors is the ability to capitalize on receiving discounts. As an operator, are you able to offer discounts?

If so, what percentage?

If not, what other soft benefits would you be able to offer?

4. Another benefit of the loyalty program is to allow operators of different interests to work together to provide an added value to the visitor. Would your business be interested in such an endeavour?

5. This program is a non-profit program but an annual membership fee will be charged to join to pay for the marketing budget of the loyalty card. Is your company interested in paying a membership fee?

From: Tara Jackson
To: Jackson, Tara
Date: 11/15/2011 4:35 PM
Subject: LP
Attachments: LOYALTY PROGRAM. survey - Tara.docx

LOYALTY PROGRAM – INITIATIVE OF THE PROVINCIAL GOVERNMENT OF PRINCE EDWARD ISLAND

<Intro>The LOYALTY PROGRAM of Prince Edward Island is a marketing opportunity sponsored by Tourism PEI that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all tourism operators on PEI and, together, design a program to increase visitor spending, repeat visits, and most importantly, increase visitor knowledge of the province.

<WHAT IS IT?>

We would like to generate feedback from you, the operator, about different aspects of tourism that can be improved and implemented into the Loyalty Program for the 2012-2013 season. The program will utilize revolutionary smartphone technology that will provide Prince Edward Island a competitive advantage to capture tourism expenditures while providing the visitor with access to value added benefits. *Participants will be given a membership card to use at participating properties that will allow them to take advantage of discounts, special offers, promotions and other value-added benefits.*

- Marketing opportunity for 2012
- Rewards card for visitors to the Island
- Offers discounts, special offers, advanced sales, etc
-

We would like to generate feedback from you, the operator regarding the implementation of the Loyalty Program for the 2012-2013 season

<Let us know if you are interested>We will be contacting all operators to discuss the tremendous opportunities the Loyalty Program offers and to determine the interest of all potential PEI operators. If possible, at your earliest convenience, please contact Tara Jackson at tmjackson@gov.pe.ca with any questions or comments.

We are very excited about this new program and hope many of you will take advantage of this exciting new opportunity. If interested in participating in the Loyalty Program, please contact Tara Jackson at tmjackson@gov.pe.ca before November 30th, 2011.

Tara Jackson - Re: Meeting with Vicki Francis

From: Eddie Francis <eddie_francis@hotmail.com>
To: tmjackson@gov.pe.ca
Date: 11/23/2011 12:39 PM
Subject: Re: Meeting with Vicki Francis

You're fantastic.

Eddie Francis

On 2011-11-23, at 12:30 PM, "Tara Jackson" <tmjackson@gov.pe.ca> wrote:

Will do! I think these are a great starting point! I think a number of the people that I share an office with are out later this afternoon so I will start then.

>>> Eddie Francis <eddie_francis@hotmail.com> 11/23/2011 11:54 AM >>>

Perfect. I have all the material at the office so I will not be able to get it till I get back in town. Off the top of my head they went like this;

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If so what percentage?

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Short survey but it will open up the dialogue with the operators. If you could start with a couple today that would be fantastic. I have a conference call with Simplex today so I'll call you mid afternoon to talk further.

Cheers

Eddie Francis

On 2011-11-23, at 11:15 AM, "Tara Jackson" <tmjackson@gov.pe.ca> wrote:

Eddie,

Did you put together any questions for operators? If so, I could start calling the smaller operations now.

Tara

>>> Eddie Francis <eddie_francis@hotmail.com> 11/23/2011 10:34 AM >>>

Hey Tara,

I'm going to have to push back the meeting with Vicki till Monday. I'll send her an email today to let her know. We should aim for Monday to start / finish calling everyone for the preliminary survey if that works for you. My travel plans next week are to be in London Thursday till Monday.

Chccrs

Eddie Francis

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From: Tara Jackson
To: Manago, Sebastian
Date: 12/6/2011 5:42 PM
Subject: Re: Fw: Customized Aeopian partnership
Attachments: Loyalty Program - Initial List of Interested Properties.xlsx

Sebastian,

Attached is a spreadsheet of all properties who expressed an interest in the Loyalty Program following our initial invite.

Let me know if there's anything else you need.
Tara

>>> Sebastian Manago 12/5/2011 5:01 PM >>>
Hi,

Could you make a list of all businesses who could potentially participate. Leave out gas stations.

(9/30/2018) Tara Jackson - Loyalty Program - Initial List of Interested

Operator	Operation	Contact	Telephone	Email	Notes
accommodation	Northport Pier Inn	Cathy Bullied	902-853-4520	inn@northportpier.ca	
accommodation	The Elmwood Heritage Inn	Jay & Carol MacDonald	902-368-3310	elmwood@peisympatico.ca	
accommodation	Forest & Stream Cottages	Glenn Saunders	902-962-3537	glenn@forestandstreamcottages.com	
accommodation	HarbourViewWaterfront Cottages	Dixie Haley	902-867-9099	peicottages@fastlink.ca	
accommodation	Anne's Windy Poptars	John & Jean Brewer	902-963-2888	vacation@annesyndypoptars.com	
accommodation	Tremere's Ocean View Cottages	Tim Tremere	902-894-5383	timantnicole@eastlink.ca	
accommodation	Inns of Distinction	Dianna Linder	902-887-2909	info@cafemablethorne.com	
accommodation	Island Home Bed & Breakfast	Patrick Higgins & Anne Fagan	902-436-7559	bellatony@eastlink.ca	
accommodation	Fredance Country Inn	John & Wei Kirchansky	902-675-3471	fredance1@gmail.com	
accommodation	Sundance Cottages	Linda Lowther	902-393-0679	info@sundancecottages.ca	
accommodation	Brackley Beach North Winds	Murray & Janice MacPherson	902-672-2245	stava@brackleybeachnorthwinds.com	
accommodation	Cranford Inn/Dunestape Cottages	Micki Francis	902-368-8070	stava@cranfordinn.ca	
accommodation	White Sands Cottages and Campground	Chris Opydo	902-963-2532	scopzold@sympatico.ca	
accommodation	Dreamweavers Cottages	Micki Reddin-Gauthier	1-888-496-8272	myskig@peisympatico.ca	
accommodation	Shipwright Inn	Judy & Trevor Pye	902-368-1905	innkeeper@shipwrightinn.com	
accommodation	Cavendish Bosport Buddies	Tracey Singleton for Ron Peters	902-370-3997	tracev@versatilegroup.ca	
accommodation	Harbour Lights Guest House	Pat Craig	902-367-0993	patricia.craig@bellaliant.net	
accommodation	Mill River Log Home	Juanita & Ricky Gallant	902-859-3700	info@millriverloghome.com	
accommodation	Sparkling Sunset	Mary McKenna	902-659-2479	m.mckenna@peisympatico.ca	
accommodation	Stanley Bridge Country Resort	Ryan Cochrane	902-886-2882	ryan.cochrane@stanleybridgeresort.com	
accommodation	Meadowview Cottages	Allan & Brenda Malone	902-368-2756	allan@meadowviewcottages.com	
accommodation	Cymbria Campground	Cindy Hopper	902-963-2458	trent@ymbria.ca	
accommodation	Stanhope Cottages	Jenny & Luke Liu	1-888-807-2011	stanhopecottages@hotmail.ca	
accommodation restaurant	Dalway By The Sea & Red Dory Fish House	Doug Minaker	902-672-2043	dminaker@dalwaybythesea.com	

(9/30/2018) Tara Jackson - Loyalty Program - Initial List of Interested

Accommodation / Restaurant	Cavendish Maples Cottages, Sandbox Pub & Eatery, and Cavendish Pizza Delight	Tyson MacInnis		tyson@peiara.com	
Accommodation / Restaurant	Historic Maplethorpe Inn & Café	Dianna Linder	902-887-2909	info@cafemaplethorpe.com	
Arts & Heritage	McAskill's Studio	Joe McAskill	902-566-3416	joe@mcaskillwoodworking.com	
Arts & Heritage	St. Peter's Bay Craft & Giftware Studio 4	Ed McKenna	902-367-7900	ed@spetersbay.com	
Arts & Heritage	Basket Weavers - Island Traditions Store	Susan Christensen	902-940-4025 902-992-831-2484 (h) 902-854-3063	s.christensen@pei.sympatico.ca	
Arts & Heritage	Fire & Water Creations	Ann McRae	902-687-3367	islandtraditions@hotmail.com	
Attraction	PEI Museums	David Keenlyside, Nora Young, Paula Kenny	902-368-6600	dkeenlyside@gov.pe.ca	Possible meeting?
Attraction	Anne of Green Gables Museum	George Campbell	902-836-5502	george@gmsociety.org	
Attraction	Maritime Fun Group - PEI	Matthew Jelley	902-963-3989 ext 222	matt@maritimefun.com	
Attraction	Cavendish Entertainment	Thom & Heather MacAvellan	902-969-9386	thom.mjac@pei.abn.com	*** Returning November 28
Attraction	Green Gables & Anderson Creek Golf Courses	Kevin Champion	902-886-2222	greenablesgolf@pei.abn.com	*** Returning December 1
Culinary	Culinary Bootcamps	Marsha Dolron	902-566-9698	MLDolron@hollandcollege.com	
Culinary	Red's Corner	Ambyr MacDonald	902-888-3838	redscornerinc@yahoo.ca	
Culinary	*NEW* Culinary Studio located in converted New London Church	Annie Leroux	902-314-9666	annie@anniesacresantiques.com	
Culinary	The Pearl	Maxine Delaney	902-963-2111	maxinedelaney@pei.sympatico.ca	
Culinary	Alexander Fresh Vegetables	Alexander (Sandy) Mackay	902-888-7456	alexanderb@bellali.net	
Culinary	Prince Edward Aqua Farms	Berry Blidgood	902-886-2220	berry@peaqua.com	*** Returning December 4
Culinary	The Kitchen Witch Tea Room	Debbie & Geoff Crowther	902-886-2092	entramis@yahoo.com	
Culinary	Kool Breeze Farms	Ian Simmons	902-439-1444	kool@eastlink.ca	
Culinary	PEI Preserve Co.	Bruce MacNaughton	902-964-4300	bruce@preservecompany.com	
Culinary	Rossignol Estate Winery	John Rossignol	902-962-4193	john@rossignolwinery.com	*** Interested in participating in soft benefits

9/30/2018) Tara Jackson - Loyalty Program - Initial List of Interested

inary	Pipers Restaurant @ Glasgow Hills	Jeff Trainor	902-621-2200	itrainor@glasgowhills.com	
inary Gift Shop	Blue Mussel Cafe and Seagull's Nest Gift Shop	Kent Thompson	902-314-1157	kenona@eastlink.ca	
ent	Cavendish Beach Music Festival	Kim Doyle	902-314-8682	sponsorship@cavendishbeachmusic.com	Meeting?
urs	PEI Segway Tours	Greg Weeks	902-436-1883	foxhouse2000@hotmail.com	
Major Players					
insportation	Confederation Bridge				
insportation	NFL	Jeff Gaudet		rgaudet@nfl-bay.com	Thursday, December 1 @ 3:30pm
raction	Confederation Centre	Penny Walsh McGuire	902-628-6138	puwalsh@confederationcentre.com	
raction	Golf PEI	Barry MacLeod	902-566-4653		
raction	Parks Canada	Mike Critchley	902-672-6386	mike.critchley@pc.gc.ca	Monday, November 28 @ 2:00pm
raction	Experience PEI	Bill & Mary Kendrick	902-887-2333 1-866-886-kendrickhill@bell.blackberry.net		*** Returning December 5
ent	Cavendish Beach Music Festival	Kim Doyle	902-314-8682	sponsorship@cavendishbeachmusic.com	Meeting?
ent	Small Halls				

Tara Jackson - RE: Calls?

From: eddie francis <eddie_francis@hotmail.com>
To: tmjackson@gov.pe.ca
Date: 12/8/2011 10:17 AM
Subject: RE: Calls?

Hey Tara,

Just working on a business and marketing plan before I head to London to present to the team so phone calls are going slow. By the time I get back we will have a great outlook on the whole situation and we'll feel alot more comfortable talking with operators when we have a marketing plan in front of them with all details and time lines. Im going to try to sneak a few in mid afternoon so Ill let you know how they go. Are you still getting the same response from operators? Time line, price, etc

Cheers

Eddie

Date: Wed, 7 Dec 2011 13:45:24 -0400
From: tmjackson@gov.pe.ca
To: eddie_francis@hotmail.com
Subject: Re: Calls?

Héy Eddie,

Just wondering how you're getting along with the calls.

Tara

>>> Eddie Francis <eddie_francis@hotmail.com> 12/5/2011 8:12 AM >>>
Good morning Tara,
Just wondering if you are joining Sebastain via Skype this morning for his meeting

Eddie Francis
Sent from my iPad

On 2011-11-29, at 4:58 PM, "Tara Jackson" <tmjackson@gov.pe.ca> wrote:

A few want there to be more of a plan and don't really get that this is part of the consultation process. Others think it's a great idea but haven't had a chance to really think of what they can offer because they figured we'd be going to them with sort of a 'here are the terms and conditions....do you want in or not?'. Hopefully tomorrow's calls will go better!

>>> Eddie Francis <eddie_francis@hotmail.com> 11/29/2011 4:50 PM >>>
Hey Tara. For sure I'll make some calls. Are you getting good feedback

Eddie Francis

On 2011-11-29, at 3:04 PM, "Tara Jackson" <tmjackson@gov.pe.ca> wrote:

Eddie,

What's your workload like? I'm having trouble getting through these calls and thought we could divide the list. I've attached the bottom half of the list so if you could get a start on them it'd be great!

Tara

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<Loyalty Program - Shortlist EDDIE.xlsx>

<Questions to Operators - Consultations - Loyalty Program.docx>

Tara Jackson - Operator Email

From: Tara Jackson
To: Eddie Francis
Date: 12/20/2011 3:55 PM
Subject: Operator Email

Hey Eddie,

Here's the email I've been sending out. Let me know what you think and what should be changed. Don't be afraid to be critical. I'd like to send it tomorrow morning so if you could send it along later tonight, that'd be just lovely ;)

Tara

Thank you for your interest in the Loyalty Program. We have had a few other artisans express an interest in the program (McAskill's Studio, St. Peter's Bay Craft & Giftware, Studio 4, Basket Weavers and Fire & Water Creations) and would love to have more!

At this point, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program. We are also wanting to know what types of benefits operators may be able to offer.

Two of the major ways to participate in the program are:

- 1) Offering discounts (hard benefits) to Loyalty Program cardholders
- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

Do you think you would be more likely to offer discounts or value-added benefits to cardholders? If you are thinking of offering discounts, we would need a commitment of at least a 10% discount that would be offered directly to cardholders. Would this be feasible?

Looking forward to hearing from you.

Tara

Tara Jackson - Fwd: Operator Email

From: Eddie Francis <eddie_francis@hotmail.com>
To: tmjackson@gov.pe.ca
Date: 12/20/2011 9:05 PM
Subject: Fwd: Operator Email

Looks great. Just made a few changes. Good chatting with you today. Seems like we made some head way

Thank you for your interest in the Loyalty Program.

We have had many other artisans express an extreme interest in the Loyalty Program (McAskill's Studio, St. Peter's Bay Craft & Giftware, Studio 4, Basket Weavers and Fire & Water Creations) and would love to have more!

At this point, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program on Prince Edward Island.

We are also wanting to know what types of benefits operators may be able to offer.

Two of the major ways to participate in the program are:

- 1) Offering discounts (hard benefits) to Loyalty Program cardholders
- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

Do you think you would you be more likely to offer discounts or value-added benefits to cardholders? you

Looking forward to hearing from you.
Tara

Tara Jackson - Re: Operator Email

From: Tara Jackson
To: Francis, Eddie
Date: 12/22/2011 10:17 AM
Subject: Re: Operator Email

A few got back...

PEI Museums

"After discussion it has been determined that this program does not fit our needs. We will not be participating, but thank you for letting us know about it."

Cavendish Beach Music Festival

They said they can definitely do soft benefits and depending on what market we're going after, they could do a hard benefit. They want to chat in the new year once we've figured out which markets will be invited to participate in the program.

Studio 4

"I could either offer them a 10% discount on their purchase of a print or I could give them a free notecard with the purchase of their print. Go to www.susanchristensenart.com to view my prints and notecards for reference. Which ever one you think would be best. Discount value would vary according to the price of the print but the notecards have a retail value of \$6.00"

Alexander Fresh Vegetables

"I could do either. Or. As tourists are a client I would say they would get an extra product depending on what they got and when. For locals it would be the more times you visit the more you get"

PEI Segway Tours

"At PEI Segway Tours, we would be willing to offer a \$10 discount to cardholders for any tour."

>>> Eddie Francis <eddie_francis@hotmail.com> 12/22/2011 9:44 AM >>>
 Good Morning Mrs Tara. Any feedback from the email

Eddie Francis

On 2011-12-21, at 8:51 AM, "Tara Jackson" <tmjackson@gov.pe.ca> wrote:

Thanks for your feedback, Eddie! I think I sent you the wrong email in that I sent you a fairly specific reply to Right Off The Batt instead of the more general email to operators. Most of it is the same though so I'll incorporate your changes and send the email out this morning.

Thanks again!
 Tara

>>> Eddie Francis <eddie_francis@hotmail.com> 12/20/2011 9:05 PM >>>
 Looks great. Just made a few changes. Good chatting with you today. Seems like we made some head way

Thank you for your interest in the Loyalty Program.

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- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

Do you think you would you be more likely to offer discounts or value-added benefits to cardholders? you

Looking forward to hearing from you.
Tara

Tara Jackson - SOW for Client Management Tool

From: Teresa Peters
To: Tara Jackson
Date: 12/21/2011 1:34 PM
Subject: SOW for Client Management Tool
Attachments: Project Sign Off_client management tool.pdf

Teresa Peters
Marketing Officer - Interactive Media
Tourism PEI
Phone: 902-368-6232
Fax: 902-368-4438
www.gentleisland.com

Statement of Work

Project Title: Client Management Tool for Tourism PEI Website

Description: Tourism PEI is in need of a Client Management Tool which will allow tourists to create and manage their accounts on the tourism website, www.tourismpei.com. This CMT would be secure and implement a single id/password per user.

This management tool would be required for:

- manage opt in/out for multiple newsletter subscriptions and speciality lists
- loyalty program
 - account creation, card activation, account details (to be determined)
- itineraries
 - ability to save and edit itineraries

The items which are currently out of scope for this SOW are:

- Share PEI Photo Contest
- Island Radio - allow people to create, save and edit their playlists

The CMT needs to be available for testing in March 2012 and live in April 2012.

Requirements

- all three items below are required to be on the login page
- Visitor Information Centre staff will require access to all client accounts.
- Required for English and French sites.

