

HORTICULTURAL GARDEN BEST PRACTICE MISSION

SUMMARY OF MISSION LEARNINGS



50,000
YEARLY VISITORS.
THAT'S ONE FOR EVERY LIVING
THING IN THE GARDEN!

In April 2024, a team from a horticultural garden in New Brunswick took part in a Best Practice Mission to Tennessee and British Columbia. They held an objective of improving revenue growth and long-term sustainability through upgrades to the establishment's entertainment offerings.



27
ACRES OF
GARDENS



OVER
50,000
PERENNIALS, TREES,
AND SHRUBS



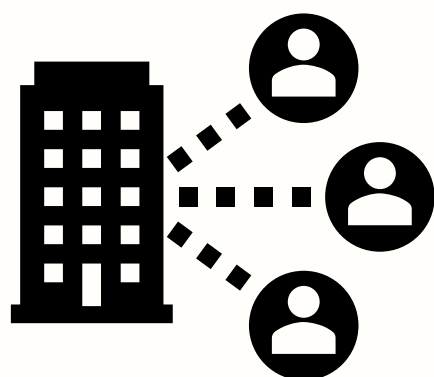
7
LOCATIONS VISITED
ON MISSION



EXCELLENT
RATING BY
PARTICIPANTS

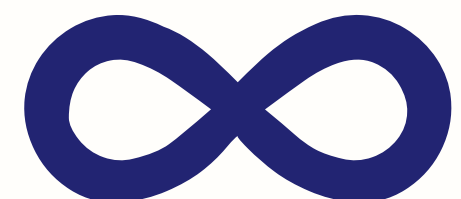
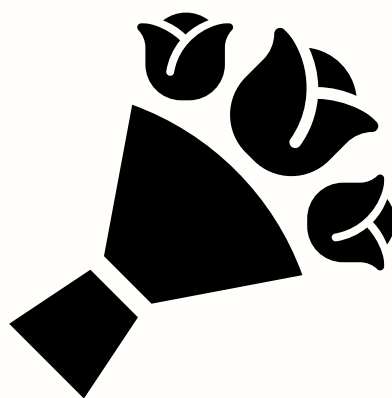
3 PARTICIPANTS

Of 80 full and part-time employees, three were selected to take part in the Mission.



8 DAYS

Participants spent eight days studying Best Practices and developing ideas.



POSSIBILITIES

With their newfound knowledge, this organization is actively pursuing multiple changes to the property, with the main addition being a night-time light show in partnership with a Canadian creative entertainment studio.

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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