



HOME

NEWS

CLASSIFIED

ARCHIVES

ABOUT US

October 2007

## EDITORIAL

## CURRENT

- ✓ NEW PRESIDENT AND COO AT TREMBLANT
- ✓ McCARTHY OFF TO RUSSIA
- ✓ THE QUINTESSENCE...OF WINES!
- ☑ HOSPITAL FINDS NEW SURGEONS & NEUROLOGISTS
- ☑ TREMBLANT FORUM: CORPORATE RESPONSIBILITY
- ☑ LINEAR PARK REMAINS CLOSED FOR ANOTHER WINTER
- ✓ ROAD CONSTRUCTION PROJECTS
- ☑ SCANDINAVE SPA: THE REGION'S FIRST AMBASSADOR PROGRAM
- ✓ THE PRESIDENTS CUP
- ✓ THE 'SADC DES LAURENTIDES' HAS A NEW IMAGE & WEBSITE
- ✓ TOURISM QUÉBEC GIVES TREMBLANT GREATER VISIBILITY

## FEATURE

- ☑ A LESSON IN "BRANDING": PRINCE EDWARD ISLAND



## HOME SECTION

- ☑ WILL US HOUSING CRISIS AFFECT MONT-TREMBLANT?
- ☑ NATURAL GAS PIPELINE FOR VERSANT SOLEIL
- ✓ QUEBEC GRANTS SENIORS' HOME \$900,000 FOR RENOS
- ✓ PROVIGO BECOMES MAXI
- ✓ LEMAY – 50 YEARS!
- ✓ GETTING THE MOST OUT OF A

## FEATURE

## A lesson in "branding": Prince Edward Island

by André Courey

"The Gentle Island", read the brochures and the website extolling the virtues and pleasures of Prince Edward Island. Pictures of the island's pastoral landscape and sandy beaches give credibility to the slogan. The message is strong and clear... one that draws ever-increasing numbers of tourists. They aren't disappointed when they get there. The landscape - and the people - are indeed gentle. Time spent there is pleasing enough to want to go back. The reality matches the image conveyed in PEI's tourism marketing. The branding is brilliant. A two-year-old marketing campaign has been exceptionally successful thanks to an exhaustive study of the island's industry whose objective is to make PEI a premier tourist destination within five years.

A decade ago, Prince Edward Island's tourism industry declined sharply. A Tourism Advisory Council was formed three years ago and a year later produced an in-depth analysis on how to rejuvenate the industry with the help of a five-year plan. The "Prince Edward Island Strategy for Tourism Competitiveness" includes a number of guiding principles, among them, adhering to what's called "a research-product-marketing approach" in which research and "the articulation of an ever-lasting brand" play all-important roles.

Branding has become a catch-word in the tourism industry and is considered as important to a tourist destination today as it has been to commercial enterprises that have successfully marketed their products. PEI has hit it "right on" and it is surprisingly simple. But a clear and "right-on" articulation of a resort's branding isn't so simple when the resort has a "je ne sais quoi" quality that's difficult to explain and represent to the "outside world", in a few words. Such is Tremblant's and Mont-Tremblant's difficulty as the resort and the town seek to take their place within the ranks of the best-known select destination resorts in North America. If branding is to be successful - to have maximum impact, say the experts - it must be strongly and clearly reflective of the distinctive and distinguishing character of the product. That Tremblant's character is distinctive is easy to see and feel...but not so easy to express.

Defining and expressing Tremblant's uniqueness is part of efforts to raise tourism in the region to new heights. The unique character of the place is its francophone, New France Québécois culture - something that's seen by tourists and locals alike as having a European flavour unlike any other international destination resort in North America. Kent Myers, the president of Air Planners who was instrumental in establishing daily Continental Airline flights between Newark and Mont-Tremblant International airport, is among those very much attracted by Tremblant's distinctive "style and ambience", as he put it.

Tremblant's and the Town of Mont-Tremblant's branding, as both strive to give this destination a higher international profile, is yet to be crystallized and expressed as well as it should be. What would be an appropriate slogan? Do you have any ideas? If so, send them along to Tremblant Express. We'll publish your suggestions...so long as they're publishable!

[dprimeau@tremblant-express.com](mailto:dprimeau@tremblant-express.com)