1) New User Registration

- email address
- email address validation
- captcha security code
- Register button

After registration message is displayed saying an email has been sent to their account and for them to click on it to activate their account.

After initial registration, the following fields are required:

- First Name
- Last Name
- Password
- Address
- Community
- Country
- Province/State (default drop-down menu once Country is selected)

- Postal Code/ZIP Code (depending on which Country is selected)
- Telephone - one field for area code, one for phone number

Manage Account Link

- Loyalty Card - enter PIN number to activate your card
- Itineraries - name and save your itinerary
- Newsletter lists - allow them to subscribe/unsubscribe to multiple lists as HTML or Plain Text

2) Registered Users

- email address
- password

If they enter an invalid password message to appear that states "The password you entered does not match the one we have on file. Please check your password and re-enter it. If you have forgotten your password check the "forgot password" box and a new one will be emailed to you"

Edit Information Link: From login display the information we have in the system for them with the option to edit. All information can be edited, including email address.

Change Password Link

- Old Password
- New Password
- Repeat New Password

Manage Account Link

- Loyalty Card - enter PIN number to activate your card
- Itineraries - name and save your itinerary
- Newsletter lists - allow them to subscribe/unsubscribe to multiple lists as HTML or Plain Text

3) Forgot your password?

- email address - a new password is to be sent to them, which they can change once they log back into the website

Reports/Imports/Exports

- all data is to be available for import into Tourism PEI's CRM system (real-time or batch to be later defined)

- an import of data from multiple newsletter systems would be required prior to launch to allow patrons to manage their subscriptions lists

- reports required for each account type in the system

- Loyalty Cards - # of card activations
 - # of activations per province/state
- Itineraries - # of itineraries created (can be up to 3 itineraries per account)

Tara Jackson - Re: Loyalty Program

From: Tara Jackson
To: eddiefrancis
Date: 1/5/2012 2:55 PM
Subject: Re: Loyalty Program

construct/destroy? Aww such a country boy!

>>> eddiefrancis <eddie_francis@hotmail.com> 1/5/2012 2:54 PM >>>

Consider it done. This will self construct if shown to anyone

From Evernote:

Loyalty Program

Target Audience

1. People who have expressed an interest in visiting PEI via Tourism Web page
2. Golf PEI

Timeline

Timeline is dependent upon approval and signatures from Province of Prince Edward Island. When contract signed operator sign up will commence immediately. Proposed timeline:

- Contract approved and signed by January 9, 2012
- First wave of operator signup commences January 9, 2012
- By January 31, 2012 the loyalty program will have 50 operators signed
 - Proposed ratio 60% Gold, 30% Silver, 10% Bronze.
 - Majority of Silver operators will upgrade to Gold by May 1, 2012 once application is launched and operational and operators understand the marketing and advertising
 - Potential and cost ratio is excellent
- Launch marketing campaign February 1, 2012. Use database from PEI Government and Golf PEI to send info to potential customers
- By February 28, 2012 the loyalty program will have an additional 75 operators signed
- May 1, 2012 start sending welcome packages to all loyalty customers
- Continue signing operators by showcasing advantage of loyalty program

Specific Benefits**Accommodations**

- Discount (min. 10%)
- Complimentary breakfast/meal
- 10% off on-site restaurants
- Complimentary bottle of wine

- Stay two nights receive 50% off third
- Complimentary upgrade, if vacancy
- Complimentary VIP gift package upon arrival

Restaurants

- Discount (min. 10%)
- Complimentary app/dessert
- 2 for 1 entree
- Children eat free
- Half price appetizer with purchase on entree

Attractions

- Discount (min. 10%)
- Value added benefit TBD by operator and VIP committee counsel

Price Model

- Three tier system
- Gold, Silver, Bronze

Three status levels for operators

1. Gold
2. Silver
3. Bronze

Fees will be monthly and dependent upon operator

status level. Operators will be signed up for minimum one year and can change status at anytime. Change in fee will be invoiced separately and will consist of a fee increase for the month of status change and all remaining months on the contract.

Gold

- Full access
- Social base. Operators linked to Zagat/Trip advisor
- Real time advertising
- Location on Goggle map with direction to location
- Ability to give points
- Home page flow through
- Flip advert on VIP home page
- Mobile apps real time push throughs
- 24-7 customer service
- Separate bar code reader for loyalty card. Allows two things; customers to put \$ on card and swipe at operator as well as allow operators to swipe card so customer receive points and operators can track data from transaction. Average guest check, \$ spent, etc
- Customer bill payment ability
- Mobile home page setup
- Ability to link operators "electronic gift card" to mobile application to allow for easy reloads and optimal customer spending
- 45\$/month

Silver

- Exclusions from Gold status: ~~mobile home page setup~~ and VIP adverts on Loyalty Program home page
- 35\$/month

Bronze

- Same Exclusions as listed in Silver
- No option for Customer bill payment
- Lower model bar code reader which only tracks points, operator will pay for upgrade bar reader
- No mobile app push through
- No real time advertising
- 25\$/month

From: Tara Jackson
To: Eddie Francis
Date: 1/4/2012 4:12 PM
Subject: LP Benefits
Attachments: Loyalty Program - List of Possible Benefits.docx

Eddie,

Attached is my list of benefits operators had mentioned during the consultation process. We can go over these tomorrow and sort through which ones are legit.

See you at Starbucks at 10!
Tara

Loyalty Program
List of Possible Benefits

Accommodations

- % discount (minimum 10%)
- Complimentary room upgrade
- Complimentary breakfast
- % discount at restaurant when booking with accommodation (Northport Pier Inn)
- Complimentary dessert or appetizer at restaurant on premises (Northport Pier Inn)
- Complimentary bottle of wine upon arrival for 2 night stay (Forest & Stream Cottages)
- Complimentary bicycle rentals (Forest & Stream Cottages)
- Complimentary bottle of champagne upon arrival (Inns of Distinction)
- Discounted tickets to attractions, theatre, etc. (Inns of Distinction)
- Stay at three Inns of Distinction member properties and save! (Inns of Distinction)
- "Rent 2 rooms and only pay \$150 rather than \$250" (Island Home B&B)
- Packaging with theatre/attraction tickets (Sundance Cottages)
- National Park Pass, bus tour of the area, arrange airport pickup, complimentary use of bicycles, etc (White Sands Cottages and Campground)
- Complimentary lobster meal (Harbour Lights Guest House)
- Complimentary breakfast in bed (Harbour Lights Guest House)
- Complimentary or reduced rate passes/certificates for dining, kayaking, bicycling or other activities (Harbour Lights Guest House)
- Tickets for local theatre/musical performances (Harbour Lights Guest House)
- Complimentary hot breakfast (Stanley Bridge Country Resort)
- Turndown service (Stanley Bridge Country Resort)
- Complimentary upgrade or possible VIP treatment (Stanhope Beach Resort)
- Complimentary upgrade or complimentary gift bag (includes a few Island products) (Dalway By The Sea)

- "Stay 3 nights and receive 50% off your 4th night stay - valid up until Jun 20 and after September 11, 2012" (Cavendish Maples Cottages)
- Complimentary bottle of wine upon arrival (Historic Maplethorpe Inn & Café)
- Complimentary lunch (Historic Maplethorpe Inn & Café)
- Experiential cuisine – Maplethorpe will look into this more (Historic Maplethorpe Inn & Café)
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Craft Studios

- % discount
- % discount OR experiential value-added benefit TBD (?) (McAskill's Woodworking)
- 10% discount on purchase of a print (Studio 4)
- "Free notecard with purchase of their print (retail value \$6.00)" (Studio 4)
-
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-

Culinary/Restaurants

- % discount (minimum 10%)
- Complimentary appetizer
- Complimentary dessert
- 2 for 1 entrees
- Children eat free
- "Visitors - receive extra product depending on what they got" (Alexander Fresh Vegetables)
- "Locals - the more you visit, the more you get" (Alexander Fresh Vegetables)
- "10% or something off meals and drinks OR free dessert with purchase of two meals" (Pipers Restaurant @ Glasgow Hills)
- % discount or complimentary appetizer (Red Dory – The Fish House)
- "Receive a free dessert with the purchase of a family combo" (Cavendish Pizza Delight)
- "Half price mussels with the purchase of a bucket of beer or two margaritas" (Sandbox Pub & Eatery)
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Attractions

- % discount
- \$10 discount on all tours (PEI Segway Tours)
- Cameos (onstage), backstage tours, complimentary merchandise (Anne Souvenir Program) (Confederation Centre)
- Enhanced Green Gables House visit (without sections roped off) (Parks Canada)
- "Leave Your Mark on the Park" -- plant a tree in the National Park (Parks Canada)
- \$ value discount on Park Combo Pass

- Complimentary shucking knife for Tong & Shuck participants (Experience PEI)
- Complimentary towel or "Oysters Rockyfella" for Tong & Shuck participants (Experience PEI)
- Complimentary shucking bucket for Digging for Clams participants (Experience PEI)
- Access to key experience providers or a longer, enhanced experience (Experience PEI)

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Events

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Other

- Preferred boarding – separate lane for cardholders (NFL)
- 15% discount on green fees (Golf PEI)
- 20-30% discount at pro shop (Golf PEI)
-
-
-
-
-
-

Tara Jackson - LP Potential Benefits

From: Tara Jackson
To: Jackson, Tara
Date: 1/9/2012 4:11 PM
Subject: LP Potential Benefits

Accommodations

- % discount off room rate (minimum 10%)
- % discount off on-site restaurant (minimum 10%)
- Complimentary room upgrade, if available
- Complimentary breakfast/dinner
- Complimentary VIP gift package
- Complimentary bottle of wine upon arrival
- Stay ___ nights, receive ___% off ___ night

Culinary/Restaurants

- % discount (minimum 10%)
- Complimentary appetizer/dessert per cardholder
- 2-for-1 entrees
- Half price appetizer with purchase of entrée

Attractions/Craft Studios

- % discount (minimum 10%)
- Value-added benefit TBD by operator and Loyalty Program committee.

Tara Jackson - Re: Loyalty Program - January 2012

From: Tara Jackson
To: Francis, Eddie
Date: 1/11/2012 9:08 AM
Subject: Re: Loyalty Program - January 2012

Still haven't received the notes from yesterday. Strange. Looks like your fancy "application" failed you!

>>> Eddie Francis <eddie_francis@hotmail.com> 1/10/2012 10:28 AM >>>
 Thanks. The guys called me yesterday to talk about the RFP. Won't be an issue for you and I.

Eddie Francis
 Sent from my iPad

On Jan 10, 2012, at 10:23 AM, "Tara Jackson" <tmjackson@gov.pe.ca> wrote:

Sebastian mentioned the other day that due to the amount of the contract, it is likely we're going to have to RFP so I'm not sure we can expect it to be signed by next week. I figure he'll mention it in our meeting this morning but wanted to give you the heads up.

Tara

>>> eddiefrancis <eddie_francis@hotmail.com> 1/10/2012 10:13 AM >>>

From Evernote:

Loyalty Program - January 2012**LOYALTY LAUNCH IN APRIL**

<mime-attachment.jpg><mime-attachment.jpg>

TIMELINE

Timeline is dependent upon approval and signatures from Province of Prince Edward Island. When contract signed operator sign up will commence immediately. Proposed timeline:

- Contract approved and signed by January 16, 2012
- First wave of operator signup commences January 16, 2012
- By January 31, 2012 the loyalty program will have 75 operators signed
 - Proposed ratio 60% Gold, 30% Silver, 10% Bronze.
 - Majority of Silver operators will upgrade to Gold by May 1, 2012 once application is launched and operational and operators understand the marketing and advertising Potential and cost ratio is excellent
- Launch marketing campaign February 1, 2012. Use database from PEI Government and Golf PEI to send info to potential customers
- By February 28, 2012 the loyalty program will have an additional 75 operators signed
- May 1, 2012 start sending welcome packages to all loyalty customers
- Continue signing operators by showcasing advantage of loyalty program

Three status levels for operators

1. Gold
2. Silver
3. Bronze

Fees will be monthly and dependent upon operator

status level. Operators will be signed up for minimum one year and can change status at anytime. Change in fee will be invoiced separately and will consist of a fee increase for the month of status change and all remaining months on the contract.

Gold

- Full access
- Real time advertising
- Location on Goggle map with direction to location
- Ability to give points
- Home page flow through
- Flip advert on VIP home page
- Mobile apps real time push throughs
- Mobile reviews
- 24-7 customer service
- Separate bar code reader for loyalty card. Allows two things; customers to put \$ on card and swipe at operator as well as allow operators to swipe card so customer receive points and operators can track data from transaction. Average guest check, \$ spent, etc
- Customer bill payment ability
- Mobile home page setup
- Ability to link operators "electronic gift card" to mobile application to allow for easy reloads and optimal customer spending
- 45\$/month

Silver

- Exclusions from Gold status: mobile home page setup and VIP adverts on Loyalty Program home page
- 35\$/month

Bronze

- Same Exclusions as listed in Silver
- No option for Customer bill payment
- Lower model bar code reader which only tracks points
- 25\$/month

Expenses

- Bar code reader 50\$. Ability to add payment reader for 50\$
- tech support for reader set up
- building mobile home page for restaurants
- Marketing

- Sending out loyalty cards
- Meeting with operators

- Application building price
- Customer service? Who and \$

<mime-attachment.jpg><mime-attachment.jpg>

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LOYALTY PROGRAM

BACKGROUND

The Loyalty Program is a new marketing opportunity that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all tourism operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

The Loyalty Program is a rewards-based program, where members will be given an identification card that will entitle the user to exclusive member benefits at participating properties. Members of industry wishing to participate in the program can offer rewards in the form of discounts, special privileges, exclusive access, or other value-added benefits.

MARKETING CLAIM TO CUSTOMER

- 10% discount at participating accommodations, attractions and restaurants
- 15% discount at Golf PEI member properties
- Complimentary dessert OR appetizer at participating restaurants
- Additional value-added benefits, as outlined by individual operator
- Ability to collect PEI Dollars to be redeemed for NFL and Confederation Bridge fare

OPERATOR BENEFITS

- Program designed to increase visitor spending
- Provides operators with access to a large database of potential visitors
- Exposure via both Tourism PEI website and mobile app
- Exposure through provincial marketing initiatives
- Distribution of PEI dollars, which will encourage an increase in visitor spending

OPERATOR COSTS

- Free Trial Fall 2012
- Second year management fee
- Minimum 10% discount direct to consumer for participating operators plus one additional value-added benefit
**some exceptions may apply*
- Purchasing PEI Dollars from clearing house (Tourism PEI)

PEI DOLLAR SYSTEM

- "PEI Dollars" assigned based on dollar value spent at participating properties
- Participating properties may choose the ratio of dollars spent to PEI Dollars received. This amount must be agreed upon and signed off on prior to launch of Loyalty Program.
- PEI Dollars to be redeemed at Confederation Bridge and NFL Wood Islands/Caribou Ferry
- Confederation Bridge & NFL to invoice Tourism PEI for fare
- Tourism PEI to act as clearing house for selling PEI Dollars to participating operators.
- Minimum 15\$ spent = 1 PEI Dollar
- 25 PEI Dollars = 1 Confederation Bridge or NFL crossing

PROGRAM LAUNCH

We are still in the consultation phase of the program and will need the support of industry before we launch the Loyalty Program. In order to launch, we will need the following number of operators from each sector: Accommodations (40); Attractions (20); Golf Courses (20); and Restaurants (20).

If we are able to reach our goal of 100 operators, we will be launching a pilot phase in Fall 2012. We will begin customer acquisition late summer via email marketing to visitors who have expressed an interest in visiting Prince Edward Island.

It is our hope to launch the full program in Spring 2013, with customer acquisition to take place during Winter/Spring 2013 via our CRM database.

Tara Jackson - Re: LOYALTY PROGRAM

From: Tara Jackson
To: Francis, Eddie
Date: 1/11/2012 11:06 AM
Subject: Re: LOYALTY PROGRAM

Yeah I changed it to:

Accommodations - 40
Attractions - 20
Golf Courses - 20
Restaurants - 20

>>> Eddie Francis <eddie_francis@hotmail.com> 1/11/2012 10:55 AM >>>
Im on the same track for sure. Accommodations will be the hardest to reach but we can tackle it

Eddie Francis

On 2012-01-11, at 10:24 AM, "Tara Jackson" <tmjackson@gov.pe.ca> wrote:

What are you thinking for numbers of operators we will need in order to be able to roll out?

50 Accommodations
25 Restaurants
25 Golf Courses
25 Attractions

Thoughts?

>>> eddiefrancis <eddie_francis@hotmail.com> 1/11/2012 9:21 AM >>>

Pen pal, must have taken the horse n buggy today did ya. Little late for getting yo work. Ha

From Evernote:

LOYALTY PROGRAM

TARGET AUDIENCE

Demographic

- Visitors who expressed interest in visiting PEI
- Subset Sebastian will agree upon and decide

OPERATOR

Benefits

- Program designed to increase dollar amount spent per visitor
- Potential to distribute PEI dollars to increase traffic and repeat visitors to operators location
- Providing operators with a loyalty program that would be impossible to accomplish on own
- Providing operators with access to a large database of potential visitors
- Additional marketing and advertising exposure via Tourism PEI web and mobile app
- Self editing operator mobile enabled web page
- Co-op potential

Costs

- Free Trial Fall 2012
- Second year management cost
- Buying PEI dollars from a potential clearing house
- 10% for accomadations and restaurants plus one additional value add on (free app/dessert)
- Value add ons from other merchants TBD

CUSTOMER

Benefits

- 10% discount at participating accomadations and restaurants
- Additional value added benefits
- PEI dollars to be used for Ferry and Bridge
- Easy access to PEI accomadations, culinary and activities

Costs

- TBD

PEI DOLLAR SYSTEM

- To be used for Bridge and Ferry
- Every operator will buy PEI dollars from a clearing house and will distribute as they wish based upon \$ spent by customer
- Average visitor spending on PEI : 1100\$. Target amount 1500\$. Every 1500\$ should receive free crossing.
- Minimum 15\$ spent equal one PEI dollar
- 25 PEI dollars for a free bridge or ferry cross

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(9/30/2018) Tara Jackson - LP

From: Tara Jackson
To: Jackson, Tara
Date: 11/15/2011 4:35 PM
Subject: LP
Attachments: LOYALTY PROGRAM. survey - Tara.docx

LOYALTY PROGRAM – INITIATIVE OF THE PROVINCIAL GOVERNMENT OF PRINCE EDWARD ISLAND

<Intro>The LOYALTY PROGRAM of Prince Edward Island is a marketing opportunity sponsored by Tourism PEI that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all tourism operators on PEI and, together, design a program to increase visitor spending, repeat visits, and most importantly, increase visitor knowledge of the province.

