



Co-op Marketing Opportunities

At **Destination Cape Breton**, we aim to amplify the visibility of our tourism operators through a variety of optional paid marketing opportunities that are strategic, fair and inclusive. These enhanced placements—including featured listings, sponsored category headers or feature blocks on **visitcapebreton.com**, consumer newsletter spotlights, Experience Guide ads, and other co-op opportunities—are designed to provide additional exposure for businesses seeking to elevate their reach with high-intent visitors actively planning their Cape Breton Island trip.

OPPORTUNITIES

Featured Listings on visitcapebreton.com

Investment:

\$500 per listing

Duration:

12 months from date of purchase

Availability:

Enrol anytime throughout the year

[Submit your listing here](#)

What's Included:

Enhanced Featured Listings provide tourism operators with stronger, more strategic visibility across the new and improved VisitCapeBreton.com.

Priority placement on relevant category pages (e.g., Accommodations, Restaurants, Things to Do, Attractions).

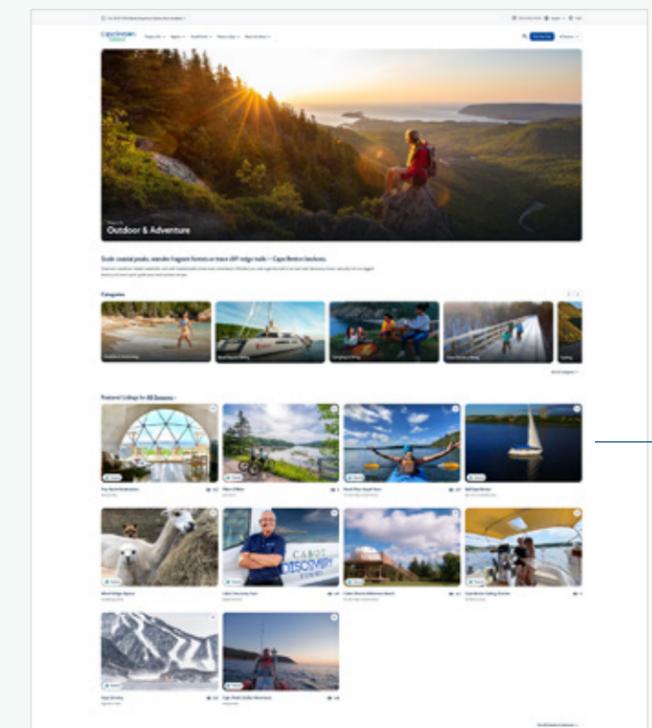
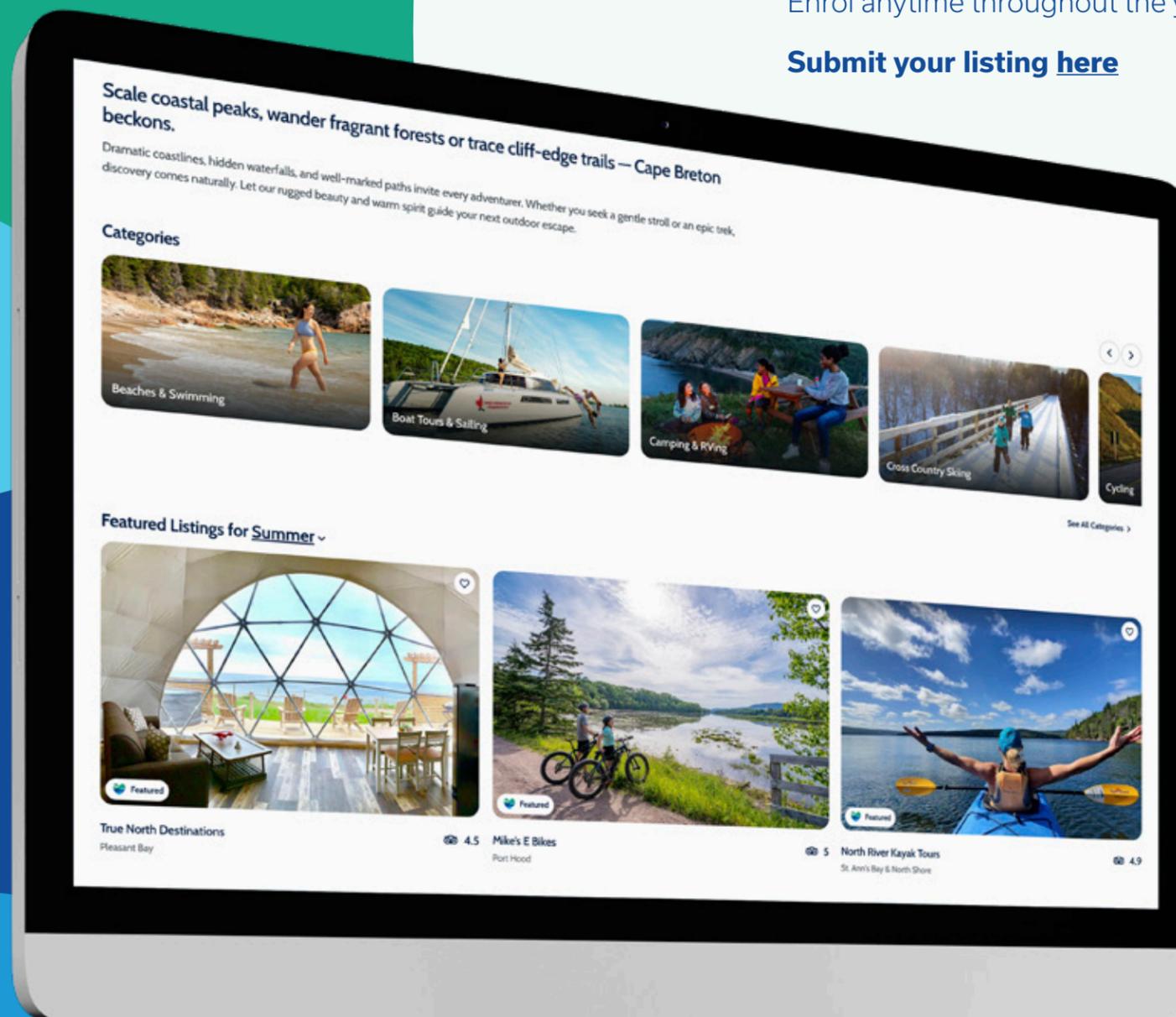
A "Featured" badge to highlight your listing and build trust.

