



► SUCCESS OF THE SPRING
2011 BEST PRACTICES
MISSIONS..... 1



Tourism
Best Practices



► FALL 2011 BEST
PRACTICE MISSIONS ...2

Tourism Atlantic

Tourism Best Practices Mission Program

Spring 2011 Wrap Up

Adventure Tourism
Resort Operations
Destination Trails
Camping & RV'ing

Once again, the spring 2011 missions were a great success. The attendance rate has been rising significantly, with most missions having a waiting list of eager participants. The success of these missions reiterates the importance of our Best Practices program and the magnitude it has on the private operators as well as the local community.

Spring 2011 impact:

- 54 participants
 - 49 industry
 - 5 government
- **100% indicated that the mission either met or exceeded their expectations.**



FALL 2011 - MISSION WATCH

Plans are now being finalized for 3 upcoming *Tourism Best Practices Missions* that will take place in the fall of 2011.

- ❖ Experiential Accommodations
- ❖ Harbour & Seacoast Community Development
- ❖ Urban Tourism

*ACOA offers a 50% subsidy to tourism operators that are eligible to participate on the missions

If you have any questions about upcoming missions or about the program itself please call 902-626-2879 and we will gladly explain the program and how it can benefit you!

FALL 2011 MISSIONS

Please keep checking out our website regularly for updates.
www.tourismbestpractices.com

1. EXPERIENTIAL ACCOMMODATIONS: October 17 - 21, 2011 Prince Edward County & Niagara-on-the-Lake, Ontario

Experiential accommodations are an element that the current and emerging traveler wants and is willing to pay for. The purpose of this mission is to assist operators in developing attributes at their property that are experiential in an effort to tap into this global consumer demand. The accommodations that will be visited in these regions will offer the traveler a close encounter with the destination's offerings, have historical significance, places where nature is brought into the accommodation experience, or that focus on food/wine. Accommodations may also be themed (seaside resorts, golf, innovative experiences, etc.). Participants will be exposed to accommodations that are the primary visitation motivator, as opposed to simply a "place to stay" while in the chosen destination.

Target participants: Inns, B & B's, accommodation owner's, etc.



2. HARBOUR & SEACOAST COMMUNITY DEVELOPMENT: October 23–October 28, 2011 Boothbay Harbor and Rockland, ME; "The Massachusetts Cultural Coast"; & Newport, RI, USA

This mission is designed for harbor authorities, seacoast communities, fishing wharfs, etc. to help develop the tourism potential around their existing infrastructures by developing tourism experiences and seeking partnership opportunities. This mission will help make the transition to diversify harbor front activities and generate more revenues through tourism. It will also focus on quality coastal tourism experiences and will visit select communities that have used their location alongside a river/waterway to develop water-based experiences, cultural products/artisans, and wildlife viewing. The goal of this mission is to educate the tourism community about marketing and development initiatives that are beneficial to coastal communities. Destinations visited have integrated with the local economy to provide positive economic spinoffs keeping local businesses thriving and providing jobs and the means for people to stay in their local seacoast communities. "The Massachusetts Cultural Coast" partnership focuses on initiatives designed to drive the economy through the development of cultural tourism in coastal communities.

Target participants: Waterfront developments corporations, tourism operators located in coastal communities, harbour authorities, community/economic development officers, etc.



3. URBAN TOURISM: November 13 - 19, 2011 Asheville, NC, Greenville & Charleston, SC, & Savannah, GA

Recent years have seen a decline in tourists visiting Atlantic Canada's rural areas, while visitation to urban centers has increased. Factors contributing to the shift in destination preferences include accessibility and changing consumer travel habits, such as shorter and more frequent vacations. This mission will capitalize on this growing urban trend by focusing on product development opportunities, innovative marketing techniques and collaborative partnerships. This mission will highlight a number of cities in the South/Eastern United States that have been repeatedly recognized for their industry leadership in urban tourism. These destinations have used their city's downtown core to drive tourism and effectively market the city as a prime tourist destination while marketing daytrips/excursions to rural areas. All destinations chosen are relevant to Atlantic Canadian cities in terms of product offering (culinary, culture, entertainment & heritage, festivals & events, historic city centers, etc.)

Target participants: Municipalities, Downtown Business Associations, Regional Development Authorities, DMO's, downtown private sector operators and municipal officials, etc.



Tourism Best Practices Missions
"Success for the Future"