



Look for the starfish along your drive!

Let's chat!



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ISLAND EAST
TOURISM GROUP

POINTS EAST
COASTAL DRIVE

Membership Benefits

Businesses flourish when they collaborate!



Things to Do



Places to Stay



Places to Eat



Annual Membership Investment \$125+hst

Our Vision

To make Points East Coastal Drive Canada's most diverse and immersive destination.

Our Mission

To grow Eastern PEI's tourism economy by promoting experiences that highlight the region's natural beauty, cultural heritage, and vibrant communities.

Our Purpose

To inspire travel and create opportunities for local businesses by showcasing the best of Eastern PEI.

What We Do

- Partner with businesses, communities, and agencies like Tourism PEI, PEI Gov't & ACOA.
- Deliver marketing campaigns, events, and visitor resources.
- Provide funding support, networking, and business listings for members.
- Develop new attractions, experiences, and infrastructure.
- Advocate for members on tourism policy and industry growth.

pointseastcoastaldrive.com/membership/

Membership Benefits



Web Listing & Trippl Promotion

Points East Coastal Drive web listing (includes photos and a description of your business).



Marketing, Promotion & Discounts

- Free Visitor Information Centre advertising.
- Cost shared marketing opportunities such as radio ads, print ads and seasonal promos.
- Free promotion of your packages, deals, and events
- Social media features and shared stories.
- Access to networking events, training, and product development opportunities.
- Member access to apply for Seasonal Extension Product Funds.
- Discounted advertising on Points East Coastal Drive maps, etc.
- Collaborative partnership campaigns through out the year.



News Updates

Free weekly e-newsletter.

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