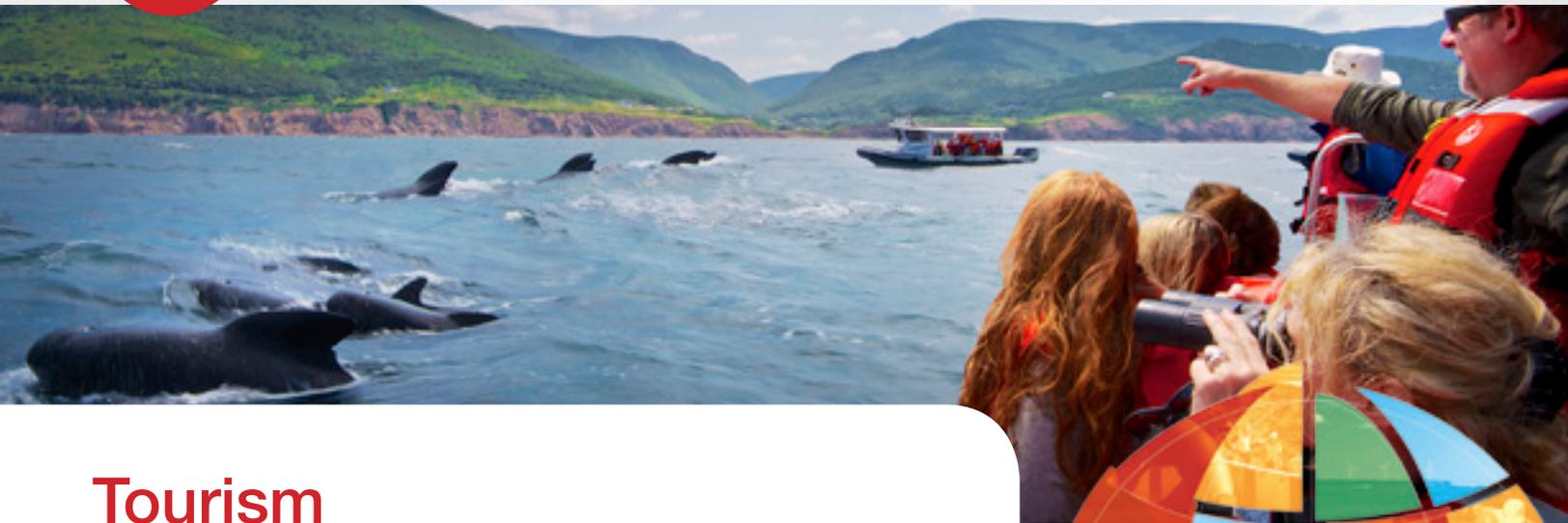




Cape Breton

Nova Scotia, Canada



Tourism

Tourism is big business. It is one of the key industries in Cape Breton with over 6,000 people employed in 600+ tourism-related businesses. With icons like the Cabot Trail and the Fortress of Louisbourg, world-class events like Celtic Colours International Festival, and a burgeoning reputation as one of the world's finest golf destinations, visitors continue to demand our enviable tourism product.



Investment Opportunities

► Meet the needs of a growing golf market

Cabot Links and Cabot Cliffs (opening in 2015) golf developments have turned the coastal village of Inverness into a magnet for international visitors. Upscale clientele frequent this region, creating a significant opportunity to start new businesses to service this market. Highlands Links, one of the world's most celebrated courses and located in the famous Cape Breton Highlands National Park, along with award-winning courses located along the shores of the Bras d'Or Lakes, offer exceptional opportunities for accommodations and experiential tourism development.

► Capitalize on the demand for new tourism experiences

As the industry has shifted away from traditional packaged tours to meet the needs of today's visitors, new opportunities for experiential tourism operations are being developed. Businesses such as hands-on artisan studios, guided kayak tours, and period costumed interactive dinner theatres have achieved tremendous

success in recent years. Sydney's booming cruise industry offers exciting tourism excursion opportunities.

► Build boutique accommodations

Today's travellers are seeking unique accommodations that become part of their overall vacation experience. New successful boutique accommodations include an inn that features local food cuisine, an 18th century themed suite and luxury bed & breakfasts.

► Purchase existing operations

Exceptional turn-key tourism businesses including accommodations and restaurants are available for purchase. Located in anchor tourism destinations, these established businesses are ready to greet visitors and realize profits.



Top Reasons to Invest in Cape Breton

► International acclaim

Cape Breton continues to receive international acclaim, having been voted #1 Top Island Destination in the

Continental U.S. and Canada and #3 in the world by Travel + Leisure's World's Best Readers' Survey.