<WHAT IS IT?>

We would like to generate feedback from you, the operator, about different aspects of tourism that can be improved and implemented into the Loyalty Program for the 2012-2013 season. The program will utilize revolutionary smartphone technology that will provide Prince Edward Island a competitive advantage to capture tourism expenditures while providing the visitor with access to value added benefits. *Participants will be given a membership card to use at participating properties that will allow them to take advantage of discounts, special offers, promotions and other value-added benefits.*

- Marketing opportunity for 2012
- Rewards card for visitors to the Island
- Offers discounts, special offers, advanced sales, etc
-

We would like to generate feedback from you, the operator regarding the implementation of the Loyalty Program for the 2012-2013 season

<Let us know if you are interested>We will be contacting all operators to discuss the tremendous opportunities the Loyalty Program offers and to determine the interest of all potential PEI operators. If possible, at your earliest convenience, please contact Tara Jackson at tmjackson@gov.pe.ca with any questions or comments.

We are very excited about this new program and hope many of you will take advantage of this exciting new opportunity. If interested in participating in the Loyalty Program, please contact Tara Jackson at tmjackson@gov.pe.ca before November 30th, 2011.

Tara Jackson - LP - Revised (Nov 16)

From: Tara Jackson
To: Jackson, Tara
Date: 11/16/2011 10:46 AM
Subject: LP - Revised (Nov 16)
Attachments: LOYALTY PROGRAM. survey - Tara.docx

LOYALTY PROGRAM

Introduction

The LOYALTY PROGRAM is a new marketing opportunity for 2012 <sponsored by Tourism PEI> that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all tourism operators on PEI and, together, design a program to increase visitor spending, repeat visits, and most importantly, increase visitor knowledge of the province.

What is it?

The Loyalty Program is a rewards-based program where members will be given an identification card that will entitle the user to exclusive member benefits at participating properties. Members of industry wishing to participate in the program can offer rewards in the form of discounts, special privileges, exclusive access, or any other exclusive member benefits. Discounts and other hard benefits provide economic reward by offering the visitor a discount on goods or services rendered. Exclusive member benefits and other soft benefits build an emotional connection with visitors and foster loyalty by offering special recognition. By providing these rewards to our visitors, we are strengthening our relationship with the consumer and are providing Prince Edward Island with a competitive advantage.

How it works?

The program will utilize revolutionary smartphone technology that will allow Prince Edward Island <???) to capture tourism expenditures and consumer data that can be used with research for future marketing initiatives.

Invite to participate

We are very excited about this program and hope many of you will take advantage of this exciting new opportunity. If interested in participating in the Loyalty Program, please contact Tara Jackson at tmjackson@gov.pe.ca before November 30th, 2011.

Sebastian

- Cost to participate in program?
- What is Marketing doing to the promote this?
- What does the operator gain?
- How many will take part in program? How exclusive is it?
-

Re: Loyalty Program

Page 1 of 3

Tara Jackson - Re: Loyalty Program

From: "Jeff Gaudet" <jgaudet@nfl-bay.com>
To: tmjackson@gov.pe.ca
Date: 11/28/2011 9:25 AM
Subject: Re: Loyalty Program

That's fine. See you then.
Sent from my Blackberry

----- Original Message -----
From: Tara Jackson <tmjackson@gov.pe.ca>
To: Jeff Gaudet
Sent: Mon Nov 28 09:20:16 2011
Subject: Re: Loyalty Program

Jeff,

Glad to hear you are able to make it Thursday. Unfortunately, Sebastian has a scheduling conflict at 2:30pm so I am wondering if you are available at 3:30pm Thursday. We will meet at Casa Mia, if that works for you.

Tara

>>> "Jeff Gaudet" <jgaudet@nfl-bay.com> 11/25/2011 4:30 PM >>>

That would work.
Sent from my Blackberry

----- Original Message -----
From: Tara Jackson <tmjackson@gov.pe.ca>
To: Jeff Gaudet
Sent: Fri Nov 25 16:33:39 2011
Subject: Re: Loyalty Program

Jeff,

Would you be available Thursday, December 1st at 2:30pm?

Tara

>>> "Jeff Gaudet" <jgaudet@nfl-bay.com> 11/25/2011 4:21 PM >>>

I will be traveling back to PEI next Wednesday morning from Halifax.
Sent from my Blackberry

----- Original Message -----
From: Tara Jackson <tmjackson@gov.pe.ca>
To: Jeff Gaudet
Sent: Fri Nov 25 16:20:10 2011
Subject: Re: Loyalty Program

Jeff,

Just to clarify...will be you back Tuesday, November 29th or Tuesday, December 6th?

Re: Loyalty Program

Tara

>>> "Jeff Gaudet" <jgaudet@nfl-bay.com> 11/25/2011 4:13 PM >>>

Tara,
I am going to be traveling until next Tuesday. I am ok with times Wednesday onward?

Jeff
Sent from my Blackberry

----- Original Message -----
From: Tara Jackson <tmjackson@gov.pe.ca>
To: Jeff Gaudet
Sent: Fri Nov 25 15:45:35 2011
Subject: Loyalty Program

Jeff,

We are currently working on a new marketing initiative that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all tourism operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

The Loyalty Program is a rewards-based program where members will be given an identification card that will entitle the user to exclusive member benefits at participating properties. Members of industry wishing to participate in the program can offer rewards in the form of discounts, special privileges, exclusive access, or any other added value.

We are now in the industry consultation process and Sebastian Manago and myself would like to meet with you to discuss how NFL could participate in the program. Sebastian will be out of the country from December 4th - 13th, and would like to meet with you prior to his departure. Would Wednesday, November 30th at either 11:30 or 12:30 work for you?

Looking forward to hearing from you.
Tara

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438
www.gentleisland.com

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Tara Jackson - Re: New Marketing Opportunity for Tourism Operators

From: Tara Jackson
To: mike.critchley@pc.gc.ca
Date: 11/25/2011 3:30 PM
Subject: Re: New Marketing Opportunity for Tourism Operators

Mike,

Glad to hear you are able to make it on Monday at 2pm. We can meet here in the Tourism Boardroom - 3rd Floor Shaw North.

I will be sending along a meeting notice shortly. Please let me know if anything changes and you are unable to make it.

Have a great weekend!
 Tara

>>> <mike.critchley@pc.gc.ca> 11/25/2011 3:21 PM >>>
 Hi Tara,

Sounds good; Monday's actually good for me as I'm expecting to be in town in the afternoon - either time would be fine. Lets say 2pm. Will we be meeting at your office? Could you tell me where that is?

Best,

Mike

Mike Critchley

Promotion & Non-Personal Media Officer | Agent, Promotion et médias sans personnel
 Parks Canada, Prince Edward Island | Parcs Canada, Île-du-Prince-Édouard
 2 Palmers Lane | 2, Palmers Lane
 Charlottetown, PE C1A 5V8 | Charlottetown, Î-P-É C1A 5V8

.....
 Telephone | Téléphone (902) 672-6386
 Fax | Télécopieur (902) 672-6370
 E-mail | Courriel mike.critchley@pc.gc.ca

100 years, Come Celebrate! | 100 ans, Soyez de la fête!

From: "Tara Jackson" <tmjackson@gov.pe.ca>
To: mike.critchley@pc.gc.ca
Date: 25/11/2011 03:11 PM
Subject: Re: New Marketing Opportunity for Tourism Operators

Hi Mike,

Thanks for your interest in the program! We are in the process of scheduling consultations with industry and would love to meet with you to discuss how Parks Canada could participate in the program.

Would you be available to meet Monday afternoon at 2 or 3pm?

Look forward to hearing from you.

Tara

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438

www.gentleisland.com >>> <mike.critchley@pc.gc.ca> 11/24/2011 3:19 PM >>>

Hi Tara,

This sounds like a very exciting opportunity! We'd love to be short-listed for the initiative; and I'd be very interested in taking part. Please let me know if there is any additional information I can provide for the moment. I represent both the National Park as well all the Parks Canada administrated National Historic Sites on PEI (Green Gables, Province House & Port la Joye-Fort Amherst)

Cheers,

Mike

Mike Critchley

Promotion & Non-Personal Media Officer | Agent, Promotion et médias sans personnel
Parks Canada, Prince Edward Island | Parcs Canada, Île-du-Prince-Édouard
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Charlottetown, PE C1A 5V8 | Charlottetown, Î.-P.-É. C1A 5V8

Telephone | Téléphone (902) 672-6386
Fax | Télécopieur (902) 672-6370
E-mail | Courriel: mike.critchley@pc.gc.ca

100 years, Come Celebrate! | 100 ans, Soyez de la fête!

You're receiving this newsletter as a Tourism operator on Prince Edward Island.
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November 17, 2011

- Marketing Opportunity for Tourism Operators

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**Department of
Tourism & Culture**

PO Box 2000 Charlottetown, PE C1A 7N8
Phone: (902) 368-5540

www.gov.pe.ca/tourism



Dear Operator,

The Loyalty Program is a new marketing opportunity for 2012 brought to you by Tourism PEI that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all tourism operators on PEI and, together, design a program to increase visitor spending,

repeat visits, conversion and enhance the value of their visit.

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We are currently creating a shortlist so if you feel you may be interested in participating in the Loyalty Program, please contact Tara Jackson at tmjackson@gov.pe.ca before November 30th, 2011. We will contact you via telephone for a more in depth conversation about how you can participate in this exciting new program.

Kind regards,

Tourism PEI

Prince Edward Island Department of Tourism & Culture

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Tara Jackson - Re: Loyalty Program

From: Tara Jackson
To: Kendrick, Mary
Date: 11/28/2011 12:11 PM
Subject: Re: Loyalty Program

Definitely, Mary. See you Wednesday at 11:30.

Tara

>>> "Mary Kendrick" <mary@briarcliffeinn.com> 11/28/2011 12:04 PM >>>
Hi Tara,

Can we make it 11:30 since we usually run long?

Mary

----- Original Message -----

From: Tara Jackson
To: Experience PEI
Cc: Mary Kendrick
Sent: Monday, November 28, 2011 11:37 AM
Subject: Re: Loyalty Program

Thanks for your prompt reply, Bill. Wednesday would be great! Let's say Casa Mia at 11:15 or 11:30.

See you then!
Tara

>>> "Experience PEI" <adventure@experiencepei.ca> 11/28/2011 11:16 AM >>>
Hi Tara,

Mary is attending the TAC meeting on Wednesday from 9-11 am.....so she could meet with you and Sebastian after that to discuss the Loyalty Program.

Bill

From: Tara Jackson
Sent: Monday, November 28, 2011 9:39 AM
To: kendrickbill@bell.blackberry.net ; adventure@experiencepei.ca
Subject: Loyalty Program

Hi Bill,

We are currently working on a new marketing initiative that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all tourism operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

We are now in the industry consultation process and Sebastian Manago and myself would like to meet with you to discuss how Experience PEI could participate in the program. Sebastian will be out of the country from December 4th - 13th, and would like to meet with you prior to his departure. I understand you have been out of province, but if you are available to meet this week, we would love to chat with you about the program.

Looking forward to hearing from you.

Tara

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438
www.gentleisland.com

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Tara Jackson - Re: Loyalty Card

From: Barry MacLeod <barry.macleod@gmail.com>
To: tmjackson@gov.pe.ca
Date: 11/28/2011 5:38 PM
Subject: Re: Loyalty Card
CC: amanda@golfpei.ca

12:30 at Casa Mia on Wednesday works

B

Barry MacLeod
 Cell: 902-628-9634
 Direct : 902-569-3531

On Mon, Nov 28, 2011 at 1:08 PM, Tara Jackson <tmjackson@gov.pe.ca> wrote:

No worries, Barry. If you could meet at 12:30pm on Wednesday, that would be ideal.

Thanks,
 Tara

>>> <barry.macleod@gmail.com> 11/28/2011 12:54 PM >>>

Hi Tara. I have to get back to my laptop to confirm. Sorry for delay. Will be back to you late afternoon.

B

Sent wirelessly from my BlackBerry device on the Bell network.
 Envoyé sans fil par mon terminal mobile BlackBerry sur le réseau de Bell.

From: "Tara Jackson" <tmjackson@gov.pe.ca>
Date: Mon, 28 Nov 2011 09:21:41 -0400
To: <barry.macleod@gmail.com>; <barry@golfpei.ca>
Cc: <amanda@golfpei.ca>
Subject: Re: Loyalty Card

Barry,

Unfortunately, we ran into a scheduling conflict.

Would Wednesday, November 30th at 11:30 or 12:30 at Casa Mia work for you?

Thanks,
 Tara

>>> Tara Jackson 11/28/2011 8:46 AM >>>

Barry,

Thank you again for your interest in the Loyalty Program. We are beginning consultations with industry to discuss the program, in general and how you can participate.

Would you be available to meet this Thursday, December 1st to discuss Golf PEI's involvement with the Loyalty Program? Would 3:30pm work for you? Sebastian Manago will be out of the country from December 4th - 13th, and would like to meet with you prior to his departure.
Looking forward to hearing from you.

Tara

>>> "Amanda Stewart Barlow" <amanda@golfpei.ca> 11/17/2011 12:23 PM >>>

Hi Tara,

Golf PEI would be interested in the loyalty card program.

Thank you,

Amanda Stewart Barlow

Golf PEI

565 North River Road • Charlottetown, PE • C1E 1J7

Web: www.golfpei.ca Tel: [902-566-4653](tel:902-566-4653) Fax: [902-629-1981](tel:902-629-1981)

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Tara Jackson - Re: Loyalty Program

From: Tara Jackson
To: Lea, Laurel
Date: 11/29/2011 11:03 AM
Subject: Re: Loyalty Program

Hi Laurel,

Thanks for getting back to me so quickly. Sebastian would like to meet with Michel, so we will try to set something up with him upon Sebastian's return.

Many thanks,
Tara

>>> Laurel Lea <laurell@scbl.net> 11/29/2011 9:15 AM >>>

Hi Tara,

Michel is away on vacation until December 4 so it looks like he will miss Sebastian. I am available to meet on Wednesday or Friday of this week and would be more than happy to pass along any information to Michel upon his return.

Laurel

Laurel Lea
Coordinator, Marketing and Community Affairs
Strail Crossing Bridge Limited -- The Confederation Bridge
Prince Edward Island
902.367.3679 | fax 902.437.7321

www.confederationbridge.com

From: Tara Jackson <tmjackson@gov.pe.ca>
Date: Mon, 28 Nov 2011 09:56:35 -0400
To: <michell@scbl.net>
Cc: Confederation Bridge <laurell@scbl.net>
Subject: Loyalty Program

Good Morning, Michel;

We are currently working on a new marketing initiative that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all tourism operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

We are now in the industry consultation process and Sebastian Manago and myself would like to meet with you sometime this week to discuss how Confederation Bridge could participate in the program. Sebastian will be out of the country from December 4th - 13th, and would like to meet with you prior to his departure.

Looking forward to hearing from you.
Tara

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438
www.gentleisland.com

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Tara Jackson - Loyalty Program

From: Tara Jackson
To: michell@scbl.net
Date: 11/28/2011 9:56 AM
Subject: Loyalty Program
CC: laurell@scbl.net

Good Morning, Michel;

We are currently working on a new marketing initiative that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all tourism operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

We are now in the industry consultation process and Sebastian Manago and myself would like to meet with you sometime this week to discuss how Confederation Bridge could participate in the program. Sebastian will be out of the country from December 4th - 13th, and would like to meet with you prior to his departure.

Looking forward to hearing from you.

Tara

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(9/30/2018) Tara Jackson - Re: Loyalty Program - Confederation Bridge

From: Sebastian Manago
To: Tara Jackson
Date: 11/29/2011 10:56 AM
Subject: Re: Loyalty Program - Confederation Bridge
Attachments: Sebastian Manago.vcf

yes

Sebastian Manago
Director of Consumer Sales & CRM
Tourism PEI
PO Box 2000
Charlottetown, PE
Canada C1A 7N8

(902) 368-6316

>>> Tara Jackson 11/29/2011 9:18 am >>>

Sebastian,
Would you like to wait until Michel returns to meet with Confederation Bridge?

Tara

>>> Laurel Lea <laurell@scbl.net> 11/29/2011 9:15 AM >>>

Hi Tara,

15.(1) so it looks like he will miss Sebastian. I am available to meet on Wednesday or Friday of this week and would be more than happy to pass along any information to Michel upon his return.

Laurel
Laurel Lea
Coordinator, Marketing and Community Affairs
Strait Crossing Bridge Limited -- The Confederation Bridge
Prince Edward Island
902.367.3679 | fax 902.437.7321

www.confederationbridge.com

Tara Jackson - RE: Loyalty Program

From: Tara Jackson
To: Smith, Meredith
Date: 12/1/2011 12:40 PM
Subject: RE: Loyalty Program

Meredith,

It was great to see you today! Incase I forgot to mention, you look FABULOUS! Share your secret with me :)

Tara

>>> Meredith Smith <msmith@confederationcentre.com> 11/29/2011 4:05 PM >>>

Hi Tara,

I can meet on Thursday at 9am if that is still good for you guys.

Warm Regards,

Meredith

From: Penny Walsh McGuire
Sent: Monday, November 28, 2011 4:26 PM
To: 'Tara Jackson'; Nindiya Sharma
Cc: Meredith Smith
Subject: RE: Loyalty Program

Hi Tara:

Thanks! I'm looking forward to the Centre being a part of this program.

I'm not available to meet on Tuesday or Thursday but I'm going to have Meredith lead this internally so if she's free to meet on Thursday that would be great. I'm in the PEI 150 all day planning session.

Penny

From: Tara Jackson [mailto:tmjackson@gov.pe.ca]
Sent: Monday, November 28, 2011 10:56 AM
To: Nindiya Sharma; Penny Walsh McGuire

Subject: Loyalty Program

Good Morning, Penny & Nindiya;

We are currently working on a new marketing initiative that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all tourism operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

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We are now in the industry consultation process and Sebastian Manago and myself would like to meet with you to discuss how the Confederation Centre could participate in the program. Sebastian will be out of the country from December 4th - 13th, and would like to meet with you prior to his departure. At this point, I am wondering what your schedule is looking like for this week. Would a 9am meeting on Tuesday or Thursday work for you?

Looking forward to hearing from you.
Tara

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438
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Tara Jackson - Loyalty Program - Invite

From: Tara Jackson
To: Peters, Teressa
Date: 11/16/2011 3:24 PM
Subject: Loyalty Program - Invite
Attachments: LOYALTY PROGRAM Invite to Operators - Nov 16.docx

Teressa,

Attached is the copy to be sent out to operators via Interspire. I will take care of sending it to Culinary and Arts & Heritage Trail participants.

Let me know if there's anything you think I should change. Can you make sure it says "Marketing Opportunity for Tourism Operators" in the subject line or somewhere near the top?

