

Chief Executive Officer Report – 2024 TIAPEI Annual General Meeting
Corryn Clemence, CEO, TIAPEI

I am pleased to reflect on a year marked by new initiatives, challenges and accomplishments in our industry. These have been realized through a range of initiatives and programs that empower our operators, engage our workforce, and communicate the vital role of tourism to our province’s economy.

This year, our TIAPEI Tourism Training Series successfully offered specialized, skill-enhancing sessions to industry professionals, equipping them with the knowledge and tools they need to deliver unforgettable experiences for visitors. Through workshops and training events, we continue to build a robust, highly skilled workforce that meets the evolving needs of our industry and our visitors.

Administering the Prince Edward Island Events Innovation Fund for Festivals and Events with the support of ACOA, has allowed TIAPEI to further support the financial needs of operators, enhancing the growth and quality of festivals and events across the island. This funding remains a critical resource, enabling event organizers to innovate and provide dynamic, engaging experiences that draw visitors and enrich our communities.

Our annual Tourism Job Fairs took place this year in both Charlottetown and Cavendish, both sating record-breaking attendances. In addition, we ran a campaign to promote jobs in Rural PEI and hosted a Rural Tourism Hiring Day at our various member locations across PEI. These job fairs connected employers with job seekers, showcasing the broad range of careers within our sector. This event highlighted our commitment to supporting job creation and fostering a strong, local workforce while also addressing labor shortages that challenge the industry.

A key highlight of 2023 was the successful delivery of another intake of the Entry Level Cook Training Program, which brought a cohort of new culinary professionals into the field. This program not only addressed the immediate need for skilled kitchen staff but also provided participants with a foundational skill set and valuable industry connections. The positive reception and outcomes from this program continue to underscore the importance of supporting pathways into hospitality careers, and we look forward to continuing this offering in the future.

The “Powered by Tourism” campaign continues to bring to life the economic importance of tourism in Prince Edward Island, reaching islanders with messages of community vibrancy, and the interconnectedness of the various industries and sectors and how we support one another. Through this campaign, we shared stories that underscore how tourism strengthens communities, supports local businesses, and is a pillar of our economy.

We were excited to launch, in partnership with Tourism PEI a new five-year Strategic Plan for Tourism. This strategy will guide our efforts to expand and sustain tourism on Prince

Edward Island, extending our seasons and supporting year-round growth. TIAPEI is dedicated to driving this strategy forward alongside our industry and government partners, ensuring that it translates into tangible benefits for all stakeholders.

As we look toward the future, TIAPEI has wound down the Safe Haven Certification program, which was instrumental in building consumer confidence during and post-pandemic. This certification, adopted by numerous operators, set high standards for health and safety, demonstrating our industry's commitment to visitor and staff well-being.

Above all, I want to acknowledge the passion and dedication of our staff at TIAPEI. It is through their hard work and commitment to delivering timely and essential programs and information that we continue to enhance and grow our industry. Each team member has played a vital role in supporting the success of our programs and the prosperity of our sector.

Thank you to our members, partners, and industry stakeholders for your continued support. Together, we will build on the successes of this year as we look forward to new opportunities ahead.

Sincerely,
Corryn Clemence
CEO, Tourism Industry Association of Prince Edward Island