

# MOUNTAIN BIKE TRAIL BEST PRACTICE MISSION

## SUMMARY OF MISSION LEARNINGS



**70,000-80,000**  
VISITORS EVERY WINTER.

In September 2023, a team from a Nova Scotian ski hill took part in a Best Practice Mission to New Hampshire, USA. They held an objective of learning more about Mountain Biking as an off-season business model for ski hills, building to a 365-day business.



**NEW!**  
LIFT ACCESSIBILITY



**20**  
ALL-SEASON STAFF



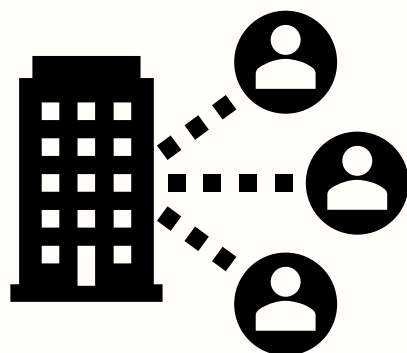
**100%**  
OF IDENTIFIED LEARNINGS IMPLEMENTED



**EXCELLENT**  
RANKING BY PARTICIPANTS

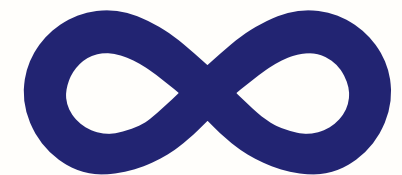
**3** PARTICIPANTS

Of 225 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**

As a result of the Mission, this organization has increased planned investment to make the ski hill and trails more accessible and have embraced building their brand as a year-round tourism destination.

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

Agence de promotion économique du Canada atlantique

