

#RiseAgain2030

Cape Breton Island Destination Development Strategy



Presentation to Inverness County Council

Room Nights Sold

Increase of
28%



*Includes an estimated 65,000 unlicensed, shared economy unit nights sold.

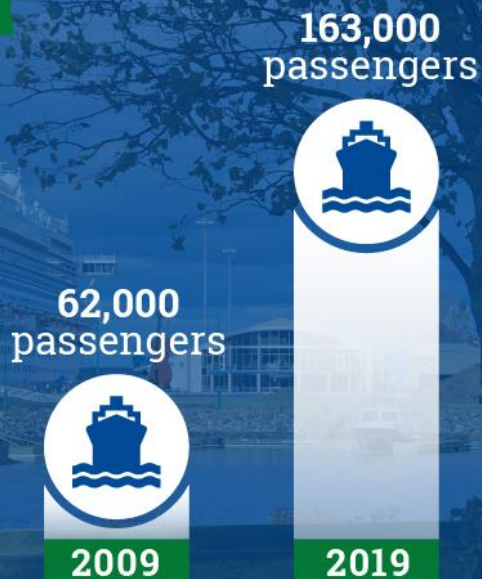
Visitation to Cape Breton Highlands National Park

Increase of
56%



Growth in Cruise

Increase of
168%



Economic Impact of Celtic Colours

Increase of
240%





Why a 10-year strategy now?



Care for Community



365-Day Season



Sustainable



Cluster Focused



Digitally Driven

GAMECHANGERS

- Cultural Tourism
- Adventure Tourism
- Culinary Tourism
- Events
- Marine Tourism
- Cluster Development

SUPPORTING THEMES

- Experience Development
- Sustainable Tourism
- Tourism Business Climate
- Excellence in Visitor Experience
- Skilled Workforce
- Evolve Destination Cape Breton





Questions?