

# 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.



**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 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.



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