



DISCOVER  
CHARLOTTETOWN

PRINCE EDWARD ISLAND

# Recovery Scenarios & Questions to Consider



This document is meant as a discussion guide for Discover Charlottetown's partners. We do not represent the views of the Provincial Government - Health PEI or the Department of Tourism. This framework was created so we could have some unity on possible scenarios and discuss how we can work together. We look forward to getting your feedback and hearing about your new plans, products, and best practices in the coming weeks.

### **Scenario 1: Only essential services are open.**

Restaurants, shops, and other businesses are allowed to do take-out, delivery, curbside pick-up, etc.

#### **Questions & Thoughts for our Partners:**

- How have your businesses adapted to online/take-out/delivery only?
- How long is this sustainable for? Are there ways to add additional product streams to make it more sustainable? Bonus points if these revenue streams are sustainable when things begin to go back to normal.
- How are you communicating and practicing social distancing in your business and reassuring people about your sanitary practices? Put this information front and centre.
- Have you applied for the \$2,500 assistance to help make your businesses more adaptable during this time?
- Are you in Discover Charlottetown's Local Goods Guide? If you're not, contact us.

#### **What Discover Charlottetown is doing in this stage:**

- Putting a lens on our website to ensure we are highlighting our new temporary normal, and directing people to how they can support local or dream about their next trip.
- Updating the [Local Goods Guide](#) weekly and making sure there is consistently a central place where Charlottetown businesses can be celebrated and their products highlighted.
- Creating blog posts and a calendar of online events/activities.
- Engaging with social media followers and creating light-hearted content, including doodles of their quarantine activities, etc.
- Applying for grants and funding to help get us through the next stages.
- Working with YOU to create new and adapted products.
- Bringing the Local Goods Guide "online" on our website and embedding them in current partner listings vs only a PDF.
- Our graphic designer is able to help you with design touch-ups or small designs required to help promote new products or services. Available until June 1, 2020. Time limit of 30 minutes max for changes.

### **Scenario 2: Hyper Local - Staycation Market. Local Market Only.**

Social distancing measures are still in place and a local market is allowed more freedom to eat at restaurants, shop, participate in activities, and play tourist in their own province.

#### **Questions & Thoughts for our Partners:**

- Is your business ready to change seating, check in procedures, etc. by incorporating social distancing practices inside and out of your establishment?

- How will you/have you communicate(d) what measures you have in place? People will be hesitant and health conscious...what will you do to ease their minds and show them that you are a leader in sanitary practices? For example, do you disinfect your door knobs? Your remotes? The backs of chairs at restaurants between guests? **Tell them.**
- Make sure your website, social channels, and other communication mediums address front and centre what YOU are doing to take cleaning and social distancing practices to the next level. Follow Public Health & Safety guidelines as they are released.
- If your business has been predominantly visitor focused, consider telling your story and introducing yourself to locals.

### What Discover Charlottetown is planning in this stage:

- A Staycation Campaign - Encouraging locals to have a getaway in Charlottetown, eat at restaurants, take a tour/see a show, and enjoy local shopping. This is a unique opportunity for islanders to have the island to themselves. *Hopefully a once in a lifetime opportunity.*
- Work with partners to help adapt their products to fit the local market, explore price points, demographics, etc. What kinds of things are Islanders looking for? How do we counteract the "we know-it-all" frame of mind so they want to take a tour, try an experience, explore locations/businesses they've never been, etc.?
- **Accommodations:** We will work with accommodations to provide staycation rates beginning in June and beyond - offering locals two tiers of accommodation rates to choose from. Individual accommodations will be responsible for offering additional packages and add-ons. We will provide a list of suggestions based on input from industry.
- **Restaurants:** Explore working with partners like Downtown Charlottetown Inc. to offer Winterdine type menus, Burger Love type campaigns, picnic take out options and/or other dining incentives. Engage restaurant owners to discuss campaign and product options.

- **Shopping:** How can shops speak to our local market? Engage shop owners to discuss campaign and product options.
- **Tours and Activities:** How can tours/activities speak to our local market? What needs to be changed, if anything? Engage attractions and tour company owners to discuss campaign and product options.

- Work with businesses and other stakeholders to develop interesting new products that support social distancing and add some new elements to downtown. For example, a possible Sydney St. closure with seating scattered about with social distancing in mind, weekly programming, etc.
- Our 2020 Official Travel Guide, which is typically distributed predominantly off-island, would get sent out with local deliveries and we would focus on an island-wide distribution (currently beginning this in Scenario 1).
- Marketing is done by targeting locals through social media, local radio stations, and local print media.

- **Possible Targets:** Couples who want to get away without kids, couples who want to get away from each other (guys' nights, girlfriend getaways, health & wellness), Millennial friend groups, Baby-Boomer friend groups, etc.
- Local advocates/influencers continue to play a role in "Our Island" campaign - highlighting "The Rediscovery of Charlottetown."
- Our graphic designer is able to help you with design touch-ups or small designs required to help promote new products or services. Available until June 1, 2020. Time limit of 30 minutes max for changes.
- We will be putting together a local "Staycation Guide" that will be updated bi-weekly and matches the Local Goods Guide - this same information will be available online but this will serve as a shareable marketing piece.

