President's Report - Tourism Industry Association of Prince Edward Island
2026 Annual General Meeting

It is an honour to present this report as President of the Tourism Industry Association of Prince Edward Island.

Tourism remains a significant contributor to Prince Edward Island's economy, supporting businesses, employment and communities throughout the province. Over the past year, TIAPEI has continued to advance the interests of our industry through advocacy, member engagement and collaboration with government and industry partners.

One of the highlights of the year has been the Powered by Tourism campaign, which demonstrates the important contribution tourism makes to our economy, our communities and the lives of Islanders. Tourism extends well beyond the visitor experience, supporting local businesses, creating employment and generating economic activity throughout the province. Continuing to communicate this contribution is essential to ensuring that the value of our industry is widely understood and recognized.

Member and operator engagement has also remained a priority. Through TIAPEI events, roundtable sessions held across the Island and participation in our campaigns, the association has continued to create opportunities for members to connect, share perspectives and contribute to discussions affecting the industry. Our annual Industry Day in March followed by the tourism season kick-off at Red Shores provided valuable opportunities to bring industry members and partners together in preparation for the busy season.

Engagement has also been an important component of the Climate Risk Assessment and Adaptation Plan, with stakeholder sessions helping to inform our understanding of the risks facing the tourism industry and the measures needed to strengthen its resilience. The participation of operators and industry partners is critical to ensuring that this work reflects the realities of our sector.

TIAPEI has continued its advocacy with provincial and federal governments on issues affecting the industry, including workforce challenges, rising operating costs, seasonality, marketing investment and climate resilience. The *Growing Tourism Together* strategy remains an important framework for advancing tourism growth, increasing visitor spending and encouraging greater activity beyond the traditional peak season.

As we look to the year ahead, continued collaboration will be essential. TIAPEI must maintain a strong connection with its members, demonstrate the economic and community value of tourism, support a resilient and competitive industry, and advocate for the policies and investment required to realize our sector's potential.

I would like to extend my sincere appreciation to the TIAPEI team for their dedication and professionalism throughout the year. Their work in supporting members, delivering initiatives and representing the interests of our industry is fundamental to the association's success.

I also thank my fellow Board members for their commitment, guidance and contributions to the governance of the association. To our provincial and federal government partners, thank you for your continued engagement and collaboration. Maintaining constructive relationships and ongoing dialogue will remain important as we address shared priorities and challenges.

Finally, I extend my thanks to our members, tourism operators and industry partners across Prince Edward Island. Your continued commitment, participation and investment are essential to the strength of our destination and the success of our industry.

Tourism has an important role to play in the continued economic development of Prince Edward Island. While challenges remain, our industry has a strong foundation on which to build. Through continued collaboration, effective advocacy and a shared commitment to progress, TIAPEI will remain focused on supporting our members and advancing the long-term interests of tourism in our province.

It has been a privilege to serve as President, and I look forward to the continued work of the association in the coming year.

Respectfully submitted,

Kent Scales
President
Tourism Industry Association of Prince Edward Island