12-month duration from the activation date.

Uses your **standard listing format**, no additional content required.

One Listing Per Offering Per Category:

Each distinct visitor-facing service must have its own separate listing to ensure proper placement and user experience. Listings with multiple categories (e.g. a resort with accommodations, a restaurant and a golf course) must purchase a separate featured listing for each desired category.



FEATURED LISTING

Sponsored Category Headers

Investment:

\$2,000 per year or \$750 per three months

Duration:

Flexible – available for seasonal or ongoing campaigns

Availability:

Limited spots per category; book in advance

What's Included:

Sponsored Category Headers offer premium, top-of-page exposure on high-traffic category pages of VisitCapeBreton.com.

Banner or "featured operator" placement above all other listings in your chosen category (e.g., Things to Do, Restaurants).

High-intent visibility where users are actively planning trips.

Link directly to your listing or external website to drive conversions.

Sponsored Feature Blocks

Investment:

\$1,500 per year or \$500 per three months

Duration:

Flexible – available for seasonal or ongoing campaigns

What's Included:

Sponsored Feature Blocks provide a highly visual, editorial-style placement that highlights unique operators, experiences or events in a compelling way. These blocks combine striking photography, engaging copy and clear calls-to-action designed to capture visitor attention and drive conversions.

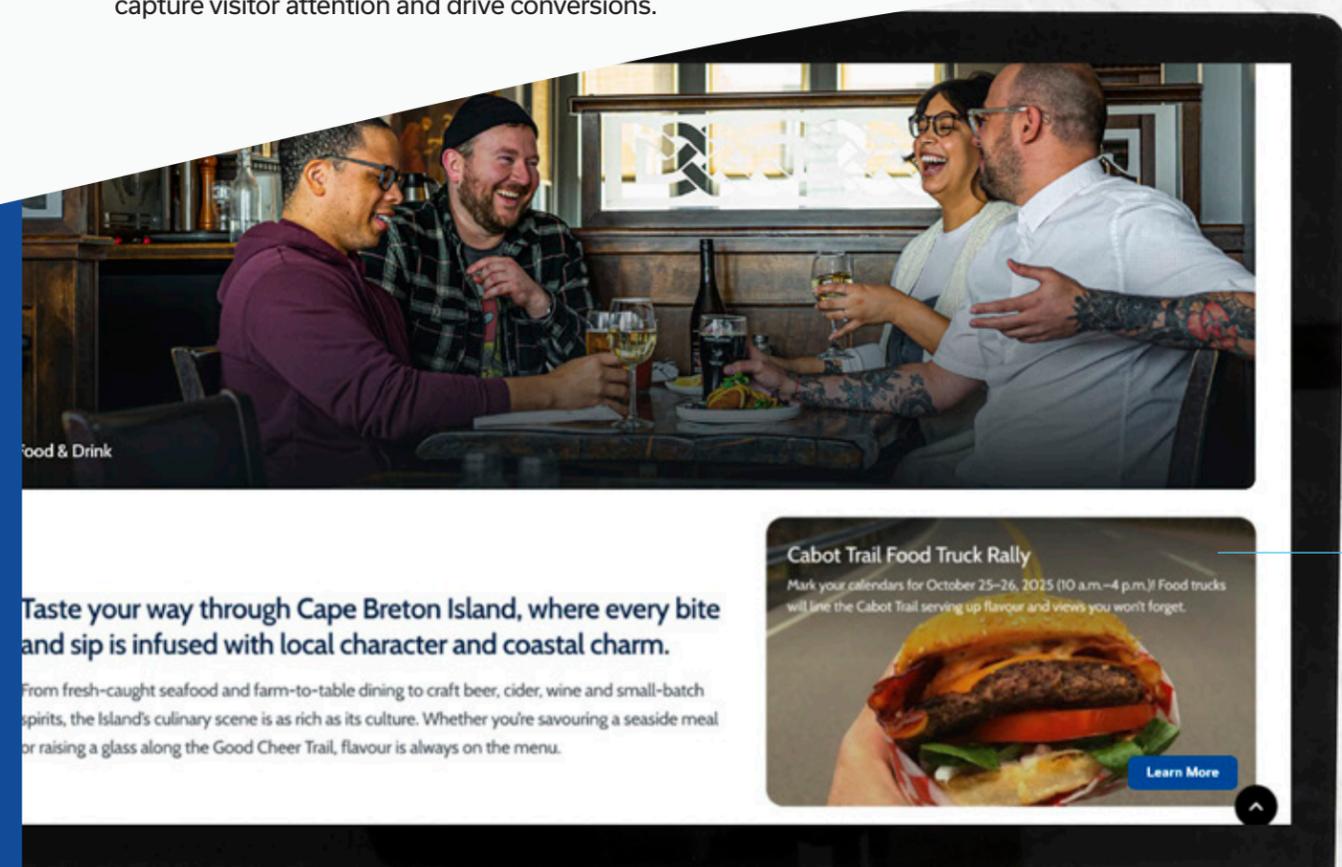
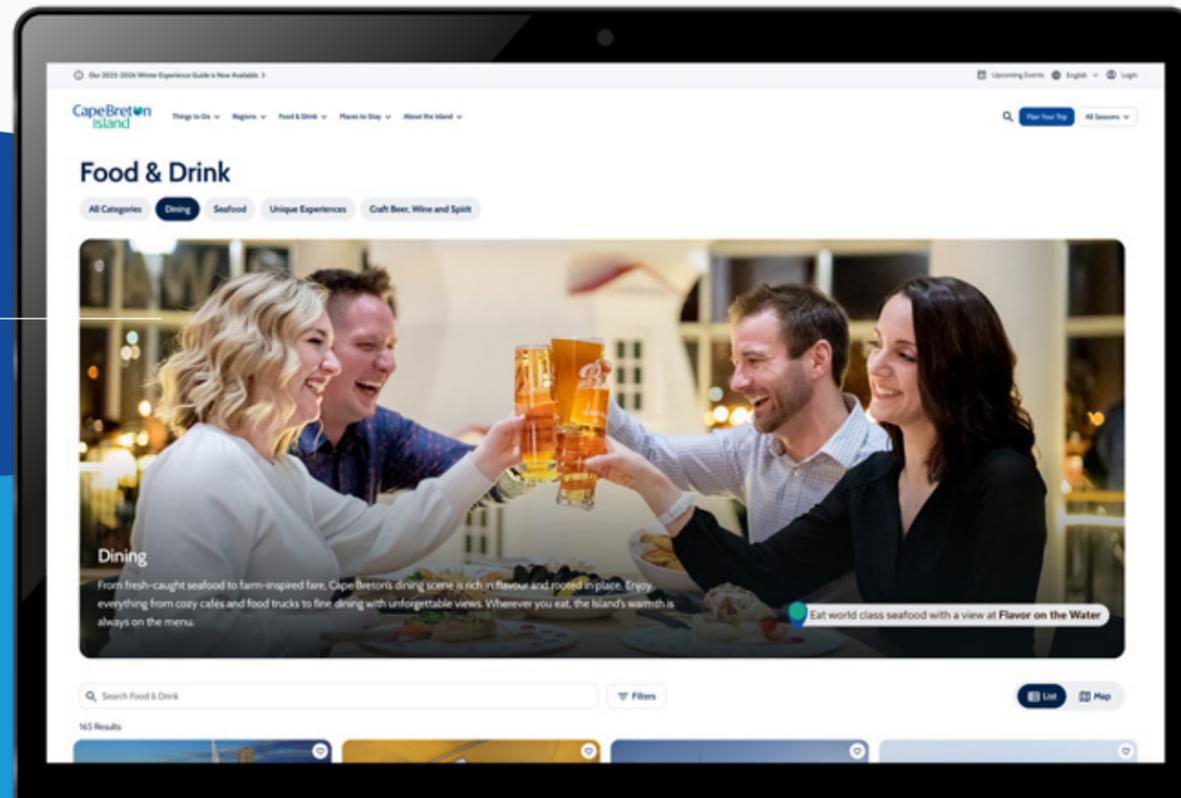
Prominent block placement within high-traffic category pages (e.g., Food & Drink, Things to Do).

