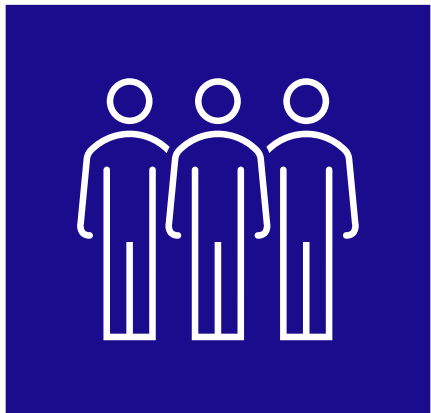


BLACK HERITAGE BEST PRACTICE MISSION

SUMMARY OF MISSION LEARNINGS



WORKING ON BEHALF OF
21,000
AFRICAN NOVA SCOTIANS

In August 2024, a group of Tourism operators representing Black Heritage in Nova Scotia took part in a Mission to Washington, DC. They held an objective of developing meaningful and educational practices for Black Heritage and Culture tourism.



5
MUSEUMS VISITED



400+
YEARS OF HISTORY BEING PRESERVED



17+
HOURS SPENT IN WORKSHOPS



EXCELLENT
RATING BY PARTICIPANTS

7

PARTICIPANTS

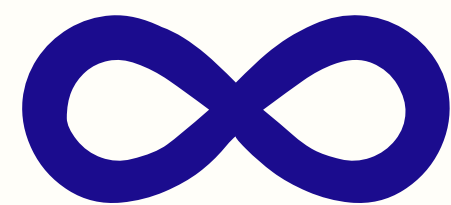
Seven participants representing six different businesses and organizations were selected to take part in the Mission.



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 technology integration, succession plans, and innovative new ways of storytelling and heritage preservation.

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

