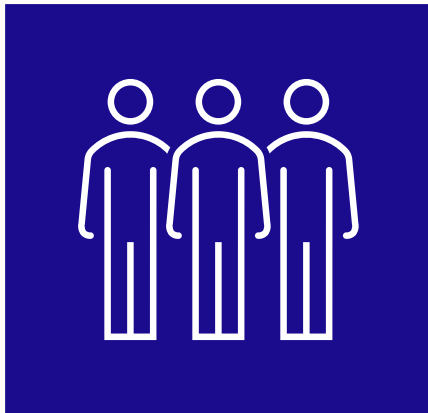


# INDIGENOUS TOURISM BEST PRACTICE MISSION

## SUMMARY OF MISSION LEARNINGS



**1,100**  
INDUSTRY LEADERS  
ATTENDED IN 2023.

In March 2023, a group of Indigenous tourism operators from across Atlantic Canada participated in a Pan-Atlantic mission to Winnipeg, Manitoba. While there, the group attended the 2023 International Indigenous Tourism Conference (IITC). They held an objective of learning more about industry practices and expertise for Indigenous tourism businesses.



**20 +**  
IITC WORKSHOPS  
TO CHOOSE FROM



**3**  
EXTRA WORKSHOPS  
ATTENDED



**4**  
PROVINCES OF ORIGIN  
(NS, NB, NL, PEI)



**EXCELLENT**  
RANKING BY  
PARTICIPANTS

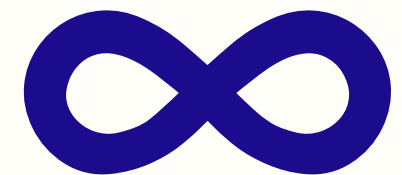
**16** PARTICIPANTS

Sixteen participants, each representing a unique Indigenous Tourism business from across Atlantic Canada, were selected to take part in the Mission.



**3** DAYS

Participants spent three days studying Best Practices and developing ideas.



**POSSIBILITIES**

As a result of the Mission and learnings identified from the 2023 International Indigenous Tourism Conference, the participants are well equipped to improve upon existing Best Practices and create new and innovative experiences and services, through a unique Indigenous lens.

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

Agence de  
promotion économique  
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