

ARTISAN RETAILER BEST PRACTICE MISSION

SUMMARY OF MISSION LEARNINGS



125,000+
VISITORS PER
YEAR

In June 2024, a team from an artisan retailer and restaurant from Prince Edward Island took part in a Best Practice Mission to the Annapolis Valley. They held an objective of improving their culinary innovation and product development.



12
ACRES OF
GARDENS



48
VARIETIES OF IN-
HOUSE TEA BLENDS



37
YEARS AS A BELOVED
LOCAL RETAILER

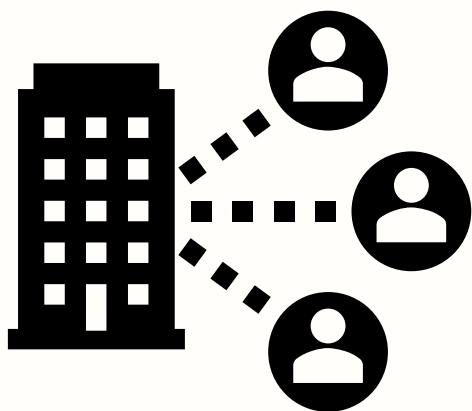


EXCELLENT
RATING BY
PARTICIPANTS

3

PARTICIPANTS

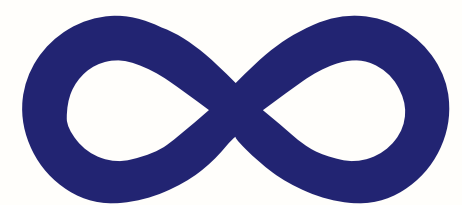
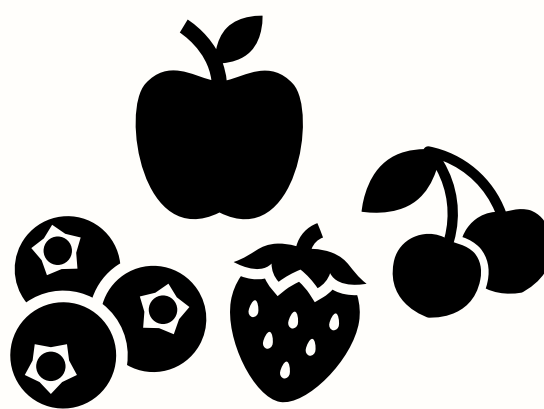
Of just under 200 full and part-time employees, three were selected to take part in the Mission.



3

DAYS

Participants spent three days studying Best Practices and developing ideas.



POSSIBILITIES

With their newfound knowledge this operator sees significant possibilities to focus on quality, high yield products. An upcoming redesign development of their gift shop will enhance their product and increase revenue.

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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