

# HOW PEI USED THEIR GIFT CARD TO DRIVE \$7.6 MILLION TOURISM BOOST

**Program Name:** The Canada's Food Island Gift Card

**Client:** Food Island Partnership

**Launch Date:** September 28, 2020



The Canada's Food Island Gift Card powered by Miconex and EML is easy to work with and easy for customers to use and has been a great success. We continue to use the card within exciting campaigns to showcase all that we have to offer here on beautiful Prince Edward Island, providing tangible support for our tourism sector and other local businesses.



**Crystal MacGregor**  
Director of Marketing and Communications

## Why they launched a program

With regular tourism campaigns unable to take place due to the pandemic, Food Island Partnership introduced their Gift Card to stimulate the economy and lock in local spend, supported by the government.

## Benefits

One of the top three benefits Food Island Partnership had with the Canada's Food Island Gift Card was increasing incremental consumer spend, up to about 25%. It also increased Canada's Food Island brand awareness and engagement with consumers, reinforcing that Prince Edward Island truly is a premier culinary destination. Finally, it helped with the covid-19 recovery, to ensure they were able to support local businesses on PEI, selling over 100,000 Gift Cards in the first 18 months, totalling over \$4.8 million.

Who bought Gift Cards?



Where were Gift Cards purchased?





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## Challenges

With the pandemic hitting their businesses hard, Food Island Partnership's challenge was to leverage government funding to help drive accommodation sales in the shoulder season. Their Stay and Savour campaign saw 5000 cards made available to 30 of the Island's accommodation providers at 40% discount. Demand for the Gift Cards was extremely high with an initial release of 5000 cards selling out in just 4.5 days.

## Opportunities

Food Island Partnership were quick to see the potential of their Gift Card to different audiences. Subsequent campaigns included a Stay 2 Get \$100 campaign where consumers received a \$100 Canada's Food Island Gift Card with a stay of 2 consecutive nights, and a 20% discount campaign, spend \$40 and get a \$50 Canada's Food Island Gift Card, with the card available at retailers across the island. Effective marketing included campaigns targeting key purchasing occasions such as back to school, and the holiday season, redemption campaigns and influencer marketing. This approach has helped the Canada's Food Island Gift Card to continue to grow in success with over \$7.6 million in sales between 2020 and 2024.

**\$7.6 million**

Local Spend  
Delivered

**\$57.61**

Average card  
load value 2024

**335**

Businesses  
Benefitting

## HOW PETERBOROUGH DELIVERED \$830,000 IN LOCAL SPEND

Keen to move away from their paper program which was time consuming, a security risk and offered average customer experience, we look at how Peterborough DBIA diverted online spend back into their local community, brought more businesses on board, and secured the equivalent of 5 years of paper sales in just one month with their new Gift Card.



## HOW REGINA PUT THE FUN INTO MARKETING THEIR GIFT CARD

A big city with a small town feel, we look at how Regina upgraded their corporate rebate program for a high-tech Gift Card with Miconex. By harnessing effective onboarding, exciting launch events and effective outreach to corporate firms, the Gift Card launched in Regina with a bang.



## HOW SELKIRK BECAME THE TOP SELLING LOCAL GIFT CARD IN CANADA IN 2024

Selkirk Chamber launched their Selkirk Biz Buck\$ Gift Card alongside Miconex in 2022, making facilitating large corporate orders easy. Add in a central Sales Point, consistent business engagement and marketing, and the Selkirk Biz Buck\$ Gift Card was on its way to becoming the top program in Canada in 2024.



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