Thanks,
Tara

Marketing Opportunity for Tourism Operators

Dear Operator,

The **Loyalty Program** is a new marketing opportunity for 2012 brought to you by Tourism PEI that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all tourism operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

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We are currently creating a shortlist so if you feel you may be interested in participating in the Loyalty Program, please contact Tara Jackson at tmjackson@gov.pe.ca before **November 30th, 2011**. We will contact you via telephone for a more in depth conversation about how you can participate in this exciting new program.

Kind regards,

Tourism PEI

Tara Jackson - Fwd: New Marketing Opportunity for Tourism Operators

From: Teresa Peters
To: Tara Jackson
Date: 11/16/2011 4:19 PM
Subject: Fwd: New Marketing Opportunity for Tourism Operators
Attachments: New Marketing Opportunity for Tourism Operators

Merry Christmas - let me know what you think. I haven't tested this in diff email systems yet

Tara Jackson - New Marketing Opportunity for Tourism Operators

From:
To: <tlpcters@gov.pe.ca>
Date: 11/16/2011 4:18 PM
Subject: New Marketing Opportunity for Tourism Operators

You're receiving this newsletter as a Tourism operator on Prince Edward Island.

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 enews_header.jpg

November 17, 2011 Dear Operator,


- Marketing Opportunity for Tourism Operators

 small-hr.gif

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Department of Tourism & Culture

PO Box 2000 Charlottetown, PE
 C1A 7N8 Phone: (902) 368-5540
www.gov.pe.ca/tourism

 email.gif

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Kind regards,

Tourism PEI

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Prince Edward Island Department of Tourism & Culture

Tara Jackson - Fwd: New Marketing Opportunity for Tourism Operators

From: Teresa Peters
To: Heather Pollard; Jennifer Bernard; Lisa Macdonald; Patty Murphy; Rob...
Date: 11/17/2011 8:53 AM
Subject: Fwd: New Marketing Opportunity for Tourism Operators
CC: Tara Jackson
Attachments: New Marketing Opportunity for Tourism Operators

FYI - the attached email is currently being sent to all operators.

The 'reply to' email address is bookpei@gov.pe.ca - Robyn, please forward any replies to this email directly to Tara.

Cheers,
Teresa

Tara Jackson - New Marketing Opportunity for Tourism Operators

From: "Tourism Prince Edward Island" <tlpeters@gov.pe.ca>
To: <tlpeters@gov.pe.ca>
Date: 11/17/2011 8:45 AM
Subject: New Marketing Opportunity for Tourism Operators

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November 17, 2011 Dear Operator,

- Marketing Opportunity for Tourism Operators

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**Department of
Tourism & Culture**

PO Box 2000 Charlottetown, PE
C1A 7N8 Phone: (902) 368-5540
www.gov.pe.ca/tourism

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Kind regards,

Tourism PEI

Prince Edward Island Department of Tourism & Culture
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Tara Jackson - New Marketing Opportunity for 2012 TEST

From: Tara Jackson
To: Jackson, Tara
Date: 11/17/2011 9:11 AM
Subject: New Marketing Opportunity for 2012 TEST

Dear Culinary Trail Participants,

The Loyalty Program is a new marketing opportunity for 2012 brought to you by Tourism PEI that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

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Kind regards,

Tourism PEI

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438
www.gentleisland.com

Tara Jackson - New Marketing Opportunity for 2012

From: Tara Jackson
To: Jackson, Tara
Date: 11/17/2011 9:12 AM
Subject: New Marketing Opportunity for 2012

Dear Arts & Heritage Trail Participants,

The Loyalty Program is a new marketing opportunity for 2012 brought to you by Tourism PEI that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

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Kind regards,

Tourism PEI

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438
www.gentleisland.com

Tara Jackson - New Marketing Opportunity for 2012

From: Tara Jackson
To: Jackson, Tara
Date: 11/17/2011 9:13 AM
Subject: New Marketing Opportunity for 2012

Dear Culinary Trail Participants,

The Loyalty Program is a new marketing opportunity for 2012 brought to you by Tourism PEI that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

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Kind regards,

Tourism PEI

Tara Jackson - Fwd: New Marketing Opportunity for Tourism Operators

From: Tara Jackson
To: Gay, Melody
Date: 11/17/2011 9:17 AM
Subject: Fwd: New Marketing Opportunity for Tourism Operators

>>> "Tourism Prince Edward Island" <tlpeters@gov.pe.ca> 11/17/2011 8:45 AM >>>
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**November 17,
 2011**

Dear Operator,

- Marketing Opportunity for Tourism Operators

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 Tourism &
 Culture**

PO Box 2000 Charlottetown,
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5540
www.gov.pe.ca/tourism

email us

Island with a competitive advantage. By using the technical platform connected to the Loyalty Program, we will be able to capture tourism expenditures and consumer data that can be used for future marketing initiatives.

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Kind regards,

Tourism PEI

Prince Edward Island Department of Tourism & Culture

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Tara Jackson - Fwd: New Marketing Opportunity for Tourism Operators

From: Tara Jackson
To: eddie_francis@hotmail.com
Date: 11/17/2011 9:42 AM
Subject: Fwd: New Marketing Opportunity for Tourism Operators

Eddie,

Attached is the e-newsletter sent to operators via our ITS system. We sent it to all accommodations, attractions, festivals & events and tour operators. I have also sent an email to participants of both the Arts & Heritage Trail and Culinary Trail.

The e-newsletter was sent out about an hour ago and already we have 13 interested parties and (no naysayers)!

Tara

>>> "Tourism Prince Edward Island" <tlpeters@gov.pe.ca> 11/17/2011 8:45 AM >>>
You're receiving this newsletter as a Tourism operator on Prince Edward Island.

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November 17, 2011 Dear Operator,

- Marketing Opportunity for Tourism Operators

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1-866-213-7521

www.bookpei.com



The Loyalty Program is a new marketing opportunity for 2012 brought to you by Tourism PEI that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all tourism operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

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Department of Tourism & Culture

PO Box 2000 Charlottetown,
PE C1A 7N8 Phone: (902) 368-
5540

www.gov.pe.ca/tourism

[email us](#)

Discounts and other hard benefits provide economic reward by offering the visitor a discount on goods and services. Exclusive member benefits and other soft benefits build an emotional connection with visitors and foster loyalty by offering special recognition. By providing these rewards to our visitors, we are strengthening our relationship with the consumer and are providing Prince Edward Island with a competitive advantage. By using the technical platform connected to the Loyalty Program, we will be able to capture tourism expenditures and consumer data that can be used for future marketing initiatives.

We are currently creating a shortlist so if you feel you may be interested in participating in the Loyalty Program, please contact Tara Jackson at tmjackson@gov.pe.ca before November 30th, 2011. We will contact you via telephone for a more in depth conversation about how you can participate in this exciting new program.

Kind regards,

Tourism PEI

Prince Edward Island Department of Tourism & Culture

[Click here to unsubscribe](#)

Tara Jackson - Fwd: New Marketing Opportunity for Tourism Operators

From: Tara Jackson
To: Ferguson, Robert; Gallant, Brenda
Date: 11/18/2011 2:44 PM
Subject: Fwd: New Marketing Opportunity for Tourism Operators
CC: Wood, Janet

Hi All,

Below is the invite that went out to operators yesterday morning. This was sent to accommodations, attractions, tours, and festivals & events. I had also sent a separate email to participants of both the Arts & Heritage and Culinary Trails.

So far, we've had close to 40 operators express an interest in the program.

Thanks,
Tara

>>> "Tourism Prince Edward Island" <tlpeters@gov.pe.ca> 11/17/2011 8:45 AM >>>
You're receiving this newsletter as a Tourism operator on Prince Edward Island.

Having trouble viewing this email? [View it in your browser.](#)



November 17, 2011 Dear Operator,

- Marketing Opportunity for Tourism Operators

BOOKPEI

1-866-213-7521

www.bookpei.com



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5540

www.gov.pe.ca/tourism

[email us](#)

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Kind regards,

Tourism PEI

Prince Edward Island Department of Tourism & Culture

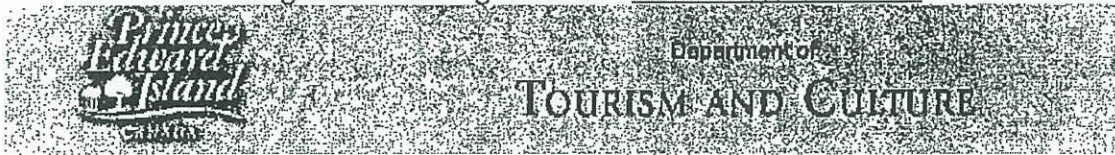
[Click here to unsubscribe](#)

Tara Jackson - December Operator Newsletter from Tourism PEI

From: "Tourism Prince Edward Island" <tlpeters@gov.pe.ca>
To: <tlpeters@gov.pe.ca>
Date: 12/16/2011 10:02 AM
Subject: December Operator Newsletter from Tourism PEI

You're receiving this newsletter as a Tourism operator on Prince Edward Island.

Having trouble viewing this email? [View it in your browser.](#)



December 16, 2011 BookPEI Update

- BookPEI Update
- BookPEI Fees
- Loyalty Program
- Canadian F-Tourism Awards
- Call Centre Information
- New Co-op Opportunity

To date, there have been 4,333 online reservations made in 2011! This is a 20% increase over this time period last year!

In 2011 operators participating in the online reservation system recieved an average of 20 online reservations. This is a 35% increase from the 2010 tourism season and a 64% increase over 2009.

BOOKPEI

1-866-213-7521

www.bookpei.com

Reminder! Visitors can now book 2012 reservations. Because of recent announcements, such as the Cavendish Beach Music Festival and the Charlottetown Festival, customers are phoning the toll-free lines searching for accommodations. Operators are reminded to set their rates, online availability, and minimum booking policies for the upcoming year. If you have any questions or require any assistance, please do not hesitate to contact technical support at 1.866.213.7521.

**Department of
Tourism & Culture**

PO Box 2000 Charlottetown, PE
C1A 7N8 Phone: (902) 368-5540
www.gov.pe.ca/tourism

BookPEI Fees

This is a reminder that as of January 1st if an accommodation operator has not made payment for BookPEI services for the upcoming year the following notice will appear as they attempt to log into their BookPEI account:

"If you are seeing this pop-up it means you have

not paid to use the BookPEI system in 2012 and in order to re-activate your account (no data will be lost) you must make payment to TourismPEI at (902) 368-5540."

If you are a first-time user of the BookPEI system you will not receive this message since you receive one year BookPEI services free.

Please contact (902) 368-5540 to arrange payment before January 1st to avoid your account being temporarily de-activated.

If you are uncertain if you have made payment, please contact BookPEI support at 1-866-213-7521 for confirmation.

Loyalty Program

The Loyalty Program is a new marketing opportunity for 2012 brought to you by Tourism PEI that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all tourism operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

If you would like more information about the program please contact Tara Jackson at tmjackson@gov.pe.ca

Canadian E-Tourism Awards

The deadline for nominations is December 31st to submit nominations for the Canadian e-Tourism Awards and **it would be great to see some Island businesses nominated!** Tell us who you think should win for Best Website, Best Online Campaign, Best User Generated Content and Best Use of Innovative Technology and/or Media.

Visit www.canadianetourismawards.com for details. The deserving winner will be unveiled at a special luncheon held on March 6, 2012 at Online Revealed

Canada Conference in Toronto.

Call Centre Information

Please feel free to share Tourism PEI's Contact Centre's information with your customers who may be inquiring for information or need assistance booking accommodations. Please note that hours will be reduced over the holiday season.

Friendly Vacation Planners can be reached seven days a week between 9:00 am and 5:00 pm, toll free 1-800-463-4PEI (English) and 1-800-887-5453 (French) and by e-mail tourismpei@gov.pe.ca

New Co-op Opportunity

The traditional Maritime Co-op program that included TV and Radio has been expanded to include Outdoor and Online*. Media purchased in NS and NB can be eligible for a 30% subsidy from Tourism PEI if you meet program criteria. **details are to be determined*

For further information contact Dunne Group

Steve Dunne, steve@dunnegroup.ca or at 682-4460

Rebecca McQuaid, rebecca@dunnegroup.ca or at 892-2965

Prince Edward Island Department of Tourism & Culture

[Click here to unsubscribe](#)

Tara Jackson - Fwd: RE: New Marketing Opportunity for 2012

From: Tara Jackson
To: Holmes, Jan
Date: 11/17/2011 12:40 PM
Subject: Fwd: RE: New Marketing Opportunity for 2012

FYI - Savage Gardens

15.(1)

>>> Doug Leitch <celtic_aquarian@hotmail.com> 11/17/2011 12:28 PM >>>
FYI,

15.(1)

15.(1) I will not be participating in your program next season. Please remove my name from your contact list. Sorry.

Doug Leitch

Date: Thu, 17 Nov 2011 09:13:38 -0400
From: tmjackson@gov.pe.ca
To: tmjackson@gov.pe.ca
Subject: New Marketing Opportunity for 2012

Dear Culinary Trail Participants,

The Loyalty Program is a new marketing opportunity for 2012 brought to you by Tourism PEI that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

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Program, please contact Tara Jackson at tmjackson@gov.pe.ca before **November 30th, 2011**. We will contact you via telephone for a more in depth conversation about how you can participate in this exciting new program.

Kind regards,
Tourism PEI

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Tara Jackson - Re: Loyalty Program

From: Tara Jackson
To: Inn, Northport Pier
Date: 11/18/2011 9:48 AM
Subject: Re: Loyalty Program

Hi Cathy,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this exciting new marketing opportunity! We will be contacting you in the coming weeks to discuss in more detail how you can participate in the Loyalty Program.

Regards,
Tara

>>> "Northport Pier Inn" <inn@northportpier.ca> 11/17/2011 8:56 AM >>>

Hello Tara

I would like to discuss this new program with you

Thanks!

Cathy Bullied

Innkeeper

Northport Pier Inn

"A harbour view from every room"

GPS Coordinates N46° 47.811 W-064° 3.544

PO Box 533 Alberton, PE C0B 1B0

Telephone: (902) 853-4520

Toll Free: 1-866-887-4520

<http://www.northportpier.ca/inn.asp>

Tara Jackson - Re: Loyalty Program

From: Tara Jackson
To: glenn@forestandstreamcottages.com
Date: 11/18/2011 9:49 AM
Subject: Re: Loyalty Program

Hi Glenn,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! We will be contacting you in the coming weeks to discuss in more detail how you can participate in this exciting new program!

Regards,
Tara

>>> "Glenn Saunders, Innkeeper" <Glenn@forestandstreamcottages.com> 11/17/2011 9:03 AM >>>
Hi Tara,

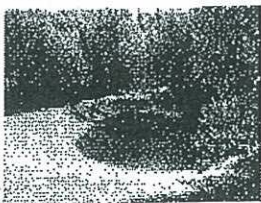
I am interested in learning more about the newly announced Loyalty Program.

Thanks

Glenn

Forest & Stream Cottages

"A place where there are no strangers, just friends we have not met"



446 Fox River Road
Murray Harbour, PE C0A 1V0
1-800-227-9943
902 962-3537

glenn@forestandstreamcottages.com
www.forestandstreamcottages.com

Tara Jackson - Re: Loyalty Program

From: Tara Jackson
To: John
Date: 11/18/2011 9:50 AM
Subject: Re: Loyalty Program

Hi John,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! We will be contacting you in the coming weeks to discuss in more detail how you can participate in this exciting new program!

Regards,
Tara

>>> "John" <vacation@anneswindyoplars.com> 11/17/2011 9:15 AM >>>

Good morning Tara, I would be interested in knowing more about the program and in particular what PEI Tourism is putting on the table.

Kind Regards,

John

John and Jean Brewer

Anne's Windy Poplars

7195 Route 13 North

Cavendish, PEI C0A 1N0

Reservations: 1-800-363-5888

Office: 1-902-963-2888

Fax: 1-902-963-3166

Web address: <http://anneswindyoplars.com>

E-mail: vacation @anneswindyoplars.com

Tara Jackson - Re: Loyalty Program

From: Tara Jackson
To: info@cafemaplethorpe.com
Date: 11/18/2011 9:51 AM
Subject: Re: Loyalty Program

Hi Dianna,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! We will be contacting you in the coming weeks to discuss in more detail how you can participate in this exciting new program!

Regards,
Tara

>>> <info@cafemaplethorpe.com> 11/17/2011 9:18 AM >>>

I would like to be included in the 'shortlist' for information on this initiative both from my property and on behalf of the Inns of Distinction of PEI.

Thanks,

Dianna Linder
Owner, Historic Maplethorpe Inn and Cafe
Bedeque, Prince Edward Island
(902)-887-2909
info@cafemaplethorpe.com
Winner, Taste Our Island Award
Recommended, Where to Eat in Canada
A Genuine Island Host

Tara Jackson - Re: loyalty program

From: Tara Jackson
To: joe
Date: 11/18/2011 9:52 AM
Subject: Re: loyalty program

Hi Joe,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! We will be contacting you in the coming weeks to discuss in more detail how you can participate in this exciting new program!

Regards,
Tara

>>> joe <joe@mcaskillwoodworking.com> 11/17/2011 9:27 AM >>>
Hello Tarra,
I would be interested in hearing more about the program.

Regards
Joe

Joe McAskill
McAskill's Studio
902-566-3416
www.mcaskillwoodworking.com

Tara Jackson - Re: new program

From: Tara Jackson
To: P.Higgins, A.Fagan
Date: 11/18/2011 9:52 AM
Subject: Re: new program

Hi Patrick,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! We will be contacting you in the coming weeks to discuss in more detail how you can participate in this exciting new program!

Regards,
Tara

>>> "P.Higgins, A.Fagan" <bellatony@eastlink.ca> 11/17/2011 9:28 AM >>>
Good morning Tara,
I would be interested in hearing more about the new Loyalty Program.

thanks
Pat

Patrick Higgins/Anne Fagan
Innkeepers

Island Home Bed and Breakfast
....at home on the island, warm and friendly hospitality awaits you.

44 Spring St.
Summerside PE
C1N 3E2

telephone 1.902.436.7559
email islandhomebandb@eastlink.ca
web site www.islandhomebandb.ca

Tara Jackson - Re: Loyalty Program

From: Tara Jackson
To: Firedance
Date: 11/18/2011 9:54 AM
Subject: Re: Loyalty Program

John and Wei,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! At this time, we are still finalizing the pricing structure. We will be contacting you in the coming weeks to discuss in more detail how you can participate in this exciting new program!

Regards,
Tara

>>> "Firedance" <firedance1@gmail.com> 11/17/2011 9:29 AM >>>
Hi,

Would you have a rough idea of the cost for the new program?

