



GOLF PEI - MAKING PEI's GOLF INDUSTRY A WINNER

In 2005, Golf PEI has grown to twenty-five members representing golf courses right across the province. Working both collectively and on their own, Golf PEI and its individual operators have made PEI a golf Mecca for visitors across the country and across the continent. And the accolades continue. In addition to the two *Score Golf* titles, PEI was also named the **Toronto Star's 2005 Golfer's Choice Award winner in Best Golf Travel Destination**.

In 2003, for the second consecutive time, *Score Golf Magazine* (affectionately viewed by many as the information source on Canada's golf sector) ranked Prince Edward Island the **#1 Golf Destination in Canada**. No small accomplishment for Canada's smallest province, which, until relatively recently, wasn't even on the golf industry radar screen.

That accomplishment was no accident. It started with a vision, followed by commitment and good management. And the other requisite ingredient, some good luck.

Back in 1989, a group of six golf course operators had the foresight to realize that to grow their own business, they needed to grow the golf industry on PEI. They also recognized that they needed to work together to maximize the effect of their efforts. To do that, they formed Golf PEI, an industry association devoted to the promotion and development of golf on PEI.

To achieve the success it's enjoyed, PEI's golf industry has made a commitment to develop the game, the product (as the operators like to call their courses) and the public's awareness. Without a doubt, this dedication has paid off. Recently **ten of PEI's golf courses were rated among the top 100 courses in Canada**, as per *The Globe and Mail's* golf publication, '*Globe Golf*'.

With support from Golf PEI and its members, the Provincial government made golf a core part of its tourism marketing strategy a decade ago. With that promotional commitment in place, new courses soon blossomed across the province. Glasgow Hills, Anderson's Creek, the Eagles Glenn, Avondale, Fox Meadows and others gave golfers the variety of courses they were looking for, and business was soon booming.

In addition to new courses and services offered, promotion has played a significant role. For example, Golf PEI members exhibit at Golf Shows in Canada and the United States every winter to promote the Island golf product. In 2005, these shows meant an estimated attendance in excess of 100,000 golfers and travel organizers. Add to that the regional and local advertising & publicity and you can see why PEI's golf is top of mind for people who love the game.

The financial impact of the industry on PEI has grown in a similar fashion. Golf generates an estimated \$85 million for the PEI economy, with almost 80% of that total — \$68 million — being non-golfing consumption. Restaurants, retailers, accommodations, entertainment venues, etc. all benefit directly from the influx of people who came to PEI to play golf.

Today's Golf PEI is a very different organization than the six member association of 1989. **Golf PEI now has its own on-line and direct call reservation centre to book play at any member course**. Packages including accommodation, transport and other services are available, both as standard or custom.

There's no doubt, things have come a long way. From a blip on the radar screen to leader of the pack, Golf PEI has shown what a group of committed Islanders can do when they put their minds to it.



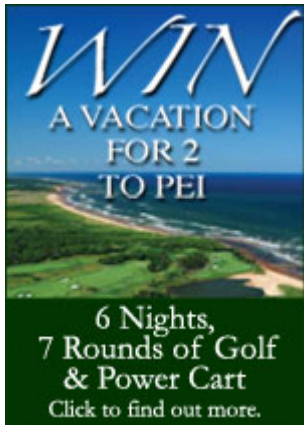
OUR GOLF STORY

Island Golf... so many ways to play.

After back to back titles as **Score Golf Magazine's #1 Canadian Golf Destination**, people all across Canada and the United States are asking, "What makes a golf vacation in PEI so much better?"



So many ways to play. After all, this is Prince Edward Island. Vacation here is always about play.



Start with the golf. *Spectacular*. Over twenty courses, all within ninety minutes of the center of the Island. A variety of true championship courses that have tested the skills of pros like **Mike Weir, John Daly, Fred Couples**, and **Mark Omeara**, from links-style courses to traditional. Then there are a number of challenging, yet forgiving, courses for less demanding play. Last, but certainly not least, PEI offers some of the most spectacular nine-hole courses to be found anywhere, so you can enjoy the game you love when you have less time than you'd like.

Whatever your destination on PEI, great golf is only minutes away. *Literally*.



The [Cavendish/North Shore](#) area has eight courses within a 20 minute drive. In [Eastern PEI](#), six golf layouts are within minutes of one another. In the [central part of the Island](#), Charlottetown has five courses within 20 minutes. Three other courses are located in the [Western part of the province](#), within easy driving distance of some of PEI's most scenic areas.

One of the most attractive features of golf in PEI is the value. A top quality golfing experience for any level of player can be had at a cost that compares favourably with other golf hot spots. Very favourably. To find out more [check out Golf PEI's Reservation Centre](#) - you'll find some appealing package prices.

The last thing that really distinguishes Island golf is all the other activities available for those times you aren't golfing (although we know that those times are likely to be few and far between). In PEI, our goal is to make your vacation one where golfers and less avid golfers can enjoy a vacation together while still doing everything that everyone wants to do. No place does that like Prince Edward Island. *No place.*

The [beaches of Prince Edward Island](#) have drawn visitors to the province for over a century and are still the focal point of many family vacations. Like the golf courses, PEI beaches come with variety; white sand beaches on the north shore, red cliff beaches on the south shore. The warmest waters north of Florida, some of the most serene surroundings on the planet.

[Theatre lovers](#) absolutely adore PEI. The Summer Festival

presented by the Confederation Centre of the Arts hosts a number of leading productions every summer. New community theatre productions appear like new golf balls at a water hole, and when you include the dinner theatre and musical performances, you could spend an entire summer seeing something different every day.

Cyclists consider PEI and untapped treasure. Confederation Trail, the former railway line, offers almost 300 kilometres of groomed trails through rolling farmlands, quaint villages, wetlands and hardwood grooves, providing some of the most picturesque scenery on PEI.

No visit is complete without indulging in the delicacies of local cuisine. A [PEI lobster dinner](#) is a treat you will remember for a lifetime. Then there is Island Blue Mussels, Malpeque Oysters, soft shell clams, scallops, strawberries, blueberries, raspberries...suffice to say, you will not go home hungry.



Of course, there's the history. And scenic tours, festivals, horse racing, windsurfing, kayaking, deep sea fishing, camping...the list is long. Very long. Whatever your interests, PEI offers its visitors much to do, see and experience. That's if you can fit it in after the golf!

Island Golf... so many ways to play