

ARTISAN MOTEL BEST PRACTICE MISSION

SUMMARY OF MISSION LEARNINGS



DESTINATION DRAWS UP TO
30,000
VISITORS PER WEEK

In October 2024, a group of Tourism operators representing an artisan motel in Nova Scotia took part in a Mission to Waco, Texas. They held an objective of developing business Best Practices for small-scale accommodations and community spaces.



8
SEASIDE MOTEL ROOMS



3
WHOLE HOME RENTALS



1
CURATED COMMUNITY SPACE

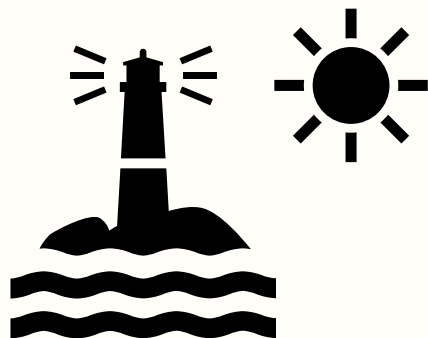


EXCELLENT
RATING BY PARTICIPANTS

2

PARTICIPANTS

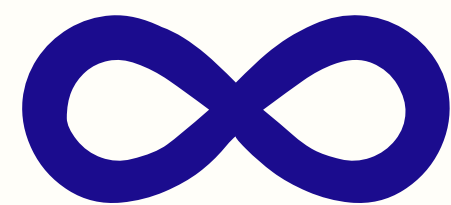
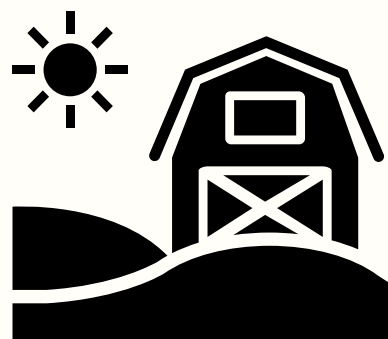
Two participants representing the business were selected to take part in the Mission.



3

DAYS

Participants spent three 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 updating their sister café, creating intentional spaces, and offering upgraded concierge services.

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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