Seasonal alignment: your promotion automatically updates to appear when visitors select the corresponding season in the season selector (e.g., fall content appears when "Fall" is chosen).

Large hero image with bold headline and supporting description.

Direct "Learn More" or "Book Now" link to your listing or external website.

SPONSORED
CATEGORY
HEADER



SPONSORED
FEATURE
BLOCK

Experience Guide Print & Digital Advertising Program

Cost:

QUARTER PAGE AD	\$500
HALF PAGE AD	\$1,000
FULL PAGE AD	\$2,000

Duration:

Full travel season; print and digital editions available year-round

What's Included:

Promote your business in the **official Cape Breton Island Experience Guide**, distributed to Visitor Information Centres, hotels, airports, ferries, events and online.

Professional ad design by our marketing agency, included in the cost.

Placement in both print and digital editions, ensuring maximum visibility.

High-quality, editorial look and feel aligned with the guide's premium aesthetic.

Multi-channel reach targeting high-intent travelers before and during their visit.



HALF PAGE AD

Culinary Experiences

■ Eat Local

Forage for market fresh goods. Experience the dry-aged flavour of grass-fed Highland beef. Dine on some of the world's finest lobster—straight from the wharf. Whether you visit a bustling public house, community lobster boil or an intimate bistro, you'll taste our Island in each bite.

■ Craft Beer, Wine & Spirits

Along the Nova Scotia Good Cheer Trail, you'll find our flavour. Sample unfiltered craft beers farm-side. Let the robust notes of North America's first Single Malt Whisky dance on your tongue. Or, get a taste of history with a colonial rum experience at the Fortress of Louisbourg.

■ World-Class Shellfish

A must-eat destination for seafood lovers. The finest lobsters and snow crab in the world come from the cold coastal waters off our Island. Sustainably sourced from ship to shore, savour Cape Breton Island's renowned shellfish on your next culinary adventure.



Experience local seafood & comfort food at L'abri restaurant et bar on Cape Breton's Cabot Trail.



FULL PAGE AD

Paid Monthly Newsletter Placements

Cost:
"THIS MONTH'S PICK" HIGHLIGHT
\$250 per inclusion

AVAILABILITY
12 placements per year,
1 of each category placement per month:

- Culinary
- Accommodation
- Outdoor Adventure
- Golf
- Arts, Culture & Heritage
- Live Music & Events



Hi ((First Name)),
Winter brings a quieter rhythm to Cape Breton Island. Days slow down, kitchens get warmer and there's more space to take it all in. It's also a good time to start thinking ahead. Spring, summer and fall each bring their own feel to the Island, and this newsletter offers ideas and inspiration as you begin planning.



Savour the Island

Food & Drink Experiences to Inspire Your Visit

Cape Breton Island's food scene is shaped by its surroundings — the ocean, the land and the people who work both. From world-class seafood to locally made craft beverages, food and drink here are about connection, seasonality and place.

Editor's Highlights

World-Class Seafood — Cape Breton Island is a must-visit for seafood lovers, offering everything from world-class lobster and snow crab to fresh mussels, scallops and haddock. Sustainably sourced from cold coastal waters, our seafood is as fresh as it gets.

Craft Beer, Spirits & Cider — Raise a glass to Cape Breton's craft beer, wine and spirit scene, where local flavour meets island character. Sip small-batch cider, smooth single malt whisky, crisp wines and farm-fresh brews — including stops along the [Nova Scotia Good Cheer Trail](#).

Unique Food Experiences — From thoughtfully curated tasting menus to chef-driven menus rooted in seasonality, Cape Breton Island offers dining experiences that go beyond the plate. These immersive meals reflect local ingredients, creativity and the landscapes that surround them.

[EXPLORE MORE PLACES TO EAT](#)



"THIS
MONTH'S
PICK"
HIGHLIGHT

★ This Month's Pick: Culinary Feature

Table Doucet

Sponsored Placement

Named Best Restaurant in Cape Breton Island at the 2026 Nova Scotia Restaurant Association Awards, Table Doucet is a destination dining experience located along the world-renowned Cabot Trail in Chéticamp. Rooted in Acadian heritage and inspired by the surrounding land and sea, the menu highlights wild-foraged ingredients and locally sourced fare, thoughtfully crafted by Michelin-trained Chef Cameron Armstrong. Each dish is paired with wines curated by Sommelier Andrew McDow, creating an experience that reflects both place and season.

[RESERVE YOUR SEAT](#)

Package Offers

save
25%

Combine any
three offerings:
save **25%** on the
total investment

save
40%

Combine any
four offerings:
save **40%** on the
total investment

Want to
invest even
more?

Customized packages are available – contact Genevieve at genevieve@visitcapebreton.com to discuss.

Get Started:
Build Your Co-op Marketing Package [here](#)

