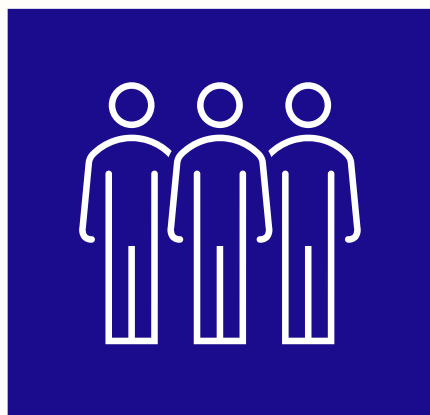


# INDIGENOUS TOURISM BEST PRACTICE MISSION

## SUMMARY OF MISSION LEARNINGS



AROUND  
**2.9 MILLION**  
VISITORS PER  
YEAR

In November 2024, a group of Tourism Industry representatives from across Canada took part in a Mission to New Zealand. They held an objective of exploring Māori tourism initiatives in order to implement similar models in Indigenous Tourism in Canada.

**5**  
REGIONS  
VISITED



**11+**  
EXPERIENCES  
FOR LEARNING



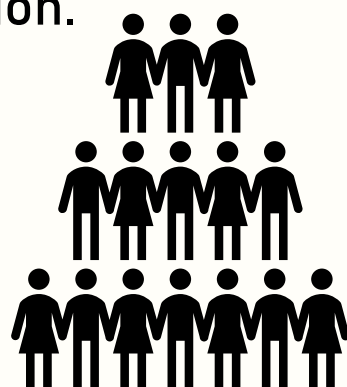
**8+**  
INDUSTRY  
MEETINGS



**EXCELLENT**  
RATING BY  
PARTICIPANTS

**17**  
PARTICIPANTS

Seventeen participants representing multiple unique tourism businesses and organizations in Atlantic Canada were selected to take part in the Mission.



**7**  
DAYS

Participants spent seven 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 communities, such as enhanced storytelling, stabilized support, revitalizing and teaching culture to younger generations, and prioritizing self-sustainability.

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  
du Canada atlantique