### Scenario 3: PEI & New Brunswick Markets

If indications continue to point to a possible reciprocal relationship for PEI and New Brunswick, we will explore picking marketing back up in this market. Paid marketing is currently on hold. We will continue to follow and monitor Provincial updates related to inter-provincial travel. Traditionally, New Brunswick has represented about 25% of overnight leisure visitors in Charlottetown.

- All of the above questions under staycation still apply in this category and will showcase how PEI businesses are leading the way in communicating best practices for sanitation and social distancing.
- How can you adapt your business' marketing and/or offering to promote your product to the NB market?
- If you are an accommodation operator, how do you differentiate between the staycation traveller and the off-island visitor, or do you?

### What Discover Charlottetown is planning in this stage:

- Begin "Dream NOW, Visit SOON" and "Welcome Back" campaign via social media and digital advertising.
- Adjust website to ensure product and experiences cater to both islanders and Maritimers. Ensure we are celebrating the health and safety adjustments our partners and the city have made. Partner listings updated to reflect these changes.
- Current video assets are being re-cut to highlight open space, fresh air, and outdoor dining.
- Blog posts and social media focus on reasons to visit, highlight what is (still) going on, and accommodation packages.
- Targeted Direct Mail drop with COVID-19 letter addressing current state and highlighting some of our partners' best practices for visitors' 2020 vacations.

- Blog posts and social media also continue to speak to all audiences and encourage dreaming about 2021.
- Influencer marketing shifts to New Brunswick influencers only and focuses on local advocates on PEI.

### Scenario 4: PEI, New Brunswick & Nova Scotia Markets

- As above but digital marketing and mail drop will be further targeted to Nova Scotia.

### Scenario 5: PEI, New Brunswick, Nova Scotia & Ontario Markets (our typical market)

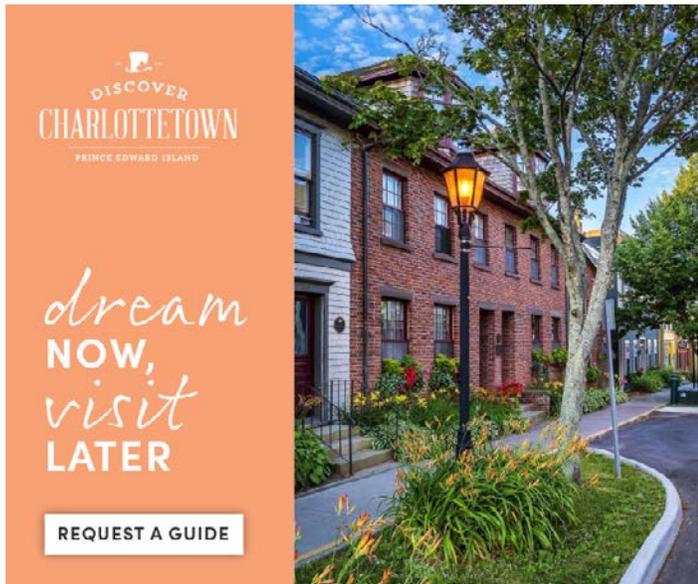
- A small paid social media marketing campaign and contests will continue to spread awareness in the Ontario market to stay top of mind for 2021. The safety, walkability, idyllic traits, and culinary options will continue to be elevated.
- Discussion and plans for 2021 will resume with airline partners.

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To continue this conversation, please feel free to contact Heidi at [heidi@discovercharlottetown.com](mailto:heidi@discovercharlottetown.com). We also regularly post news and updates on our "Discover Charlottetown Members & Stakeholders - Information Sharing" group on [Facebook](#), so we encourage you to join the group (if you haven't already) and participate in the dialogue over there.

# Examples of our digital marketing ads for each scenario:

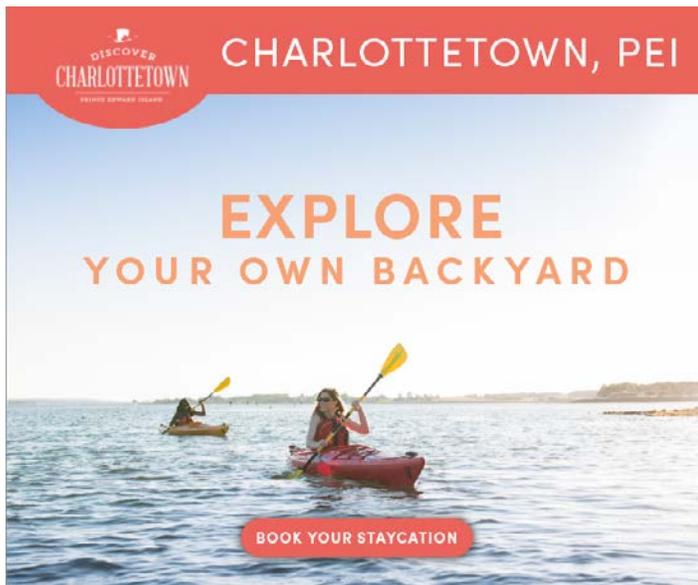
SCENARIO 1: OUTSIDE OF PEI



SCENARIO 1: RESIDENTS OF PEI



SCENARIO 2: STAYCATION ON PEI



SCENARIO 3/4/5: VISITORS

