

WINTER TOURISM BEST PRACTICE MISSION

SUMMARY OF MISSION LEARNINGS



CAPE BRETON RECEIVES UP TO **551,000** VISITORS PER YEAR

In February 2024, a group of Tourism operators representing the Cabot Trail region of Cape Breton took part in a Mission to Charlevoix, Quebec. They held an objective of improving their service innovation and Winter Tourism product development.



20+ WORKSHOPS ATTENDED



13+ VARIETIES OF OUTDOOR WINTER ACTIVITIES



4 SEASONS OF TOURISM TO ENJOY!



EXCELLENT RATING BY PARTICIPANTS

9

PARTICIPANTS

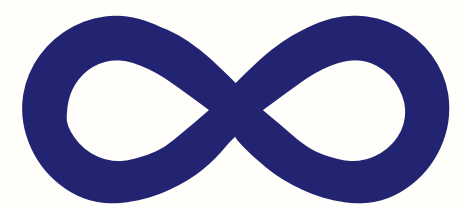
Nine participants, each representing a unique tourism business or Municipality in Cape Breton, were selected to take part in the Mission.



5

DAYS

Participants spent five 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 businesses and communities, such as innovative accommodation options, new partnerships, and an increase in local events and festivals.

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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