A growth trend

Room night sales on Cape Breton increased by 6% in 2013 and tourism indicators have been on a growth trend for the past three years. The Fortress of Louisbourg experienced a 37% increase in visitation in 2013. Cruise ship visits hit a record high in 2013 with 75 ships and 100,000+ passengers.

► World-class tourism experiences

The Cabot Trail is considered one of the world's most scenic drives. Parks Canada operates five National Historic Sites and one National Park in Cape Breton, including the Fortress of Louisbourg, Alexander Graham Bell Museum and Cape Breton Highlands National Park. Cape Breton features world-class golf, hiking and the Bras d'Or Lakes, an amazing inland saltwater sea that attracts sailors and boaters from around the world.



► Living and vibrant cultures

Cape Breton is home to one of the few living Celtic cultures outside of Europe. Our Gaelic language, music, song and dance are key to Cape Breton's identity and reinforced by cultural icons such as Natalie MacMaster and Rita MacNeil. Cape Breton is home to five Mi'kmaq First Nations communities that share culture and heritage through traditional Pow Wows and cultural experiences. Cape Breton's two Acadian regions preserve and celebrate language, music, dance and cuisine.



Key Infrastructure/ Resources

► Business support

The Atlantic Canada Opportunities Agency plays a significant enabling role in the tourism sector by providing financial and other support services. Destination Cape Breton Association offers a number of business development programs, including Advanced Market Readiness, mentoring, Tourism Technology enhancements and experiential tourism workshops. Tourism-related programs

are also offered by provincial tourism associations and cultural departments such as Tourism Atlantic and the Nova Scotia Tourism Agency.

► Industry support

Destination Cape Breton Association, Cape Breton's destination marketing organization, provides strong marketing, product development and research to support the growth of the sector. The Tourism Industry Association of Nova Scotia represents industry, enhances and supports the development of a competitive business environment and advocates on issues critical to the industry's tourism sector.

► Education support

Cape Breton University (CBU) offers a three-year Bachelor of Hospitality and Tourism Management Degree program that educates highly qualified personnel for management roles in the tourism industry. The program includes over 250 students with the majority being international students. IHG (InterContinental Hotels Group), one of the world's leading hotel companies, recently established its first

IHG Academy in Canada at CBU.

Nova Scotia Community College's Culinary Arts Program prepares students to work in the restaurant and food service industry, a key offering to our visitors.

► Air transportation infrastructure

The JA Douglas McCurdy Sydney Airport offers multiple flights per day to Halifax, with connecting flights to major North American and international destinations. The Airport also has daily direct flights from Sydney to Toronto. Port Hawkesbury Airport accommodates private and charter service to the western side of Cape Breton.

► Marine transportation infrastructure

The Sydney Marine Terminal welcomes 75+ cruise ships each year with over 100,000 passengers. Smaller cruise ships regularly visit the ports of Baddeck and Louisbourg. Marine Atlantic operates a vital ferry service that links Newfoundland to the rest of Canada. A new \$80 million investment includes the construction of a new terminal building in North Sydney.



Tourism Success Stories

Celtic Colours International Festival

Every October, Cape Breton hosts a unique celebration of music and culture. Over the years, artists from Scotland, Ireland, England, Wales, Brittany, Spain, Denmark, Norway, Germany, Cuba, the U.S. and Canada have joined the finest of Cape Breton's musicians, singers, dancers, storytellers and tradition-bearers for the annual Autumn celebration. Celtic Colours has grown to become one of Canada's premiere musical events, and a cultural highlight of Nova Scotia's tourism season, collecting accolades from regional music awards to national and international tourism awards.

Chanterelle Inn

Chanterelle Inn is a boutique country inn that has a keen focus on using local food in its dining experience. It has been named to the prestigious 500 Best Places

to Eat in Canada, Canada's national restaurant guide and was recognized as a Local Food Hero by the Restaurant Association of Nova Scotia.

Cabot Links

Cabot Links debuted at #82 on Golf Magazine's Top 100 Courses in the World in 2013. Located in the town of Inverness, Cabot Links is Canada's first and only true links golf course. Lauded as a golfer's paradise, the Rod Whitman design incorporates the rugged Nova Scotian landscape, dramatic seaside, undulating terrain and sandy soil.

Beggars Banquet

Capitalizing on its location next door to the Fortress of Louisbourg, Point of View Suites introduced "The Beggars Banquet", an 18th-century dining experience where guests dress in period costume, enjoy music and storytelling, and feast on fresh lobster and crab.



Invest in Cape Breton Today!

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