

FISHING LODGE BEST PRACTICE MISSION

SUMMARY OF MISSION LEARNINGS



3,000+
GUESTS PER
YEAR

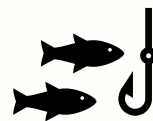
In April 2024, a team from a fishing lodge in New Brunswick took part in a Best Practice Mission to Quatsino, British Columbia. They held an objective of improving upon fishing techniques and overall experience.



45
GUEST CAPACITY
ACROSS 7 CABINS



4
HUNTING PACKAGES
OFFERED



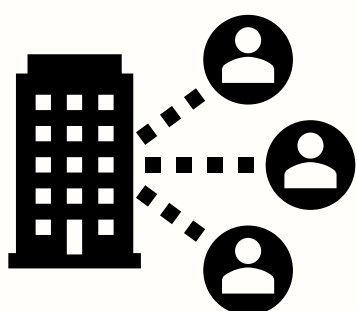
2200+
ACRES OF FISHING
WATERS



VERY GOOD
RATING BY
PARTICIPANTS

2 PARTICIPANTS

Of under 25 full and part-time employees, two were selected to take part in the Mission.



7 DAYS

Participants spent seven days studying Best Practices and developing ideas.



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POSSIBILITIES

With newfound knowledge these operators understand that they can increase business activity with focus on whole experience, beyond the fishing. Improvements to quality of experience and new investment are being planned. Mission also reaffirmed market positioning was competitive.

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.



Atlantic Canada
Opportunities
Agency

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