

BEE FARM BEST PRACTICE MISSION

SUMMARY OF MISSION LEARNINGS



DESTINATION DRAWS UP TO
2,210,000+
VISITORS PER
YEAR

In October 2024, a group of Tourism operators representing a bee farm in Newfoundland took part in a Mission to Reykjavik, Iceland. They held an objective of developing business Best Practices for culturally isolated island tourism destinations.



5
UNIQUE TOURISM
EXPERIENCES



7
MEETINGS WITH
OPERATORS



100%
PURE NEWFOUNDLAND
HONEY

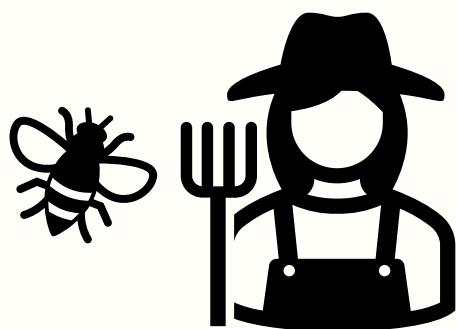


EXCELLENT
RATING BY
PARTICIPANTS

2

PARTICIPANTS

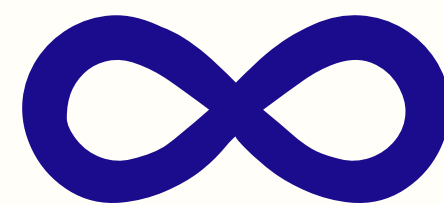
Two participants representing the business were selected to take part in the Mission.



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 business and community, such as celebrating and capitalizing on the area's unique tourism offerings.

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

