



Prince
Edward
Island
CANADA

2025

Operator Marketing Opportunities

Connect & Thrive

Your 2025 Visitor Engagement Guide

Welcome to the 2025 Tourism PEI Digital Sales Package, your comprehensive guide to navigating the dynamic digital landscape, seizing new opportunities, and enhancing your marketing strategies for the upcoming year with Tourism PEI.

In this guide, we invite you to embark on a journey of discovery, showcasing how operators of all

sizes can connect with visitors and share their unique stories, ensuring they experience the very best of Prince Edward Island as they plan their unforgettable vacation.

Our team at VOLUME18 is excited to collaborate with you to find the right fit, helping you connect your business with visitors in the coming year.



Why Digital Media

In today's fast-paced, connected world, digital marketing is essential for reaching and engaging potential visitors to Prince Edward Island. With more travellers turning to online platforms to research, plan, and book their trips, having a strong digital presence has never been more critical. From social media and email campaigns to targeted ads and digital marketing, we offer numerous ways for Tourism PEI operators to connect with their audience and stand out in a crowded marketplace.

By leveraging digital marketing, Tourism PEI can create personalized experiences, showcase what makes PEI unique, and inspire travellers to choose this beautiful island as their next destination. It provides a cost-effective way to reach a targeted audience, offering valuable insights through data analytics and helping refine strategies for better engagement and higher conversion rates.

Whether the goal is to boost awareness, drive direct bookings, or build long-lasting relationships with visitors, digital marketing is key to thriving in 2025 and beyond.





Advertorials

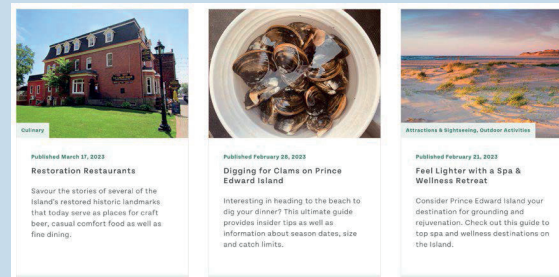
Advertorials

Level 1 ADVERTORIALS ON THE TOURISM PEI WEBSITE

\$2,350 per edition

Feature your operation directly on the Tourism PEI homepage with an engaging advertorial for one month. Highlight your services with a tailored 150-word description and two images, complete with a direct link to your website. Maximize exposure to potential visitors planning their trip to PEI.

In 2024, there were over 2.2 million visitors to the Tourism PEI website. Thereafter, advertorials will remain on website to Thanksgiving.



Level 2 ADVERTORIAL IN THE E-NEWSLETTER

\$1,800 per edition

Reach a targeted audience of potential visitors through Tourism PEI's e-newsletter. Showcase your business with a 150-word advertorial, accompanied by two images and a direct link to your website, driving traffic and boosting visibility among a travel-ready audience.

Sponsored content

Discovering the Cultural Treasure of Acadie

Nestled in the heart of Prince Edward Island lies Acadie, a cultural treasure waiting to be discovered. Here, on what locals affectionately call Ile Acadie, the legacy of Acadian heritage thrives amidst the gentle waves and rolling shores.

The tale of Acadie begins in 1720, during the French regime, leaving its mark on the land for centuries to come. From the bustling ports of Havre Saint-Pierre to the historic streets of Trois-Rivières, reminders of this rich history are woven into the fabric of the island.

Today, over a quarter of the island's population proudly carries Acadian or French ancestry, keeping traditions alive through language, arts and cuisine. Four landmarks stand as testaments to this enduring spirit: Village Musical Acadien, Acadian Museum, Farmers' Bank and Doucet Log House and the Roma at Three Rivers.

Whether you are drawn to history or seeking a taste of vibrant Acadian culture, Ile Acadie beckons you to explore its shores.

[Visit ileacadie.ca](http://ileacadie.ca)



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

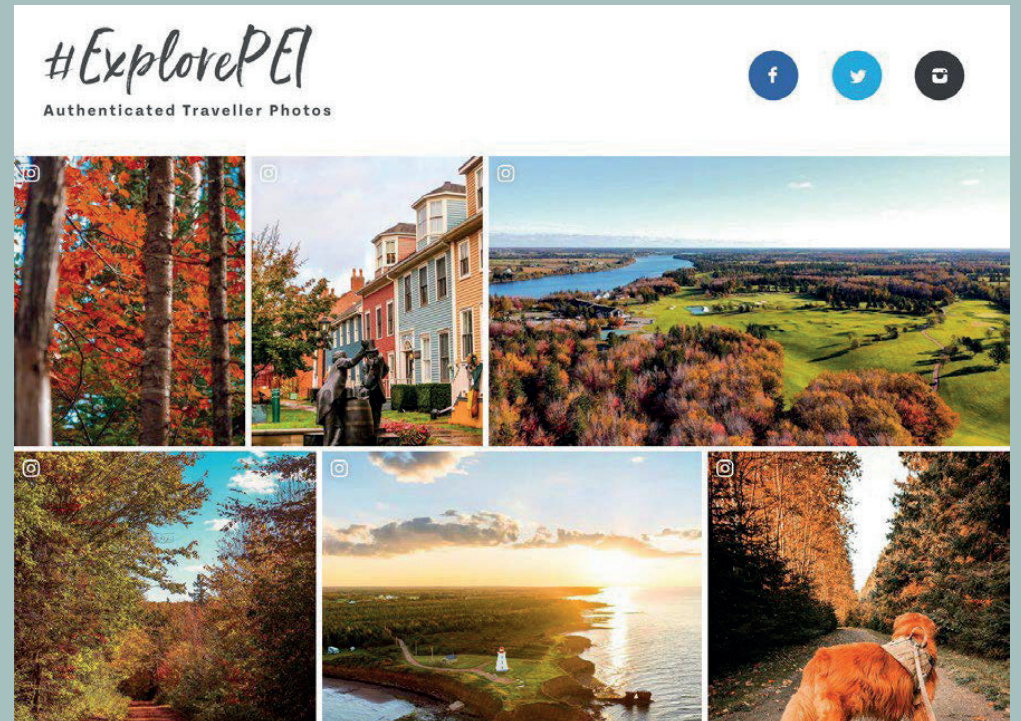
\$5,000

Maximum of
1 per week

Level 4

ALL THREE

\$8,000



Tourism PEI Instagram

70.2k followers

748k yearly avg reach



Tourism PEI Facebook

128.7k followers

4.4m yearly avg reach



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



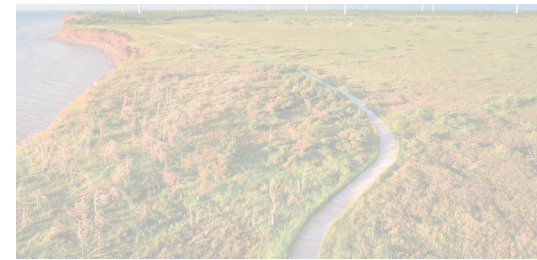
CROWBUSH
Golf & Beach Resort

Rodd
HOTELS & RESORTS

[BOOK NOW >](#)



We look forward to working with you this season!



VOLUME 18

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