Best Regards,

John & Wei Kirchansky
Firedance Country Inn
firedance1@gmail.com; www.firedanceinn.ca (our new website!)
35 Firedance Ridge
St. Catherines PE C0A 1H1 Canada
902-675-3471; 866-857-3013
902-675-2608 fax

<http://tinyurl.com/49o2nrn> (See our Facebook page!)

<http://www.tourismpei.com/guide/index.php3> Link to the Gentle Island guide.

<http://firedanceinn.blogspot.com/> Our new blog!

http://www.tripadvisor.com/Hotel_Review-g499313-d270302-Reviews-

[Firedance Country Inn Bed and Breakfast-Cornwall Prince Edward Island.html#REVIEWS](#) See our
TripAdvisor Reviews!

* **Cancellation Policy** - Cancellations must be made 14 days before arrival date, otherwise there will be a full charge for a one night stay or 50% charge for multiple nights, charged to the given credit card. \$25 penalty applies on all cancellations. Guests are liable for all room charges reserved after beginning of stay.



Tara Jackson - Re: Loyalty Program

From: Tara Jackson
To: info@sundancecottages.ca
Date: 11/18/2011 9:54 AM
Subject: Re: Loyalty Program

Hi Linda,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! We will be contacting you in the coming weeks to discuss in more detail how you can participate in this exciting new program!

Regards,
Tara

>>> "Sundance Cottages" <info@sundancecottages.ca> 11/17/2011 9:33 AM >>>

I am interested in knowing more. My cell phone number as of Monday the 21 is 15.(1)

Thanks

15.(1)

Sundance Cottages

[Check us out on Facebook](#)

1-800-565-2149

www.sundancecottages.com

Tara Jackson - Re: White Sands Cottages and Campground

From: Tara Jackson
To: copgold
Date: 11/18/2011 9:57 AM
Subject: Re: White Sands Cottages and Campground

Hi Chris,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! We will be contacting you in the coming weeks to discuss in more detail how you can participate in this exciting new program!

Regards,
Tara

>>> copgold <copgold@sympatico.ca> 11/17/2011 11:33 AM >>>
Hello Tara Jackson
My name is Krzysztof [Chris] Opydo, owner of White Sands Cottages and Campground in North Rustico
I would be most certainly interested in participating in your loyalty program.
Please keep me informed regarding details.

Sincerely,
Chris Opydo - White Sands Cottages and Campground
North Rustico/Cavendish P.E.I.
Tel: 1 800 465 2532 or 1 902 963 2532

Tara Jackson - RE: New Marketing Opportunity for 2012

From: Tara Jackson
To: Minaker, Doug
Date: 11/18/2011 9:57 AM
Subject: RE: New Marketing Opportunity for 2012

Hi Doug,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! We will be contacting you in the coming weeks to discuss in more detail how you can participate in this exciting new program!

Regards,
Tara

>>> "Doug Minaker" <dminaker@dalvaybythesea.com> 11/17/2011 11:28 AM >>>

Hi Tara

We would be interested in learning more about this program, costs, etc. so we can make an informed decision. When you are ready please send us the next step of information and we will go from there for both Red Dory The Fish House and Dalvay's Dining Room. Thanks.

Sincerely,
Doug Minaker
Guest Services Manager
Dalvay By The Sea
16 Cottage Cres.
Dalvay, PE

Tel: 902-672-2048 or 888-366-2955
Fax: 902-672-2741
e-mail: dminaker@dalvaybythesea.com
Web: www.dalvaybythesea.com

D.P.Murphy Hotels and Resorts

From: Tara Jackson [mailto:tmjackson@gov.pe.ca]
Sent: Thursday, November 17, 2011 9:14 AM
To: Tara Jackson
Subject: New Marketing Opportunity for 2012

Dear Culinary Trail Participants,

The Loyalty Program is a new marketing opportunity for 2012 brought to you by Tourism PEI that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

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Kind regards,

Tourism PEI

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No virus found in this message.

Checked by AVG - www.avg.com

Version: 2012.0.1872 / Virus Database: 2092/4622 - Release Date: 11/17/11

Tara Jackson - Re: Shipwright Inn - Loyalty Program

From: Tara Jackson
To: Inn, Shipwright
Date: 11/18/2011 9:58 AM
Subject: Re: Shipwright Inn - Loyalty Program

Judy & Trevor,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! We will be contacting you in the coming weeks to discuss in more detail how you can participate in this exciting new program!

Regards,
Tara

>>> "Shipwright Inn" <innkeeper@shipwrightinn.com> 11/17/2011 1:46 PM >>>
Tara hi

We would be interested in finding out more about this program. Please take this email as acknowledgement of our interest.

Regards

Judy & Trevor Pye

Tara Jackson - Re: Loyalty Card

From: Tara Jackson
To: Barlow, Amanda Stewart
Date: 11/18/2011 9:58 AM
Subject: Re: Loyalty Card

Amanda,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! We will be contacting you in the coming weeks to discuss in more detail how you can participate in this exciting new program!

Regards,
Tara

>>> "Amanda Stewart Barlow" <amanda@golfpei.ca> 11/17/2011 12:23 PM >>>
Hi Tara,

Golf PEI would be interested in the loyalty card program.

Thank you,

Amanda Stewart Barlow
Golf PEI
565 North River Road • Charlottetown, PE • C1E 1J7
Web: www.golfpei.ca Tel: 902-566-4653 Fax: 902-629-1981

Tara Jackson - RE: New Marketing Opportunity for 2012

From: Tara Jackson
To: Leitch, Doug
Date: 11/18/2011 10:17 AM
Subject: RE: New Marketing Opportunity for 2012

Doug,

Thank you very much for your response.

15.(1)

15.(1)

Take care,
Tara

> Doug Leitch <celtic_aquarian@hotmail.com> 11/17/2011 12:28 PM >>>
FYI,

15.(1)

15.(1)

I will not be participating in your program next season. Please remove my name from your contact list. Sorry.

Doug Leitch

Date: Thu, 17 Nov 2011 09:13:38 -0400
From: tmjackson@gov.pe.ca
To: tmjackson@gov.pe.ca
Subject: New Marketing Opportunity for 2012

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Kind regards,
Tourism PEI

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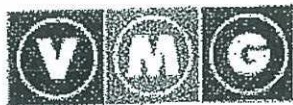
Tara Jackson - Re: Cavendish Bosom Buddies

From: Tracey Singleton <tracey@versatilegroup.ca>
To: tmjackson@gov.pe.ca
Date: 11/18/2011 12:46 PM
Subject: Re: Cavendish Bosom Buddies
CC: stay@cavendishbosombuddies.com

thanks

Tracey Singleton
Founder
Versatile Management Group
Just Moved!
Visit us at our New Location (across from Toyota)
2A Camburhill Court, Charlottetown, PE C1E 0E2

T: 902-370-3997 | C: 902-940-3195 | F: 902-367-3486
tracey@versatilegroup.ca



versatilemanagementgroup
An extension of your team

We're action people. Project managers that get the job done.

We work seamlessly with your organization as an extension of your team!

On Nov 18, 2011, at 11:43 AM, Tara Jackson wrote:

Thank you for your interest in the Loyalty Program, Ron & Tracey. We are still working on fine tuning the program and will be getting in touch with interested parties in the coming weeks.

Tara

>>> Tracey Singleton <tracey@versatilegroup.ca> 11/17/2011 8:32 PM >>>
Tara: Can you contact me to discuss how my dad's cottages can participate?

Thanks

Tracey Singleton
Founder
Versatile Management Group
Just Moved!

Visit us at our New Location (across from Toyota)
2A Camburhill Court, Charlottetown, PE C1E 0E2

T: 902-370-3997 | C: 902-940-3195 | F: 902-367-3486
tracey@versatilegroup.ca

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Tara Jackson - Re: The Loyalty Program

From: Tara Jackson
To: Cousineau, Cindy
Date: 11/18/2011 4:52 PM
Subject: Re: The Loyalty Program

Cindy,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! We will be contacting you in the coming weeks to discuss the details of the program and how you can participate.

Regards,
Tara

>>> Cindy Cousineau <ccousineau@eastlink.ca> 11/18/2011 4:49 PM >>>

Hello Tara,

As suggested there is a shortlist being created for interest from members of industry.

I'm interested in receiving more information about the program.

I'd need to know how it works before I get a phone call asking me about how I can participate in the program.

Thanks a bunch,

cindy

--

Cindy & Guy Cousineau
[Guests Comments & Reviews](#)
(902) 367-7851
[On-Line Chat Q&A PEI](#)
[My Blog](#)

A Place To Stay: [The Trailside Bed and Breakfast](#)

Somewhere To Go: [Grandma's Afternoon Tea Room & Gift Shop](#)

Something To Do: [Garden Tour - Afternoon Tea - Scrapbooking Craft \\$30 PEI Experience](#)

Tara Jackson - Re: loyalty program

From: Tara Jackson
To: info@millriverloghome.com
Date: 11/21/2011 8:53 AM
Subject: Re: loyalty program

Hi there,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! We will be contacting you in the coming weeks to discuss in more detail how you can participate in this exciting new program!

Regards,
Tara

>>> <info@millriverloghome.com> 11/20/2011 8:30 PM >>>

I (Mill River Log Home) would be interested in participating in the loyalty program

Tara Jackson - Re: Loyalty Program

From: Tara Jackson
To: Champion, Kevin
Date: 11/22/2011 8:54 AM
Subject: Re: Loyalty Program

Hi Kevin,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! We will be contacting you upon your return to discuss in more detail how you can participate in this exciting new program!

Regards,
Tara

>>> "Kevin Champion" <greengablesgolf@pei.aibn.com> 11/21/2011 11:15 AM >>>
Good morning Tara , I would be interested in finding out more about the loyalty program and how our golf courses could participate. I will be away until Dec 1st can you contact me after that date. Thanks and have a great day

Kevin Champion

BBA, CPGA Professional
General Manager
Green Gables Golf Course
Andersons Creek Golf Course
Phone 902-886-2222
Email greengablesgolf@pei.aibn.com

Tara Jackson - Fwd: Re: Re:

From: Tara Jackson
To: m.mckenna@pei.sympatico.ca
Date: 11/22/2011 10:56 AM
Subject: Fwd: Re: Re:

Mary,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! We will be contacting you in the coming weeks to discuss in more detail how you can participate in this exciting new program!

Regards,
Tara

>>> TPEI Switchboard TPEI Switchboard 11/22/2011 9:55 AM >>>
Hi Tara,

This lady will be in contact with you.

Lisa MacDonald
Bilingual Receptionist/Admin. Support
Tourism PEI
Tel: 902-368-5540

>>> <m.mckenna@pei.sympatico.ca> 22/11/2011 9:50 AM >>>
hi, the Loyalty program
----- TPEI Switchboard TPEI Switchboard <tpswitch@gov.pe.ca> wrote:
> Good morning,
>
> My name is Lisa and I am the bilingual Administrative Support Worker for the department and I'm not quite sure what program your speaking about. If you would please let me know and I will do my best to assist you.
>
> Thank you,
>
>
> Lisa MacDonald
> Bilingual Receptionist/Admin. Support
> Tourism PEI
> Tel: 902-368-5540
>
>
>
> >>> <m.mckenna@pei.sympatico.ca> 20/11/2011 9:29 AM >>>
> hi, I would be interested and hearing more about the program. (Sparkling Sunset), mary mckenna
>

> -----

>

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>

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>

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>

>

Tara Jackson - Re: Loyalty Program

From: Tara Jackson
To: Cochrane, Ryan
Date: 11/23/2011 10:10 AM
Subject: Re: Loyalty Program

Ryan;

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! We will be contacting you in the coming days to discuss in more detail how you can participate in this exciting new program!

Regards,
Tara

>>> "Ryan Cochrane" <ryan.cochrane@stanleybridgeresort.com> 11/23/2011 9:58 AM >>>
Hi Tara,

We would like to participate in the new loyalty program.

I look forward to hearing from you.

Thank you,

Ryan Cochrane
General Manager
Stanley Bridge Country Resort
10090 Route 6
Kensington, PE
COB 1M0
www.stanleybridgeresort.com

Tara Jackson - Re: The Loyalty Program

From: Tara Jackson
To: Cail, Leanne
Date: 11/28/2011 10:47 AM
Subject: Re: The Loyalty Program

Hi Leanne,

Thank you for letting me know.

Tara
>>> Leanne Cail <LCail@silverbirchhotels.com> 11/28/2011 9:08 AM >>>
Good Morning,

I wanted to respond to your request for interested parties for a possible Loyalty Program.

Unfortunately, the Best Western brand does not allow a competing loyalty program at their properties. Therefore, Best Western Charlottetown would not be able to participate in such a program.

Leanne Cail

Leanne Cail - Director of Sales and Marketing
Best Western Charlottetown
Tel:(902)-626-4404
Fax:(902)_566-2979
lcail@silverbirchhotels.com

Friends in Need

*Check in this holiday
season to help raise money
for a local charity.*

Book a room from December 21-27, 2011 and
\$10 from every room night will be donated
to Hospice Palliative Care Association of PEI.

Get a holiday room rate starting from \$74/night!



Tara Jackson - Re: loyalty program

From: Tara Jackson
To: Malone, AllanBrenda
Date: 12/1/2011 2:45 PM
Subject: Re: loyalty program

Allan & Brenda,

I am writing as a follow-up to an email I had sent a few weeks ago regarding the Loyalty Program.

At this point, we are contacting all interested parties to discuss ways in which they could participate in the program.

There are two ways operators can participate:

- 1) Offering discounts (hard benefits) to Loyalty Program cardholders
- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

As an accommodations operator, do you think you would be more likely to offer discounts or value-added benefits to cardholders? If you are thinking of offering discounts, we would need a commitment of at least a 10% discount that would be offered directly to cardholders. Is this feasible?

If you are more interested in offering soft benefits, what types of VIP treatment are you able to offer?

Looking forward to hearing from you.

Tara

>>> "AllanBrenda Malone" <allan@meadowviewcottages.com> 11/24/2011 2:53 PM >>>
 tara. we at meadowview cottages would be interested in discussing this program. brenda and i look forward to hearing from you about this idea. thank you allan malone

Tara Jackson - Re: Book PEI / Loyalty Program and B&B Association

From: "Jane Dunphy (Cudmore)" <annandalejane@gmail.com>
To: tmjackson@gov.pe.ca; SRMANAGO@gov.pe.ca
Date: 12/8/2011 9:53 AM
Subject: Re: Book PEI / Loyalty Program and B&B Association

Hi Sebastian and Tara,

I know that we received an email from you, Tara, recently. We discussed the Loyalty Program at our Association meeting yesterday and are more than interested in taking it up as an Association.

We plan to spend a part of our January meeting looking at what such a program might look like from our point of view. One of our members, Jim Newson, picked up information about such a program in Prince Edward County, Ontario on a recent Best Practices Mission. We plan to include him in our discussions. We will be reporting back to you after that meeting.

Jane Dunphy
 B&B and Country Inns Assoc.

On Thu, Dec 8, 2011 at 6:29 AM, Sebastian Manago <SRMANAGO@gov.pe.ca> wrote:

Hi Jane,

Thank you for your interest. We would be quite interested in getting your feedback on any of these initiatives and I would be more than willing to share any information we may have at any time, including before your AGM.

-----Original Message-----

From: "Jane Dunphy (Cudmore)" <annandalejane@gmail.com>
To: Sebastian Manago <SRMANAGO@gov.pe.ca>
Creation Date: 12/7 8:44 pm
Subject: Book PEI / Loyalty Program and B&B Association

Hello Sebastian,

As President of the B&B And Country Inns Association of PEI, I represented the Association at the TIAPFI meeting last Friday. I was most interested in your presentation on the enhancements that your Division is making to Book PEI and also the Loyalty Program initiative. I presented my summary of your presentation on these initiatives to our monthly Board Meeting today and we are all quite excited by the ideas.

We plan to hold our Semi-Annual General Meeting on Saturday, April 14 (location TBA). Our SAGM is usually a working, educational session and we would be most interested in having you present on the changes to Book PEI and on the progress towards the Loyalty Program. (We would be particularly interested in a working demo of the enhanced Book PEI from the point of view of the user / visitor.) Please let me know whether you would consider this invitation.

Thank you very much

Jane Dunphy

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Tara Jackson - Re: Loyalty Program update

From: Tara Jackson
To: Macdonald, Elmwood: Jay & Carol
Date: 12/14/2011 9:18 AM
Subject: Re: Loyalty Program update

Thanks for the email, Jay. We are still in the process of consulting with industry and would be more than happy to meet with you upon your return in early January. Would you like to go ahead and set up a time now? Would you be available Tuesday, January 10th at 10 am?

Tara

>>> "Elmwood: Jay & Carol Macdonald" <elmwood@pel.sympatico.ca> 12/13/2011 11:52 AM >>>
We haven't received any further information since your inquiry, asking if we would be willing to offer 10% discounts to the future Program. You said that there was no written material or explanation on what was being proposed. We thought that you were interested in input to how it was being structured since it wasn't completed yet and you had indicated a call would be forthcoming a week or two ago to visit at your office to discuss.

We will be away from this weekend til late December and could meet with you in early January.

Could you update us please?

Many thanks,

Jay and Carol Macdonald

"The Elmwood Heritage Inn", a Five Star 1889 Victorian Bed & Breakfast Inn
www.elmwoodinn.pe.ca toll free: 1-877-933-3310

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121 North River Road,
Charlottetown, PEI C1A 3K7
Phone: (902) 368-3310;
Fax: (902) 628-8457
elmwood@pei.sympatico.ca

Tara Jackson - Re:

From: Tara Jackson
To: Northwinds, Brackley Beach
Date: 12/14/2011 10:22 AM
Subject: Re:

Murray & Janice,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

For the next few weeks, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program. We are also wanting to know what types of benefits operators may be able to offer.

Two of the major ways to participate in the program are:

- 1) Offering discounts (hard benefits) to Loyalty Program cardholders
- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

As an accommodations operator, do you think you would you be more likely to offer discounts or value-added benefits to cardholders? If you are thinking of offering discounts, we would need a commitment of at least a 10% discount that would be offered directly to cardholders. Is this feasible?

Looking forward to hearing from you.
Tara

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438

www.gentleisland.com >>> "Brackley Beach Northwinds" <stay@brackleybeachnorthwinds.com> 11/17/2011 10:17 AM >>>

We would be interested in participation
Murray and Janice MacPherson
Brackley Beach Northwinds
www.brackleybeachnorthwinds.com
1 800 901 2245

Tara Jackson - Re:

From: Tara Jackson
To: Northwinds, Brackley Beach
Date: 11/18/2011 9:55 AM
Subject: Re:

Murray and Janice,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! We will be contacting you in the coming weeks to discuss in more detail how you can participate in this exciting new program!

