

RESORT AND SPA BEST PRACTICE MISSION

SUMMARY OF MISSION LEARNINGS



10,000+
VISITORS PER
YEAR

In October 2023, a team from a Nova Scotian wellness resort took part in a Best Practice Mission to Montréal. They held an objective of learning more about Nordic spa practices and health & wellness trends and reposition to be best in class.



6+
NEW SPA
OFFERINGS



4
LOCATIONS VISITED
FOR RESEARCH



\$2 M
IN PLANNED
RENOVATIONS



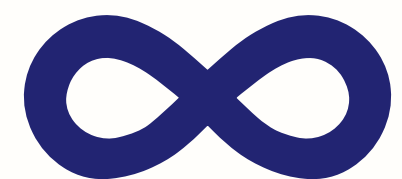
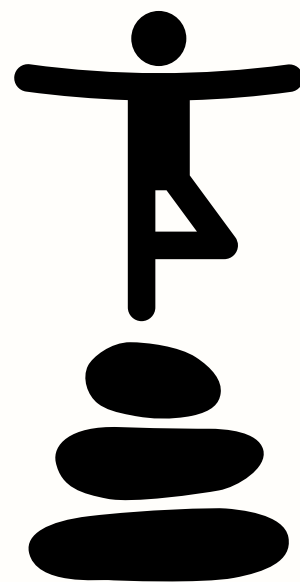
VERY GOOD
RANKING BY
PARTICIPANTS

2 PARTICIPANTS

Of nearly 200 full and part-time employees, two were selected to take part in the Mission.

2 DAYS

Participants spent two days studying Best Practices and developing ideas.



POSSIBILITIES

As a result of the mission, this operator is adjusting development for new spa with a great focus on guest flow. The mission has also enforced how they compare to high end spas and have identified a number of competitive advantages Atlantic Canada can utilize.

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

