



September 25, 2026

The Honourable Rob Lantz
Premier of Prince Edward Island

The Honourable Ernie Hudson
Minister of Fisheries, Rural Development, and Tourism
Government of Prince Edward Island

Re: NHL Partnership with Prince Edward Island

Dear Premier Lantz and Minister Hudson:

On behalf of the Tourism Industry Association of Prince Edward Island (TIAPEI) and our tourism industry association partners, we would like to congratulate the Province on establishing its first three-year partnership with the National Hockey League (NHL).

The past three years have helped build important momentum for PEI's tourism industry, and we believe the next phase of the partnership should build on that foundation. We look forward to a renewed partnership that continues to grow PEI's reach, strengthen our presence in priority markets and create greater value for our tourism industry and Island economy.

Tourism marketing is different from marketing most products and services. We are marketing a destination and an experience, and converting awareness into travel takes time and repeated exposure. As a result, the quality and relevance of the audience we reach is just as important as its size.

The NHL partnership provides access to an audience that aligns closely with PEI's tourism objectives. Its audience includes consumers with a strong propensity to travel and aligns with the high-yield visitor segments and geographic markets we have identified as priorities. This provides an opportunity to reach the right people, in the right markets, through a highly visible and engaging platform.

There is also significant value in associating Prince Edward Island with a well-known and respected international brand. The NHL provides a level of recognition and credibility that would be difficult to achieve

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through many traditional tourism marketing initiatives on their own. It allows PEI to reach and engage potential visitors in a context that is relevant to their interests rather than relying solely on traditional advertising.

The partnership has also demonstrated value beyond marketing exposure. We have seen NHL and partner organizations bring business meetings and related activity to Prince Edward Island, creating opportunities for our tourism operators and broader business community.

PEI's tourism industry has grown, but our marketing budget has remained unchanged since 2009 until recently. Partnerships with globally recognized brands like the NHL and Netflix are instrumental for a province that cannot compete with the marketing budgets of larger destinations. They put PEI in front of new audiences and create awareness we could not afford to generate on our own.

We are in an enviable position, but awareness alone does not bring visitors here. We need to capitalize on this attention with compelling campaigns, travel experiences and offers that turn interest into bookings and visitor spending. If we do not act while PEI is in the spotlight, other destinations will be ready to capture that demand.

At a time when tariffs are putting pressure on other Island industries, tourism can help grow our economy. Visitors support accommodations, restaurants, attractions and local businesses across PEI. Investing in the opportunity in front of us means more than promoting a destination; it means supporting Island businesses and workers when we need it most.

We recognize that tourism growth results from many factors working together, and no single partnership is responsible for that growth. However, the NHL partnership is an important component of PEI's broader tourism marketing strategy and provides access to audiences and opportunities that would be difficult to replicate through traditional marketing alone.

We support the Province in pursuing a new agreement with the NHL and look forward to building on the foundation established over the past three years. We see an opportunity to further align the partnership with PEI's target markets, tourism priorities, industry needs and broader economic objectives.

As representatives of PEI's tourism industry, we look forward to continuing to work with the Province and the NHL as this partnership enters its next phase and contributes to the continued growth of Prince Edward Island's tourism industry and visitor economy.

Sincerely,

On behalf of the Tourism Industry Association of Prince Edward Island and our tourism industry association partners

TIAPEI Board



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