Regards,
Tara

>>> "Brackley Beach Northwinds" <stay@brackleybeachnorthwinds.com> 11/17/2011 10:17 AM >>>
We would be interested in participation
Murray and Janice MacPherson
Brackley Beach Northwinds
www.brackleybeachnorthwinds.com
1 800 901 2245

Tara Jackson - Re: [SPAM?] Loyalty program

From: Tara Jackson
To: Inn, Cranford
Date: 12/14/2011 10:23 AM
Subject: Re: [SPAM?] Loyalty program

Vicki,

We've been having trouble connecting via telephone so I thought I would send along an email for feedback on the Loyalty Program.

For the next few weeks, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program. We are also wanting to know what types of benefits operators may be able to offer.

Two of the major ways to participate in the program are:

- 1) Offering discounts (hard benefits) to Loyalty Program cardholders
- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

As an accommodations operator, do you think you would be more likely to offer discounts or value-added benefits to cardholders? If you are thinking of offering discounts, we would need a commitment of at least a 10% discount that would be offered directly to cardholders. Is this feasible?

Looking forward to hearing from you.
Tara

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438

www.gentleisland.com >>> Cranford Inn <stay@cranfordinn.ca> 11/17/2011 10:57 AM >>>

Hi Tara

I would be interested in hearing more about this.
Vicki Francis
Cranford Inn
Dunescape Cottages

Sent from my iPhone

Tara Jackson - Re: Loyalty Program

From: Tara Jackson
To: Craig, Patricia
Date: 12/14/2011 10:26 AM
Subject: Re: Loyalty Program

Pat,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

For the next few weeks, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program. We are also wanting to know what types of benefits operators may be able to offer.

Two of the major ways to participate in the program are:

- 1) Offering discounts (hard benefits) to Loyalty Program cardholders
- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

As an accommodations operator, do you think you would be more likely to offer discounts or value-added benefits to cardholders? If you are thinking of offering discounts, we would need a commitment of at least a 10% discount that would be offered directly to cardholders. Is this feasible?

Looking forward to hearing from you.
Tara

Tara Jackson

Consumer Sales and CRM

Tourism PEI

(t): (902) 368-6692

(f): (902) 368-4438

www.gentleisland.com >>> Patricia Craig <patricia.craig@bellaliant.net> 11/18/2011 2:33 PM >>>

Hello Ms. Jackson,

I'd be interested in learning the details regarding participation in the Loyalty Program. Please use the following phone number to contact me, as I am in Charlottetown during the winter months: 902-367-0993.

Patricia Craig

Harbour Lights Guest House

Tourism Operator #2299

Tara Jackson - Re: Loyalty program

From: Tara Jackson
To: NicoleTremere
Date: 12/14/2011 11:28 AM
Subject: Re: Loyalty program

Tim,

Thanks for getting back to me so quickly. At this point, we're just having the conversations with operators to see what they would be able to offer as part of the program. Once we have finished our consultation process, we will be contacting operators in the new year to discuss in more detail how they can participate in the program.

Happy Holidays!
Tara

>>> NicoleTremere <timandnicole@eastlink.ca> 12/14/2011 11:16 AM >>>
Hi Tara,

The 10% sounds perfect, what else do you need from us.

Thanks,

Tim

On 12/14/11, **Tara Jackson** <tmjackson@gov.pe.ca> wrote:

Tim,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

For the next few weeks, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program. We are also wanting to know what types of benefits operators may be able to offer.

Two of the major ways to participate in the program are:

- 1) Offering discounts (hard benefits) to Loyalty Program cardholders
- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

As an accommodations and restaurant operator, do you think you would be more likely to offer discounts or value-added benefits to cardholders? If you are thinking of offering discounts, we would need a commitment of at least a 10% discount that would be offered directly to cardholders. Is this feasible?

Looking forward to hearing from you.
Tara

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438
www.gentleisland.com >>> NicoleTremere <timandnicole@eastlink.ca> 11/17/2011 9:16 AM >>>
Hello,

We would be interested in taking part in this program.

Thanks,

Tim Tremere
Tremere's Ocean View Cottages
902-894-5383

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Tara Jackson - RE: Loyalty Program questions

From: Tara Jackson
To: Pottery, Cindy Lentz - Right Off The Batt
Date: 12/20/2011 8:59 AM
Subject: RE: Loyalty Program questions

Cindy,

Thank you very much for sending along your feedback. We do have flexibility with year one in that if you would like, you could offer only the discount. Our goal for this program is to offer exclusive benefits to this group of Loyalty Program cardholders and so if there is something you could offer in terms of enhancements for year two, that would be excellent.

As we are still building this program, I will definitely pass your suggestions along and will discuss at our next meeting. We are planning to have details finalized in January and will be communicating these to industry shortly thereafter.

Happy Holidays and all the best for 2012, Cindy & Daryl!
Tara

>>> Cindy Lentz - Right Off The Batt Pottery <cindy@rightoffthebatt.com> 12/19/2011 2:45 PM >>>
Hi Tara,

We can certainly do a discount and 10% commitment is no problem however we'd want to put a restriction on that for in-stock items only. As far as the soft benefits go I'd like to hold off on that for the first year so that we can get some time under our belt in the new location. I'd like to focus first on working out any kinks in the space before putting thought into what we could offer for enhanced benefits. It is an option we could look at for year two of the program if the need is there.

As far as suggestions go I would suggest an offer expiry date that coincides with the program membership. Doing so would help with our planning and record keeping. Also have you considered the newsletter type of thing where participants can somehow send updates or limited time offers to members? For example could I send out a notice of a grand re-opening event, a limited edition of a particular product for Father's Day or a 2nds sale by invitation only just to name a few?

Cheers,
Cindy

Right Off The Batt Pottery
1-888-PEI-CLAY
www.rightoffthebatt.com
www.rotbstore.com
www.facebook.com/rightoffthebatt
Tweet: ROTBPottery

From: Tara Jackson [mailto:tmjackson@gov.pe.ca]
Sent: December-16-11 1:10 PM
To: Cindy Lentz - Right Off The Batt Pottery
Subject: Re: Loyalty Program questions

Cindy,

Thank you for your interest in the Loyalty Program. We have had a few other artisans express an interest in the program (McSkill's Studio, St. Peter's Bay Craft & Giftware, Studio 4, Basket Weavers and Fire & Water Creations) and would love to have more!

At this point, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program. We are also wanting to know what types of benefits operators may be able to offer.

Two of the major ways to participate in the program are:

- 1) Offering discounts (hard benefits) to Loyalty Program cardholders
- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

Do you think you would be more likely to offer discounts or value-added benefits to cardholders? If you are thinking of offering discounts, we would need a commitment of at least a 10% discount that would be offered directly to cardholders. Would this be feasible?

Looking forward to hearing from you.
Tara

>>> Cindy Lentz - Right Off The Batt Pottery <cindy@rightoffthebatt.com> 12/16/2011 12:39 PM >>>
Good morning Tara,

I'm wondering more about this program and if there are other businesses such as Right Off The Batt Pottery participating or is the program limited to the accommodation industry? I haven't heard anything about this concept except briefly through the Tourism newsletters.

Drop me a line or give me a call when you get a chance and we'll chat.

Cheers,
Cindy Lentz

Right Off The Batt Pottery
1-888-PEI-CLAY
www.rightoffthebatt.com
www.rotbstore.com
www.facebook.com/rightoffthebatt
Tweet: ROTBPottery

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Tara Jackson - Re: Loyalty Program

From: Tyson MacInnis <tyson@peiufa.com>
To: tmjackson@gov.pe.ca
Date: 12/20/2011 10:25 AM
Subject: Re: Loyalty Program

Hi Tara,

Thanks for the response. Its great that you are looking at innovative ways to strengthen our connection with our visitors. Have a great holiday break!

Tyson

On Dec 16, 2011, at 10:32 AM, Tara Jackson wrote:

Tyson,

Thank you very much for sending along your feedback. II realize it is difficult to respond without knowing the details of the program; however, at this point, we would just like to know what would be feasible for operators.

As for the how the program will work, we have been looking at a number of different points systems (including Aeroplan), which would allow visitors to accumulate points during their stay. We are looking at this for Phase 2 of the program and have yet to decide which points provider we will be going with.

Once again, thank you for your input. We will be in touch in the new year once we have had a chance to go through feedback received during the consultation process.

Happy Holidays!
Tara

>>> Tyson MacInnis <tyson@peiufa.com> 12/14/2011 12:24 PM >>>
Hi Tara,

Without knowing the details of the proposed program its a bit difficult responding to your question. However, I realize this is a bit of a "chicken and egg" situation so here's the type of offers we are prepared to make:

- Cavendish Maples Cottages - "Stay 3 nights and receive 50% off your 4th night stay" Valid up to June 20th & after Sept. 11th, 2012.
- Cavendish Pizza Delight - "Receive a free desert with the purchase of a family combo"
- Sandbox Pub & Eatery "Half Price Mussels with the purchase of a Bucket of Beers or Two Margaritas"

I think the general concept of a loyalty program is a good one for customer data collection purposes and visitation, but it has to be very well thought out. As a Pizza Delight franchisee, we watched the corporation launch Air Miles with great expectations, to come to the conclusion that the ROI was negative and they dropped the program. With price discounting being the lowest form of marketing, we (collectively on PEI) want to make sure that this type of program attracts

enough incremental business to more than make up for margin loss due to discounting.

Also, is the intent of the program to simply give all cardholders a laundry list of discount offers, or provide visitors the chance to accumulate points through purchases that can be redeemed for future visits? Although the latter option is more complicated & likely requires some type of cost sharing between gov't and operators, it appears to be more effective in my opinion.

thanks,
Tyson

On Dec 14, 2011, at 10:19 AM, Tara Jackson wrote:

Hi Tyson,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

For the next few weeks, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program. We are also wanting to know what types of benefits operators may be able to offer.

Two of the major ways to participate in the program are:

- 1) Offering discounts (hard benefits) to Loyalty Program cardholders
- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

As an accommodations and restaurant operator, do you think you would be more likely to offer discounts or value-added benefits to cardholders? If you are thinking of offering discounts, we would need a commitment of at least a 10% discount that would be offered directly to cardholders. Is this feasible?

Looking forward to hearing from you.
Tara

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438
www.gentleisland.com >>> Tyson MacInnis <tyson@peiafa.com> 11/18/2011
10:54 AM >>>
Hi Tara,

Cavendish Maples Cottages, Sandbox Pub & Eatery, and Cavendish Pizza Delight are interested in learning more about the proposed Loyalty Program.

thanks,

Tyson MacInnis

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Tara Jackson - Re: New Marketing Opportunity for 2012

From: Tara Jackson
To: McKenna, Ed
Date: 12/21/2011 12:41 PM
Subject: Re: New Marketing Opportunity for 2012

Ed,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

At this point, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program on Prince Edward Island.

We are also wanting to know what types of benefits operators may be able to offer. Two of the major ways to participate in the program are:

- 1) Offering discounts (hard benefits) to Loyalty Program cardholders
- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

Do you think you would you be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.
Tara

>>> Ed McKenna <ed@stpetersbay.com> 11/17/2011 9:47 AM >>>
Thanks Tara; As always I'm interested in anything that encourages visitation and increases revenue. Count me in

Ed

Ed@stpeterbay.com
Ed McKenna
St. Peters Bay Craft & Giftware
P.O. Box 20020
Charlottetown, P.E.I.
Canada C1A 9E3

On 2011-11-17, at 9:12 AM, "Tara Jackson" <tmjackson@gov.pe.ca> wrote:

Dear Arts & Heritage Trail Participants,

The Loyalty Program is a new marketing opportunity for 2012 brought to you by Tourism PEI that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

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We are currently creating a shortlist so if you feel you may be interested in participating in the Loyalty Program, please contact Tara Jackson at tmjackson@gov.pe.ca before **November 30th, 2011**. We will contact you via telephone for a more in depth conversation about how you can participate in this exciting new program.

Kind regards,

Tourism PEI

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438
www.gentleisland.com

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Tara Jackson - Re: Loyalty Program

From: Tara Jackson
To: s.christensen@pei.sympatico.ca
Date: 12/21/2011 12:42 PM
Subject: Re: Loyalty Program

Susan,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

At this point, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program on Prince Edward Island.

We are also wanting to know what types of benefits operators may be able to offer.

Two of the major ways to participate in the program are:

- 1) Offering discounts (hard benefits) to Loyalty Program cardholders
- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

Do you think you would be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.

Tara

>>> <s.christensen@pei.sympatico.ca> 11/17/2011 10:38 AM >>>

Hi Tara

I would be interested in exploring the Loyalty Program marketing opportunity. Looking forward to hearing more of the details.

Susan Christensen
Studio 4
Visual Art-Design-Illustration
940-4025
892-8551

Tara Jackson - RE: New Marketing Opportunity for 2012

From: Tara Jackson
To: McRae, Ann
Date: 12/21/2011 12:43 PM
Subject: RE: New Marketing Opportunity for 2012

Ann,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

At this point, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program on Prince Edward Island.

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Do you think you would be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.

Tara

>>> Ann McRae <islandtraditions@hotmail.com> 11/19/2011 10:52 PM >>>
 Hi Tara We would like to communicate more on this new marketing opportunity look forward to your response. Ann

Cell 315 1558---home 831 2484---basket weavers 854 3063

Date: Thu, 17 Nov 2011 09:12:42 -0400
 From: tmjackson@gov.pe.ca
 To: tmjackson@gov.pe.ca
 Subject: New Marketing Opportunity for 2012

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Tara Jackson - Re: Loyalty Program

From: Tara Jackson
To: thom.mac@pei.aibn.com
Date: 12/21/2011 12:49 PM
Subject: Re: Loyalty Program

Thom & Heather,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

At this point, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program on Prince Edward Island.

We are also wanting to know what types of benefits operators may be able to offer. Two of the major ways to participate in the program are:

- 1) Offering discounts (hard benefits) to Loyalty Program cardholders
- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

Do you think you would you be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.
Tara

>>> <thom.mac@pei.aibn.com> 11/17/2011 9:10 PM >>>
Hi

We have an interest in additional details on the loyalty program. We are away until Nveember 28th. Contact #902-969-9386

Thom/Heather Mac Millan
Cavendish Entertainment

Tara Jackson - Re: Rewards Program

From: Tara Jackson
To: annie@anniesacresantiques.com
Date: 12/21/2011 12:51 PM
Subject: Re: Rewards Program

Annie,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

At this point, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program on Prince Edward Island.

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Do you think you would you be more likely to offer discounts or value-added benefits to cardholders?

I,ooking forward to hearing from you.

Tara

>>> <annie@anniesacresantiques.com> 11/17/2011 7:07 PM >>>

Hi Tara

I received the e-mail concerning the new Loyalty Program. I am opening up a new business in New London

next summer - it will be a culinary studio in a converted Church. I would be interested in discussing this

new loyalty program with you at your convenience.

Annie Leroux
902 314-9666
www.peantiquetrail.com

Tara Jackson - Re: New Marketing Opportunity for 2012

From: Tara Jackson
To: Macdonald, Ambyr
Date: 12/21/2011 12:51 PM
Subject: Re: New Marketing Opportunity for 2012

Ambyr,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

At this point, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program on Prince Edward Island.

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Do you think you would you be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.

Tara

>>> Ambyr Macdonald <redscornerinc@yahoo.ca> 11/17/2011 11:47 AM >>>
I MAY BE INTERESTED IN THIS TARA!
AMBYR

From: Tara Jackson <tmjackson@gov.pe.ca>
To: Tara Jackson <tmjackson@gov.pe.ca>
Sent: Thursday, November 17, 2011 9:13:38 AM
Subject: New Marketing Opportunity for 2012

Dear Culinary Trail Participants,

The Loyalty Program is a new marketing opportunity for 2012 brought to you by Tourism PEI that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

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Kind regards,
Tourism PEI

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Tara Jackson - Re:

From: Tara Jackson
To: maxinedelaney@pei.sympatico.ca
Date: 12/21/2011 12:52 PM
Subject: Re:

Maxine,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

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Do you think you would be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.

Tara

>>> <maxinedelaney@pei.sympatico.ca> 11/18/2011 8:02 AM >>>

Hi Tara

I could be interested and am certainly interested in what direction this program is going. I had some ideas for my own business in this direction

Maxine
The Pearl

Tara Jackson - RE: New Marketing Opportunity for 2012

From: Tara Jackson
To: Bidgood, Jerry
Date: 12/21/2011 17:53 PM
Subject: RE: New Marketing Opportunity for 2012

Jerry,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

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Do you think you would you be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.

Tara

>>> "Jerry Bidgood" <jerry@peaqua.com> 11/18/2011 11:14 AM >>>

Hi Tara

It's an interesting idea, 15.(1) You may contact me after that date to discuss

Regards

Jerry

From: Tara Jackson [mailto:tmjackson@gov.pe.ca]
Sent: November-17-11 9:14 AM
To: Tara Jackson
Subject: New Marketing Opportunity for 2012

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Kind regards,

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Tara Jackson - RE: New Marketing Opportunity for 2012

From: Tara Jackson
To: Simmons, Ian
Date: 12/21/2011 12:55 PM
Subject: RE: New Marketing Opportunity for 2012

Ian,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

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Do you think you would be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.
Tara

>>> Ian Simmons <kool@eastlink.ca> 11/18/2011 2:54 PM >>>

Hi Tara

You can reach me at 439-1444, would like to find out more info??

Thank you

Ian

From: Tara Jackson [mailto:tmjackson@gov.pe.ca]
Sent: Thursday, November 17, 2011 9:14 AM
To: Tara Jackson
Subject: New Marketing Opportunity for 2012

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Tara Jackson - Re: New Marketing Opportunity for 2012

From: Tara Jackson
To: MacNaughton, Bruce
Date: 12/21/2011 12:56 PM
Subject: Re: New Marketing Opportunity for 2012

Bruce,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

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Do you think you would you be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.
Tara

>>> Bruce MacNaughton <bruce@preservecompany.com> 11/18/2011 10:07 PM >>>
Hi Tara,

Please put us on the interested list.

902-964-4300

Respectfully,

Bruce MacNaughton
Owner & Host

www.preservecompany.com
www.gardensofhope.ca
[Twitter](#)
[Facebook](#)

On Thu, Nov 17, 2011 at 9:13 AM, Tara Jackson <tmjackson@gov.pe.ca> wrote:

Dear Culinary Trail Participants,

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Tara Jackson - Re: New Marketing Opportunity for 2012

From: Tara Jackson
To: Rossignol, John
Date: 12/21/2011 12:57 PM
Subject: Re: New Marketing Opportunity for 2012

John,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

At this point, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program on Prince Edward Island.

We are also wanting to know what types of soft benefits you may be able to offer. Have you given it any more thought?

