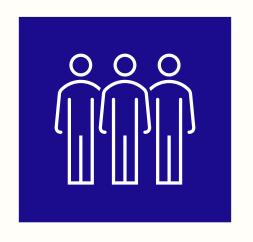
## PEI WINTER TOURISM BEST PRACTICE MISSION

## SUMMARY OF MISSION LEARNINGS



1,070,387 OVERNIGHT STAYS IN 2022 In November 2024, a group of Tourism operators representing Prince Edward Island took part in a Mission to Gaspésie, QC. They held an objective of developing creative new products and experiences to align with the 3 Pillars of the PEI Winter Strategy.



32+ LOCATIONS VISITED



18+
MEETINGS AND
WORKSHOPS



23+
UNIQUE TOURISM
EXPERIENCES



EXCELLENT RATING BY PARTICIPANTS

## 9 PARTICIPANTS

Nine participants each representing a unique tourism business or organization in PEI were selected to take part in the Mission.







Participants spent five days studying Best Practices and developing ideas.





With their newfound knowledge the operators are well equipped to bring new and exciting ideas and Best Practices to their businesses and community, in alignment with the 3 pillars, Personal Enrichment Strategies, Canada's Food Island, and First Class Trails.

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.

