

ARTS FESTIVAL BEST PRACTICE MISSION

SUMMARY OF MISSION LEARNINGS



UP TO
500,000
VISITORS PER
YEAR

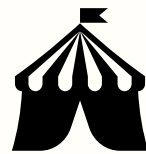
In September 2024, a group of Tourism operators representing an Arts Festival took part in a Mission to Hamilton, Ontario. They held an objective of innovating varied and unique visitor experiences both for year-round attractions and their big-ticket annual festival.



40+
VENDORS



60+
VENDOR AND EVENT
SPACES



83+
EVENTS HELD
IN 2024

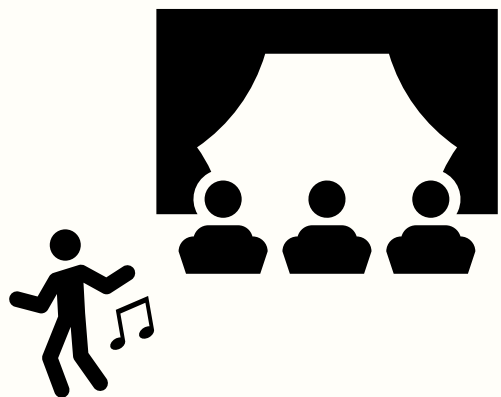


EXCELLENT
RATING BY
PARTICIPANTS

3

PARTICIPANTS

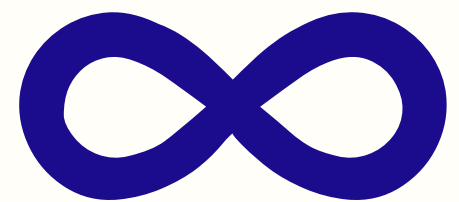
Three participants representing the festival were selected to take part in the Mission.



4

DAYS

Participants spent four days studying Best Practices and developing ideas.



POSSIBILITIES

With their newfound knowledge the operators are well equipped to bring new and exciting ideas and Best Practices to their business and community, such as innovative ideas for performance structures, a new Beer garden experience, and seeking out interactive performance artists.

The Atlantic Tourism Best Practice Missions Program is a Pan-Atlantic initiative supported by ACOA Atlantic, along with the four Tourism Industry Associations and respective Provincial Tourism Departments. TIANS is the coordinating body for the program.



Atlantic Canada
Opportunities
Agency

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