Looking forward to hearing from you.

Tara

>>> "John Rossignol" <john@rossignolwinery.com> 11/20/2011 7:02 PM >>>
 Hi Tara.

We could participate in some way other than price discounts.

Thanks...John Rossignol

----- Original Message -----

From: Tara Jackson
To: Tara Jackson
Sent: Thursday, November 17, 2011 9:13 AM
Subject: New Marketing Opportunity for 2012

Dear Culinary Trail Participants,

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Tara Jackson - Re: loyalty program

From: Tara Jackson
To: Doyle, Kim
Date: 12/21/2011 1:00 PM
Subject: Re: loyalty program

Kim,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

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Do you think you would you be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.

Tara

>>> "Kim Doyle" <sponsorship@cavendishbeachmusic.com> 11/18/2011 9:48 AM >>>

Hi Tara,

We are always looking for unique ways to promote the festival and our partners and would like to know more about the proposed Loyalty Program as details become available.

Many thanks

Kim Doyle

Kim Doyle

Sales and Marketing Manager

Lotto Max presents Cavendish Beach Music Festival | July 5-8, 2012

P: 902-314-8682

F: 902-894-4092

www.facebook.com/CavendishBeachMusic

Twitter: @CavendishFest

www.cavendishbeachmusic.com



See you
at the Beach!

Tara Jackson - Re: Loyalty programme

From: Tara Jackson
To: Young, Nora
Date: 12/21/2011 1:02 PM
Subject: Re: Loyalty programme

Thank you for letting me know, Nora.

Tara

>>> Nora Young 12/21/2011 12:55 PM >>>
Hello Tara,

After discussion it has been determined that this program does not fit our needs. We will not be participating, but thank you for letting us know about it.

Nora

>>> On 21/12/2011 at 12:44 PM, in message <4EF20D09.863 : 12 : 42225>, Tara Jackson wrote:

David, Nora & Paula,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

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Do you think you would you be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.

Tara

>>> David Keenlyside 11/22/2011 11:13 AM >>>

Hello Tara, We are not sure this programme really fits with our situation at the PEI Museum, but would like to discuss further. Would you be available to meet to discuss?

Thanks

David Keenlyside
Executive Director

Tara Jackson - RE: New Marketing Opportunity for 2012

From: "Jeff Trainor" <jtrainor@glasgowhills.com>
To: tmjackson@gov.pe.ca
Date: 12/21/2011 1:03 PM
Subject: RE: New Marketing Opportunity for 2012

Tara,

We could approach from both sides I think.

Examples I am thinking;

Either a 10% discount or something off meals and drinks

Or say a free dessert with the purchase off 2 meals

Regards.

Jeff

From: Tara Jackson [mailto:tmjackson@gov.pe.ca]
Sent: Wednesday, December 21, 2011 12:59 PM
To: Jeff Trainor
Subject: RE: New Marketing Opportunity for 2012

Jeff,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

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Do you think you would you be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.

Tara

>>> "Jeff Trainor" <jtrainor@glasgowhills.com> 11/28/2011 10:28 AM >>>

Tara,

Pipers Restaurant at Glasgow Hills would be interested in learning more about this opportunity.

Jeff

From: Tara Jackson [mailto:tmjackson@gov.pe.ca]
Sent: Thursday, November 17, 2011 9:14 AM
To: Tara Jackson
Subject: New Marketing Opportunity for 2012

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We are currently creating a shortlist so if you feel you may be interested in participating in the Loyalty Program, please contact Tara Jackson at tmjackson@gov.pe.ca before **November 30th, 2011**. We will contact you via telephone for a more in depth conversation about how you can participate in this exciting new program.

Kind regards,

Tourism PEI

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Tara Jackson - RE: program

From: George Campbell <gcorge@annesociety.org>
To: tmjackson@gov.pe.ca
Date: 12/22/2011 8:52 AM
Subject: RE: program

Hi Tara,

Can you call me?

George 836 5502

From: Tara Jackson [mailto:tmjackson@gov.pe.ca]
Sent: December 21, 2011 12:48 PM
To: George Campbell
Subject: RE: program

George,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

At this point, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program on Prince Edward Island.

We are also wanting to know what types of benefits operators may be able to offer.
Two of the major ways to participate in the program are:

- 1) Offering discounts (hard benefits) to Loyalty Program cardholders
- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

Do you think you would you be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.

Tara

>>> George Campbell <george@annesociety.org> 11/18/2011 10:21 AM >>>
Thanks for the update.

George

From: Tara Jackson [mailto:tmjackson@gov.pe.ca]
Sent: November 18, 2011 9:55 AM
To: George Campbell
Subject: Re: program

Hi George,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity! We will be contacting you in the coming weeks to discuss in more detail how you can participate in this exciting new program!

Regards,
Tara

>>> George Campbell <george@annesociety.org> 11/17/2011 9:27 AM >>>
Hi Tara,

I'm interested in finding out more about the program.

Best regards,

George Campbell
Anne of Green Gables Museum
902 836 5502

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Tara Jackson - RE: New Marketing Opportunity for Tourism Operators

From: Greg W <foxhouse2000@hotmail.com>
To: tmjackson@gov.pe.ca
Date: 12/22/2011 10:09 AM
Subject: RE: New Marketing Opportunity for Tourism Operators
Attachments: ATT00001; ATT00002; ATT00003; ATT00004; ATT00005

Good Morning Tara:

At PEI Segway Tours, we would be willing to offer a \$10 discount to cardholders for any tour.

Greg.

www.peisegway.com

Date: Wed, 21 Dec 2011 13:07:08 -0400
From: tmjackson@gov.pe.ca
Subject: Re: FW: New Marketing Opportunity for Tourism Operators
To: foxhouse2000@hotmail.com

Greg,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

At this point, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program on Prince Edward Island.

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Do you think you would you be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.

Tara

>>> Greg W <foxhouse2000@hotmail.com> 11/17/2011 9:20 AM >>>

From: foxhouse2000@hotmail.com
To: bookpei@gov.pe.ca
Subject: RE: New Marketing Opportunity for Tourism Operators
Date: Thu, 17 Nov 2011 13:19:17 +0000

Good Morning Tara

We may be interested in helping you out with the Loyalty Program through our PEI Segway Tours outlet.

You can contact us for a brief conversation at 436 1883.

Thanks.

Greg
www.peiseqway.com

To: foxhouse2000@hotmail.com
Subject: New Marketing Opportunity for Tourism Operators
Date: Thu, 17 Nov 2011 08:51:04 -0400
From: bookpei@gov.pe.ca

You're receiving this newsletter as a Tourism operator on Prince Edward Island.
Having trouble viewing this email? [View it in your browser.](#)



**November 17,
2011**

Dear Operator,

- Marketing Opportunity for Tourism Operators

BOOKPEI

1-866-213-7521
www.bookpei.com



**Department of
Tourism &
Culture**

PO Box 2000 Charlottetown,
PE C1A 7N8 Phone: (902) 368-

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5540

www.gov.pe.ca/tourism

email us

consumer and are providing Prince Edward Island with a competitive advantage. By using the technical platform connected to the Loyalty Program, we will be able to capture tourism expenditures and consumer data that can be used for future marketing initiatives.

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Kind regards,
Tourism PEI

Prince Edward Island Department of Tourism & Culture

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Tara Jackson - Re: 10%

From: Tara Jackson
To: Reddin-Gauthier, Vicki
Date: 12/22/2011 10:31 AM
Subject: Re: 10%

Thank you, Vicki! We will be in touch in the new year once the program starts to take shape.

Happy Holidays!
 Tara

>>> "Vicki Reddin-Gauthier" <vickirg@pei.sympatico.ca> 12/20/2011 9:38 AM >>>
 Hi Tara

A discount of 10% would work best for us and our clientele.

Thanks and have a great holiday!

Vicki

Vicki Reddin-Gauthier
 Dreamweavers Cottages
 6948 Rustico Rd. Rusticoville
 Hunter River RR#2
 PEI, COA 1N0
 1-888-496-8272
 e-mail: vickirg@pei.sympatico.ca
<http://www.dreamweaverscottages.com>
 Come find a treasure in your heart... on PEI!

From: Tara Jackson [<mailto:tmjackson@gov.pe.ca>]
Sent: Wednesday, December 14, 2011 10:24 AM
To: Vicki Reddin-Gauthier
Subject: Re:

Vicki,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

For the next few weeks, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program. We are also wanting to know what types of benefits operators may be able to offer.

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- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

As an accommodations operator, do you think you would be more likely to offer discounts or value-added benefits to cardholders? If you are thinking of offering discounts, we would need a commitment of at least a

10% discount that would be offered directly to cardholders. Is this feasible?

Looking forward to hearing from you.
Tara

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438

www.gentleisland.com >>> "Vicki Reddin-Gauthier" <vickirg@pei.sympatico.ca> 11/17/2011 12:44 PM >>>
Hi Tara

I'm interested in learning more about the Loyalty Program.

Vicki

Vicki Reddin-Gauthier
Dreamweavers Cottages
6948 Rustico Rd. Rusticoville
Hunter River RR#2
PEI, COA 1N0
1-888-496-8272
e-mail: vickirg@pei.sympatico.ca
<http://www.dreamweaverscottages.com>
Come find a treasure in your heart...on PEI!

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Tara Jackson - Re: New Marketing Opportunity for 2012

From: Tara Jackson
To: alexanderb@bellaliant.net
Date: 12/22/2011 10:33 AM
Subject: Re: New Marketing Opportunity for 2012

Thank you for your feedback, Sandy! We will be in touch in the new year once the program starts to take shape.

Happy Holidays!
 Tara

>>> "sandy" <alexanderb@bellaliant.net> 12/21/2011 3:42 PM >>>

I could do either. Or. As tourists are a client I would say they would get an extra product depending on what they got and when. For locals it would be the more times you visit the more you get
 Sent wirelessly from my BlackBerry device on the Bell network.
 Envoyé sans fil par mon terminal mobile BlackBerry sur le réseau de Bell.

From: "Tara Jackson" <tmjackson@gov.pe.ca>
Date: Wed, 21 Dec 2011 12:53:05 -0400
To: Sandy<alexanderb@bellaliant.net>
Subject: Re: New Marketing Opportunity for 2012

Sandy,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

At this point, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program on Prince Edward Island.

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- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

Do you think you would you be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.
 Tara

>>> "Sandy" <alexanderb@bellaliant.net> 11/18/2011 8:21 AM >>>
 Sounds exciting = count me in.

Alexander (Sandy) MacKay
 www.afvpm.com

902-888-7456

From: Tara Jackson
Sent: Thursday, November 17, 2011 9:13 AM
To: Tara Jackson
Subject: New Marketing Opportunity for 2012

Dear Culinary Trail Participants,

The Loyalty Program is a new marketing opportunity for 2012 brought to you by Tourism PEI that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

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We are currently creating a shortlist so if you feel you may be interested in participating in the Loyalty Program, please contact Tara Jackson at tmjackson@gov.pe.ca before **November 30th, 2011**. We will contact you via telephone for a more in depth conversation about how you can participate in this exciting new program.

Kind regards,

Tourism PEI

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Tara Jackson - RE: Loyalty Program

From: Tara Jackson
To: Sheldon, Graeme
Date: 12/22/2011 2:00 PM
Subject: RE: Loyalty Program

Graeme,

We have been spending the last month or so consulting with industry and this is only the first step in our process. We want to hear from operators so that all things are considered prior to the launch of what we feel will be a very successful program.

I agree that we do not want to just offer a discount card to visitors. Instead, we want to offer exclusive and enhanced benefits that make the visitors want to return to the Island again and again. For some operations, these benefits will come in the form of hard discounts. For others, it will be an enhanced service or VIP treatment - something to make the visitors feel not only welcome, but special!

At this time, we are still working on a price structure, so I cannot say for certain how much it will cost operators to participate. We will be releasing details in the new year, once we have compiled and reviewed all consultation data.

Once again, thank you very much for your feedback. We will incorporate this into the information received during our consultation process and will use it in building this exciting new program.

Happy Holidays!
Tara

>>> Graeme Sheldon <graemesheldon@hotmail.com> 12/16/2011 2:57 PM >>>
Hi Tara,

Many thanks for your reply.

It would be interesting to know from your research what benefits tourism operators in other tourist destinations have obtained from the introduction of a loyalty card. Just providing a discount or upgrade to a guest who would probably stay with us anyway is not particularly good business sense. The program needs to target a specific need of the tourism industry such as encouraging travel during the off season.

Is it expected to offer the loyalty card free of charge?

Would there be a cost to the tourism operator to be part of the scheme?

How do you ensure that the scheme is valuable to the consumer and offers quality rewards and is not cheapened by just offering a discount that is normally offered anyway?

What thoughts do you have on how the scheme could look? It is important to spend the time to design the scheme well, otherwise it will not be a success.

Kind Regards,

Graeme

Date: Fri, 16 Dec 2011 11:10:08 -0400
From: tmjackson@gov.pe.ca
To: graemesheldon@hotmail.com

Subject: Re: Loyalty Program

Graeme,

Thank you for your interest in the Loyalty Program. We are pleased to see so many operators interested in taking advantage of this new marketing opportunity!

For the next few weeks, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program. We are also wanting to know what types of benefits operators may be able to offer.

Two of the major ways to participate in the program are:

- 1) Offering discounts (hard benefits) to Loyalty Program cardholders
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As an accommodations operator, do you think you would be more likely to offer discounts or value-added benefits to cardholders? If you are thinking of offering discounts, we would need a commitment of at least a 10% discount that would be offered directly to cardholders. Is this feasible?

Looking forward to hearing from you.
Tara

>>> Graeme Sheldon <graemesheldon@hotmail.com> 12/16/2011 10:32 AM >>>
Hi Tara,

Could you please send me some information on the Loyalty Program.

Kind Regards,

Graeme Sheldon
Owner/Innkeeper
Number One Grafton Street

Sent from my iPhone

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Tara Jackson - Re: rewards program

From: Tara Jackson
To: Hall, Teri
Date: 1/3/2012 10:51 AM
Subject: Re: rewards program

Thank you for your feedback, Teri. We will be in touch once the program starts to take shape.

Tara

>>> "Teri Hall" <teri@peiseaglass.com> 12/26/2011 10:52 AM >>>
Hi Tara: Offering discounts would be the best way for my business to participate.

Thanks
Teri

From: Tara Jackson
Sent: Wednesday, December 21, 2011 12:44 PM
To: Teri Hall
Subject: Re: rewards program

Teri,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

At this point, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program on Prince Edward Island.

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- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

Do you think you would be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.
Tara

>>> "Teri Hall" <teri@peiseaglass.com> 11/29/2011 10:13 AM >>>
Hi Tara: I am not certain how I would participate in this program but would like to discuss it further. Thank you.

Teri Hall
Fire & Water Creations

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Tara Jackson - Re: loyalty program.

From: Tara Jackson
To: Doiron, Marsha
Date: 1/3/2012 10:52 AM
Subject: Re: loyalty program.

Thank you for your feedback, Marsha. We will be in touch once the program starts to take shape.

Tara

>>> "Marsha Doiron" <MLDoiron@hollandcollege.com> 1/3/2012 8:17 AM >>>
 Hi Tara,
 We would be more opt to offer discounts to card holders.

Happy Holidays!

Marsha Doiron | Manager Ancillary Services | Holland College
 T 902.566.9698 | F 902.894.6832

4 Sydney Street
 Charlottetown, PE

Looking for that unique Christmas gift this season? Why not a gift certificate for one of our culinary bootcamps!
 Find us on Facebook -www.facebook.com/culinarybootcamps

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 >>> "Tara Jackson" <tmjackson@gov.pe.ca> 12/21/2011 12:49 PM >>>
 Marsha,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

At this point, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program on Prince Edward Island.

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Do you think you would you be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.

Tara

>>> "Marsha Doiron" <MLDoiron@hollandcollege.com> 11/17/2011 10:45 AM >>>
Please include the culinary bootcamps as part of the program.

Make it a great day!

Marsha Doiron | Manager Ancillary Services | Holland College
T 902.566.9698 | F 902.894.6832

4 Sydney Street
Charlottetown, PE

Meet at Holland College. We're Worth the Jump... And we won't leave you feeling like a fish out of water!
Find us on Facebook -www.facebook.com/meetathollandcollege

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Tara Jackson - Re: New Marketing Opportunity for 2012

From: Tara Jackson
To: Amis, Entre
Date: 1/3/2012 10:52 AM
Subject: Re: New Marketing Opportunity for 2012

Thank you for your feedback, Geoff. We will be in touch once the program starts to take shape.

Tara

>>> Entre Amis <entramis@yahoo.com> 12/30/2011 2:51 PM >>>
Hi Tara,

We would likely offer a discount on products or services, but soft benefits may also work for us. Debbie & I are fairly open to ideas, and we look forward to this programme enhancing the tourist experience.

Happy New Year!
Geoff

--- On **Wed, 12/21/11**, Tara Jackson <tmjackson@gov.pe.ca> wrote:

From: Tara Jackson <tmjackson@gov.pe.ca>
Subject: Re: New Marketing Opportunity for 2012
To: "Entre Amis" <entramis@yahoo.com>
Received: Wednesday, December 21, 2011, 12:55 PM

Debbie & Geoff,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

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Do you think you would you be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.

Tara

>>> Entre Amis <entramis@yahoo.com> 11/18/2011 1:11 PM >>>
Good afternoon Tara,

We would be interested in hearing more about this opportunity.

Thanks!

Debbie & Geoff Crowther
The Kitchen Witch Tea Room
(902) 886-2092
www.kwpei.com

--- On **Thu, 11/17/11**, Tara Jackson <tmjackson@gov.pe.ca> wrote:

From: Tara Jackson <tmjackson@gov.pe.ca>
Subject: New Marketing Opportunity for 2012
To: "Tara Jackson" <tmjackson@gov.pe.ca>
Received: Thursday, November 17, 2011, 9:13 AM

Dear Culinary Trail Participants,

The Loyalty Program is a new marketing opportunity for 2012 brought to you by Tourism PEI that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

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participating in the Loyalty Program, please contact Tara Jackson at tmjackson@gov.pe.ca before **November 30th, 2011**. We will contact you via telephone for a more in depth conversation about how you can participate in this exciting new program.

Kind regards,

Tourism PEI

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Tara Jackson - Re: loyalty program.

From: Tara Jackson
To: Doiron, Marsha
Date: 1/3/2012 10:52 AM
Subject: Re: loyalty program.

Thank you for your feedback, Marsha. We will be in touch once the program starts to take shape.

Tara

>>> "Marsha Doiron" <MLDoiron@hollandcollege.com> 1/3/2012 8:17 AM >>>
Hi Tara,
We would be more opt to offer discounts to card holders.

