

2030 VISION

# ELEVATE THE CAPE

Cape Breton  
Island



**Cape Breton Island—Unama'ki:**

# A World-Class, Four-Season Destination by 2030

Tourism is more than an industry here—it's the heartbeat of our Island. With 5,600 jobs, 740 businesses and \$465 million in annual revenue, tourism fuels our economy, sustains our communities and celebrates our culture.

But we're just getting started. With a bold vision and strong leadership, we can transform Cape Breton Island—Unama'ki into a world-class, four-season destination by 2030.





# Our 2030 Vision

By 2030 Cape Breton Island—Unama'ki will be a world-class, four-season destination. We will:

- Grow the visitor economy by 50% beyond pre-pandemic levels.
- Maintain a minimum 50% monthly occupancy year-round.
- Ensure vibrant opportunities for those who work in tourism, culture and the creative industries.
- Establish Cape Breton Island—Unama'ki as a smart destination, embracing digital innovation, sustainability and accessibility.
- Strengthen our reputation as the #1 Island in North America, known for culture, adventure and hospitality.





# Gamechangers

To achieve this vision, we'll focus on six bold opportunities:

1

## Cultural Tourism:

Grow Mi'kmaw, Gaelic, Acadian and African Nova Scotian experiences, with world-class events and music tourism.

2

## Adventure Tourism:

Develop a Highlands hub with trails, winter sports and backcountry adventures.

3

## Culinary Tourism:

Position Cape Breton as a seafood capital and showcase our food to tell our story.

4

## Year-Round Events:

Expand festivals, sports and cultural events beyond the 16-week summer peak.

5

## Marine Tourism:

Transform Bras d'Or Lake and our coastlines into world-class marine tourism hubs.

6

## Innovation & Entrepreneurship:

Channel the Bell legacy into new tourism technologies, research and start-ups.

# Tourism is everyone's business.

Every visitor is an investor in Cape Breton Island—Unama'ki's future. Tourism doesn't just bring visitors here—it builds communities, supports small businesses and enhances quality of life.

This is our moment. Together, we can rise again, build a stronger Island economy and share our unmatched culture and natural beauty with the world.





To realize the 2030 vision, we need operators, governments and communities united in one goal:

# Elevate the Cape.



## Government:

Invest in infrastructure, workforce and innovation.



## Operators:

Innovate, modernize and extend seasons.



## Communities:

Embrace tourism as a shared path to prosperity.



## 2024 Tourism Impact

**459,000**

Room nights sold in 2024  
(2nd-highest ever)

**5,600**

Local jobs supported

**740**

Businesses fueled by tourism

**\$465M**

In annual revenue

**\$27**

Return for every \$1 collected through the tourism levy

**\$34**

Return for every federal \$1 invested



This strategy was initially released as #RiseAgain2030. It was developed by Destination Cape Breton in collaboration with the Atlantic Canada Opportunities Agency, Parks Canada, Province of Nova Scotia, five municipalities, Cape Breton Partnership, Cape Breton University and Nova Scotia Community College. This strategy was also developed to be in alignment with the Federal Tourism Growth Strategy, ACOA Tourism Innovation Action Plan, Tourism Nova Scotia Strategic Plan, Develop Nova Scotia Business Plan, Nova Scotia Culture Action Plan, Nova Scotia Event Strategy, Cape Breton – Unama’ki Economic Development Plan, Indigenous Tourism Plans and Cape Breton University Strategic Plan. **To read the full report, visit [destinationcapebreton.com](https://destinationcapebreton.com).**





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