

LOBSTER FESTIVAL BEST PRACTICE MISSION

SUMMARY OF MISSION LEARNINGS



40,000+
VISITORS PER
YEAR

In October 2024, a group of Tourism operators representing a Lobster Festival in New Brunswick took part in a Mission to Kilkenny, Ireland. They held an objective of developing business Best Practices for food festivals celebrating Maritime culture.



11
WORKSHOPS
ATTENDED



100+
FESTIVAL
STOREFRONTS



75th
ANNIVERSARY OF THE
FESTIVAL

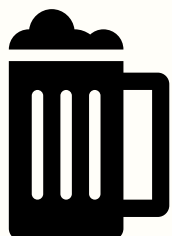


EXCELLENT
RATING BY
PARTICIPANTS

2

PARTICIPANTS

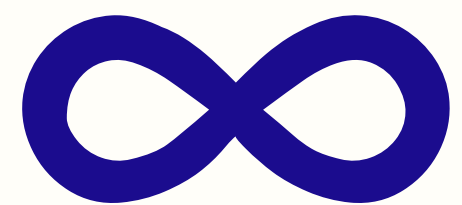
Two participants representing the business were selected to take part in the Mission.



4

DAYS

Participants spent four 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 themed culinary collaborations, and focusing on sustainable local sourcing.

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.



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