Happy Holidays!

Marsha Doiron | Manager Ancillary Services | Holland College
T 902.566.9698 | F 902.894.6832

4 Sydney Street
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>>> "Tara Jackson" <tmjackson@gov.pe.ca> 12/21/2011 12:49 PM >>>
Marsha,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

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Do you think you would you be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.
Tara

>>> "Marsha Doiron" <MLDoiron@hollandcollege.com> 11/17/2011 10:45 AM >>>
Please include the culinary bootcamps as part of the program.

Make it a great day!

Marsha Doiron | Manager Ancillary Services | Holland College
T 902.566.9698 | F 902.894.6832

4 Sydney Street
Charlottetown, PE

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Tara Jackson - Re: Fw: New Marketing Opportunity for 2012

From: Kent Thompson <kenona@castlink.ca>
To: tmjackson@gov.pe.ca
Date: 1/4/2012 10:30 AM
Subject: Re: Fw: New Marketing Opportunity for 2012

Hi Tara,

I really like this idea, but, unfortunately, 15.(1) does not. So, the restaurant will not be taking part.

All the best,

Kent

On 01/03/12, Tara Jackson <tmjackson@gov.pe.ca> wrote:

Kent,

Below is an email we have been sending out to operators who have expressed an interest in the Loyalty Program. We will be releasing more details on the program in the coming weeks - once we have had a chance to review our findings from the consultation process. Basically, what we are looking to know is if Blue Mussel Cafe would be more likely to offer discounts or value-added benefits to cardholders.

Any questions, let me know!

Tara

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

At this point, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program on Prince Edward Island.

We are also wanting to know what types of benefits operators may be able to offer.

Two of the major ways to participate in the program are:

- 1) Offering discounts (hard benefits) to Loyalty Program cardholders
- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

Do you think you would be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.

Tara

>>> Kent Thompson <kenona@eastlink.ca> 11/27/2011 9:52 AM >>>

Hi Tara,

While I'm not at the Department of Agriculture, I work with my father-in-law to operate the Blue Mussel Cafe and Seagull's Nest Gift Shop in North Rustico Harbour (and potentially the North Rustico Lighthouse in 2012 or 2013) and am very interested in more information on this program. You can call me at 15.(1) to discuss further.

Kent

On 11/27/11, "**Doyles Cove Inc.**" <sea.pei@pei.sympatico.ca> wrote:

----- Original Message -----

From: Tara Jackson

To: Tara Jackson

Sent: Thursday, November 17, 2011 9:13 AM

Subject: New Marketing Opportunity for 2012

Dear Culinary Trail Participants,

The Loyalty Program is a new marketing opportunity for 2012 brought to you by Tourism PEI that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

The Loyalty Program is a rewards-based program where members will be given an identification card that will entitle the user to exclusive member benefits at participating properties. Members of industry wishing to participate in the program can offer rewards in the form of discounts, special privileges, exclusive access, or any other added value. Discounts and other hard benefits provide economic reward by offering the visitor a discount on goods and services. Exclusive member benefits and other soft benefits build an emotional connection with visitors and foster loyalty by offering special recognition. By providing these rewards to our visitors, we are strengthening our relationship with the consumer and are providing Prince Edward Island with a competitive advantage. By using the technical platform connected to the Loyalty Program, we will be able to capture tourism expenditures and consumer data that can be used for future marketing initiatives.

We are currently creating a shortlist so if you feel you may be interested in participating in the Loyalty Program, please contact Tara Jackson at tjackson@gov.pe.ca before **November 30th, 2011**. We will contact you via telephone for a more in depth conversation about how you can participate in this exciting new program.

Kind regards,

Tourism PEI

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No virus found in this message.
Checked by AVG - www.avg.com
Version: 2012.0.1872 / Virus Database: 2092/4622 - Release Date: 11/17/11

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Tara Jackson - Re: Province House Photo?

From: Tara Jackson
To: mike.critchley@pc.gc.ca
Date: 1/4/2012 5:03 PM
Subject: Re: Province House Photo?

Thanks so much, Mike! He didn't give a deadline but I'll let him know you are working on it.

Give me a call sometime next week and we'll chat about the Loyalty Program!

Thanks again,
Tara

>>> <mike.critchley@pc.gc.ca> 1/4/2012 5:00 PM >>>
Hi Tara,

I had a great Christmas thanks! Hope you did as well and that 2012 is off to a great start!

Yes, I'm just the person to ask; let me see if I can track one down. Did he give you a deadline?

Good to hear the loyalty program is moving forward too; I might give you a call to discuss early next week if that's ok.

Best,

Mike

Mike Critchley

Promotion & Non-Personal Media Officer | Agent, Promotion et médias sans personnel
Parks Canada, Prince Edward Island | Parcs Canada, Île-du-Prince-Édouard
2 Palmers Lane | 2, Palmers Lane
Charlottetown, PE C1A 5V8 | Charlottetown, Î-P-É C1A 5V8

Telephone | Téléphone (902) 672-6386
Fax | Télécopieur (902) 672-6370
E-mail | Courriel mike.critchley@pc.gc.ca

100 years, Come Celebrate! | 100 ans, Soyez de la fête!

From: "Tara Jackson" <tmjackson@gov.pe.ca>
To: <mike.critchley@pc.gc.ca>
Date: 04/01/2012 10:05 AM
Subject: Province House Photo?

Mike,

Kind of a random question for you...

We had a wine writer and television host visit us back in September and he had been especially interested in the story of why the "ruling party" was seated on the left side of Province House (because of the stove). He would like to include this segment in his series and was wondering if there is a photo of this stove. If there is such a thing and you wouldn't mind passing it along, it would be greatly appreciated. OR if there is someone else I should be asking, let me know!

Hope you had a great Christmas! We're still working on the Loyalty Program and are hoping to launch more details later this month.

Tara

Tara Jackson
Consumer Sales and CRM
Tourism PEI
(t): (902) 368-6692
(f): (902) 368-4438
www.gentleisland.com

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Tara Jackson - Fwd: Re: Loyalty Program

From: Tara Jackson
To: Eddie Francis
Date: 1/6/2012 8:55 AM
Subject: Fwd: Re: Loyalty Program

FYI

>>> "Matthew Jelley " <matt@maritimefun.com> 1/5/2012 4:39 PM >>>
 Tara,

Thank you for this update. We will find a role for our parks within the program and already scan a large number of customers upon entry for our online sales, package programs and CAA discounts. We have both Card swipe scanners and 2D enhanced barcode readers connected to internet capable PC.

Please keep us in the loop.

Matt

Sent wirelessly from my BlackBerry device on the Bell network.
 Envoyé sans fil par mon terminal mobile BlackBerry sur le réseau de Bell.

From: "Tara Jackson" <tmjackson@gov.pe.ca>
Date: Thu, 05 Jan 2012 16:23:52 -0400
To: <matt@maritimefun.com>
Subject: Re: Loyalty Program

Matt,

My apologies for the delay in reply.

I completely agree that we will need to set standards to ensure the program is clear and convenient for the visitor. During our consultation process, we wanted to reach out to operators to get a sense of what they were willing to offer in terms of benefits. From the feedback received during consultations, we are currently drafting a list of possible price incentives and value added benefits that will be communicated to operators. For the most part, operators will have to choose from this list if they wish to participate in the program. That said, there are some operators that may have a unique value-added benefit they wish to offer. In these instances, all benefits will be submitted to our group for approval.

Since we do not want the Loyalty Program to become just another discount card, we will have a mix of both price incentives and value added benefits to offer to cardholders. We are asking for a commitment of at least 10% for hard benefits, and soft benefits will have to meet the approval of our group.

As for tracking usage, each operator will be equipped with a barcode reader that will be used to scan the Loyalty Program cards. This will not only track usage of the card, but will provide consumer data and visitor expenditures.

We will be in touch in the coming weeks to discuss the program in further detail. Many thanks for sending along your feedback. We want this to be a very successful program and appreciate receiving such valuable input from industry.

Tara

>>> Matthew Jelley <matt@maritimefun.com> 1/3/2012 4:19 PM >>>

Tara,

Sorry for the delay. I wanted to let it "marinate" a little bit over the holidays.

We think that one of the hallmarks of a successful loyalty program would be some level of consistency. We would favour some leadership from the department in setting standards to make the program accessible and convenient from the visitor's point of view.

We would be able to do either option or some combination of both. We do not generally favour the concept of a pure cash discount at the gate, but have in the past offered exclusive online discounts to some of our preferred customers, or corporate benefit groups. We do offer a 10% "show and save" discount to CAA members. That is our only gate discount that we currently offer.

For added value, we can offer items from our gift shops, food outlets, or free upgrades to weekly passes as some potential examples.

We would not want to see the program have 5% discounts to some operators, and 10/15/20/30/50 BOGO, etc from others. A program could certainly be crafted to have price incentives in one part of a guide, and value added in another, but some standardization should occur and operators encouraged to conform. Visitors have to see the benefit of being in the program, and operators must have a way to track usage. A simple barcode or number would allow us to submit usage statistics.

I am willing to discuss this further at your convenience.

Matt

On Wed, Dec 21, 2011 at 12:48 PM, Tara Jackson <trnjackson@gov.pe.ca> wrote:

Matthew,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

At this point, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program on Prince Edward Island.

We are also wanting to know what types of benefits operators may be able to offer.

Two of the major ways to participate in the program are:

- 1) Offering discounts (hard benefits) to Loyalty Program cardholders
- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

Do you think you would you be more likely to offer discounts or value-added benefits to cardholders?

Looking forward to hearing from you.

Tara

>>> Matthew Jelley <matt@maritimefun.com> 11/17/2011 11:33 AM >>>

Tara,

Our parks would be interested in participating in this initiative.

Regards,

Matthew Jelley
President
Maritime Fun Group - PEI
www.maritimefun.com

Phone: 902.963.3939 ext. 222
Fax: 902.963.3949

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Matthew Jelley
President
Maritime Fun Group - PEI
www.maritimefun.com

Phone: 902.963.3939 ext. 222
Fax: 902.963.3949

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Tara Jackson - Re: Fw: New Marketing Opportunity for 2012

From: Garden of the Gulf Museum <ggmuseum@eastlink.ca>
To: tmjackson@gov.pe.ca
Date: 1/7/2012 4:29 PM
Subject: Re: Fw: New Marketing Opportunity for 2012

Thanks Tara, appreciate your quick response.

Donna

----- Original Message -----

From: Tara Jackson
To: [Clayton Bulpitt](#) ; [Connie Spencer](#) ; [Garden of the Gulf Museum](#) ; [Thelma Fraser](#) ; [Elizabeth Norman](#) ; [Martin Dawson](#) ; [Lynne Craddock](#) ; [Barbarah Dadsyne](#) ; [bill and gwen thompson](#) ; [Inabelle Peardon](#) ; [Jane Harris](#) ; [John Macdonald](#) ; [Richard Knox](#) ; [Donna Johnston Collings](#) ; [David Mabon](#) ; [Hugh Graham](#) ; [Lou Ann Thomson](#) ; [Dewar](#)
Sent: Friday, January 06, 2012 4:21 PM
Subject: Re: Fw: New Marketing Opportunity for 2012

Hi all,

Over the past number of weeks, we have been consulting with industry to determine the types of benefits operators would be willing to offer as part of this program. At this point, we are reviewing our findings and are working out some of the finer details of the program. Unfortunately, we have yet to confirm the price model for participation in the program, but yes, there will be a cost associated.

We hope to have more details in the coming weeks. I will keep you informed as more information becomes available.

Have a great weekend.
Tara

>>> Garden of the Gulf Museum <ggmuseum@eastlink.ca> 1/6/2012 3:04 PM >>>

Hi Tara,

Would you please answer Connie's email below and reply to all above.

Donna

----- Original Message -----

From: [Connie](#)
To: [Garden of the Gulf Museum](#) ; [Elizabeth Norman](#) ; [Lynne Craddock](#) ; [bill and gwen thompson](#) ; [Barbarah Dadsyne](#) ; [Clayton Bulpitt](#) ; [David Mabon](#) ; [Dewar](#) ; [Donna Johnston Collings](#) ; [Hugh Graham](#) ; [Inabelle Peardon](#) ; [Jane Harris](#) ; [John Macdonald](#) ; [Lou Ann Thomson](#) ; [Martin Dawson](#) ; [Richard Knox](#) ; [Thelma Fraser](#)
Sent: Friday, January 06, 2012 11:52 AM
Subject: Re: New Marketing Opportunity for 2012

Hey everyone,

Sounds interesting except does it cost us to become a Loyalty Member?
cheers

Connie

From: Garden of the Gulf Museum
Sent: Friday, January 06, 2012 10:40 AM
To: Elizabeth Norman ; Lynne Craddock ; bill and gwen thompson ; Barbarah Dadsyne ; Clayton Bulpitt ; Connie Spencer ; David Mabon ; Dewar ; Donna Johnston Collings ; Hugh Graham ; Inabelle Peardon ; Jane Harris ; John Macdonald ; Lou Ann Thomson ; Martin Dawson ; Richard Knox ; Thelma Fraser
Subject: Fw: New Marketing Opportunity for 2012

----- Original Message -----

From: Tara Jackson
To: Tara Jackson
Sent: Thursday, November 17, 2011 9:12 AM
Subject: New Marketing Opportunity for 2012

Dear Arts & Heritage Trail Participants,

The Loyalty Program is a new marketing opportunity for 2012 brought to you by Tourism PEI that is aimed at increasing visitor activity on the Island. The main focus of the program is to collaborate with all operators on PEI and, together, design a program to increase visitor spending, repeat visits, conversion and enhance the value of their visit.

The Loyalty Program is a rewards-based program where members will be given an identification card that will entitle the user to exclusive member benefits at participating properties. Members of industry wishing to participate in the program can offer rewards in the form of discounts, special privileges, exclusive access, or any other added value. Discounts and other hard benefits provide economic reward by offering the visitor a discount on goods and services. Exclusive member benefits and other soft benefits build an emotional connection with visitors and foster loyalty by offering special recognition. By providing these rewards to our visitors, we are strengthening our relationship with the consumer and are providing Prince Edward Island with a competitive advantage. By using the technical platform connected to the Loyalty Program, we will be able to capture tourism expenditures and consumer data that can be used for future marketing initiatives.

We are currently creating a shortlist so if you feel you may be interested in participating in the Loyalty Program, please contact Tara Jackson at tmjackson@gov.pe.ca before **November 30th, 2011**. We will contact you via telephone for a more in depth conversation about how you can participate in this exciting new program.

Kind regards,

Tourism PEI

Tara Jackson
Consumer Sales and CRM
Tourism PEI

(t): (902) 368-6692
(f): (902) 368-4438
www.gentleisland.com

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Tara Jackson - [SPAM?] RE: loyalty Program

From: Tara Jackson
To: dewar
Date: 1/9/2012 10:11 AM
Subject: [SPAM?] RE: loyalty Program

Edgar,

Thanks for letting me know. I will add you to the list of interested operators and will touch base when we have more information on the Loyalty Program.

Thanks,
Tara

>>> dewar <dewar@ruranet.com> 1/6/2012 9:59 PM >>>
Tara

Late I know (email lost in a computer failure) but we at the Garden of the Gulf might be interested in the Loyalty Program if it isn't too late. Let me know.

Edgar
Chair
Garden of the Gulf Museum

--

--

Edgar Dewar Tel/Fax 902-838-4590
sleep@rosebb.ca
135 Dewar's Road Roseneath
RR 6 Cardigan PEI C0A 1G0 CANADA<!--[!supportEmptyParas]-->
N46 12.021 W062 38.787

Tara Jackson - RE: loyalty program

From: Tara Jackson
To: Cymbria
Date: 1/9/2012 10:19 AM
Subject: RE: loyalty program

Cindy,

Thank you very much for your reply.

At this point, we are compiling the feedback received during our consultation process and will be in touch with operators in the coming weeks to discuss the program further.

As for restrictions on discounts, we are still working out logistics and will need to explore this further. We will definitely keep special events like Cavendish Beach Music Festival and holiday weekends in mind when discussing restrictions.

Thanks,
Tara

>>> "Cymbria" <trent@cymbria.ca> 1/8/2012 6:26 PM >>>

Tara,

On behalf of Trent Howlett, Cymbria Campground, I would like to receive more information regarding the Loyalty Program. We would probably be more interested in the discount option, 10% per night's stay.

Some questions:

- 1) Would the discounts apply to peak season only?
- 2) Would we be able to have some restrictions: no discounts offer during the Cavendish Beach Music Festival or long weekends

I'm sure there are more questions and not doubt you have more information. I hope to hear from you soon,

With thanks,

Cindy H., Manager

Sincerely,

Trent Howlett
Cymbria Campground & Foundation
729 Grand Père Point Rd.
Cymbria, PEI C0A 1N0

902-963-2458
trent@cymbria.ca
www.cymbria.ca

From: Tara Jackson [mailto:tmjackson@gov.pe.ca]
Sent: December-16-11 11:26 AM
To: trent@cymbria.ca
Subject: Re: loyalty program

Trent,

Thank you for your interest in the Loyalty Program. I am writing as a follow-up to the email I sent a few weeks ago regarding participation in the program.

For the next few weeks, we are making contact with all operators who had expressed an interest in participating in the program. During this consultation process, we would like to hear any suggestions from operators as to what they would like to see in a Loyalty Program. We are also wanting to know what types of benefits operators may be able to offer.

Two of the major ways to participate in the program are:

- 1) Offering discounts (hard benefits) to Loyalty Program cardholders
- 2) Offering special treatment or enhanced services (soft benefits) to cardholders

As an accommodations operator, do you think you would you be more likely to offer discounts or value-added benefits to cardholders? If you are thinking of offering discounts, we would need a commitment of at least a 10% discount that would be offered directly to cardholders. Would this be feasible?

Looking forward to hearing from you.

Tara

>>> <away@cymbria.ca> 12/1/2011 6:33 PM >>>

Cymbria Campground would be interested in learning more about participating in the visitor loyalty program. Please feel free to contact our manager, Cindy Hopper, at 902-963-2458 at your convenience. Sincerely, Trent Howlett Cymbria Campground trent@cymbria.ca Please do not reply to this email address: "away@cymbria.ca"

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Tara Jackson - Loyalty Program

From: "The Dawson House" <info@thedawsonhouse.com>
To: tmjackson@gov.pe.ca
Date: 1/19/2012 7:44 AM
Subject: Loyalty Program

Good morning Tara,

Could you please send me information on the Loyalty Program discussed in the Tourism PEI newsletter? I would like to learn more about it.

Warm regards,

Stacey O'Neill
The Dawson House B&B
122 North River Road
Charlottetown, PEI
C1A 3K8
info@thedawsonhouse.com
www.thedawsonhouse.com
(902) 628-3886

