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- NEWS RELEASE -

Burnett Thorne to develop “PEI Cultural Heritage Corridor®”

Burnett Thorne Cultural Tourism has signed a contract to plan, develop, and market the cultural tourism assets of the Province of Prince Edward Island.

The project, known as "The PEI Cultural Heritage Corridor", will package the Island's heritage, arts, cuisine, and natural history experiences in a campaign to be launched for the 2007 tourism season. Work on the project is now underway.

The project is funded by a consortium of partners responsible for tourism and culture on the Island, including Tourism PEI, the PEI Department of Community and Cultural Affairs, the PEI Department of Technology and Development, and the Atlantic Canada Opportunities Agency (ACOA). The Tourism Industry Association of PEI (TIAPEI) is overseeing the initiative.

The PEI Cultural Heritage Corridor is being developed by Burnett Thorne Cultural Tourism using the firm's 10-Step Product Development Process. Beginning with a comprehensive, on-site inventory of PEI's cultural tourism assets, the Burnett Thorne Process will lead to a branded cultural tourism campaign to position Prince Edward Island as a cultural tourism destination.

Don Cudmore, Executive Director of TIAPEI, comments on the project: "We are off to a great start. We look forward to completion of the inventory process and ultimately the finished product. This is a real opportunity for us, as a province, to grow our tourism industry by marketing our cultural attractions to the growing number of travelers who are enjoying cultural vacations."

In the words of Stephen Burnett, "Prince Edward Island is rich in both heritage and the arts. It also possesses a fascinating pattern of human settlement that has shaped its cultural identity. The cultural attractions across the Island combine to form a rich mosaic - which is exactly what cultural tourists are seeking."

Burnett Thorne Cultural Tourism

Burnett Thorne Cultural Tourism is a Stratford-based firm that specializes in planning, developing and marketing cultural tourism destinations. A fast-growing and lucrative segment of the North American travel market, cultural tourism is described by the Canadian Tourism Commission as "an enormous opportunity for the tourism industry, for cultural and heritage organizations, and for Canada as a whole".

Burnett Thorne Cultural Tourism is wholly owned and operated by Stephen Burnett, and Steven Thorne.