



Prince
Edward
Island
CANADA

2024

Operator Marketing Opportunities

Engage Online in 2024

In a world where technology and innovation are driving businesses forward, the key to success lies in embracing the digital landscape.

Welcome to our Digital Operator Engagement Brochure, a simple guide that will empower you to navigate the ever-evolving digital marketplace, seize new opportunities, and elevate your 2024 marketing strategies with Tourism PEI.

In the following pages, we invite you to embark on a journey that explores the many ways that operators, big and small, can help share their story with visitors as they plan to maximize their Prince Edward Island vacation.



Adventorials



Advertorials

Level 1 ADVERTORIAL ON THE WEBSITE

\$1,800 per edition

**150 words & two images with
direct link to operator website.**

Level 2 ADVERTORIAL IN THE E-NEWSLETTER

\$1,450 per edition

**150 words & one image with
direct link to operator website.**



Culinary

Published March 17, 2023

Restoration Restaurants

Savour the stories of several of the Island's restored historic landmarks that today serve as places for craft beer, casual comfort food as well as fine dining.

[Read Blog](#)



Published February 28, 2023

Digging for Clams on Prince Edward Island

Interested in heading to the beach to dig your dinner? This ultimate guide provides insider tips as well as information about season dates, size and catch limits.

[Read Blog](#)



Attractions & Sightseeing, Outdoor Activities

Published February 21, 2023

Feel Lighter with a Spa & Wellness Retreat

Consider Prince Edward Island your destination for grounding and rejuvenation. Check out this guide to top spa and wellness destinations on the Island.

[Read Blog](#)



Social Media



Take-Overs/ Social Content Features

Level 1

IN-FEED
STATIC POST

\$3,000

Maximum of
1 per week

Level 2

STORIES

6 stories
for \$1,500

Maximum of
1 per week

Level 3

REEL

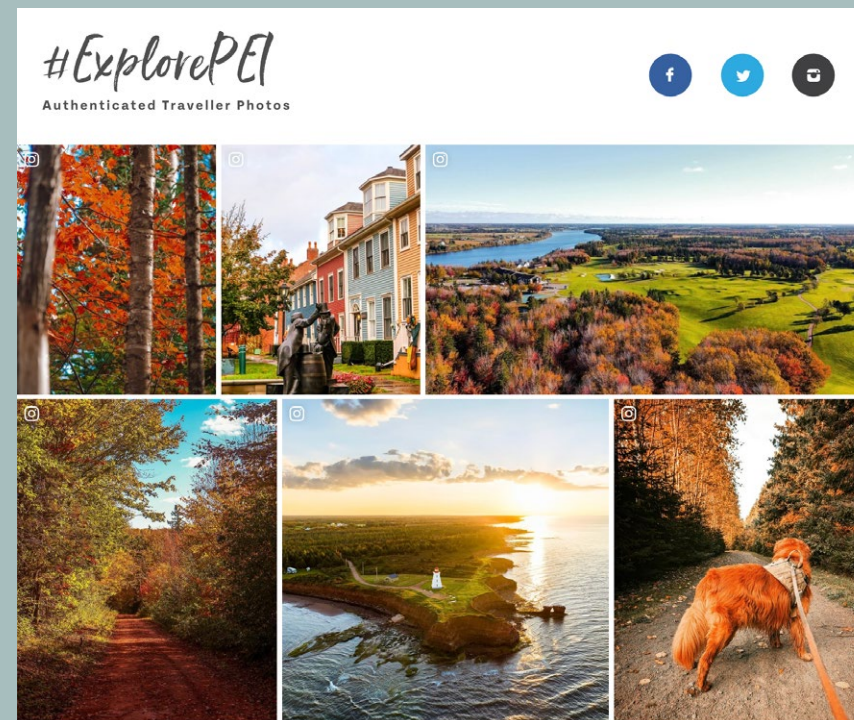
\$5,000

Maximum of
1 per week

Level 4

ALL THREE

\$8,000



Digital Presence






Tourism PEI Website Advertising

BOX ADS


Beginner	30,000 Impressions	\$1,000
Standard	60,000 Impressions	\$2,000
Leader	100,000 Impressions	\$3,000

SPONSORED LINKS

Beginner	500 Clicks	\$1,000
Standard	1,200 Clicks	\$2,000
Leader	2,000 Clicks	\$3,000

<p><small>Sponsored</small></p>  <p><small>Hotel/Motel</small></p> <p>Charlottetown The Delta Prince Edward by Marriott Offering upscale accommodations, the Delta Prince Edward by Marriott is located in the heart of...</p> <p><small>Dates of Operation: January 1, 2023 - December 31, 2024</small></p> <p>Full Details</p>	<p><small>Sponsored</small></p>  <p><small>Hotel/Motel</small></p> <p>Charlottetown The Holman Grand Hotel Come relax and enjoy the unique elegance of The Holman Grand Hotel! Located in the heart of downtown...</p> <p><small>Dates of Operation: January 1, 2023 - December 31, 2024</small></p> <p>Full Details</p>	<p><small>Sponsored</small></p>  <p><small>Cottages</small></p> <p>Cavendish Green Gables Shore Fairways Cottages Consistently ranked in the top 2 at TripAdvisor, surrounded by L.M. Montgomery's Cavendish Home...</p> <p><small>Dates of Operation: January 1, 2023 - December 31, 2024</small></p> <p>Full Details</p>
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Advertisements



AIR CANADA

YOUR TRIP TO CHARLOTTETOWN STARTS HERE

[SEARCH](#)



We look forward to working with you this season!



VOLUME 18

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