

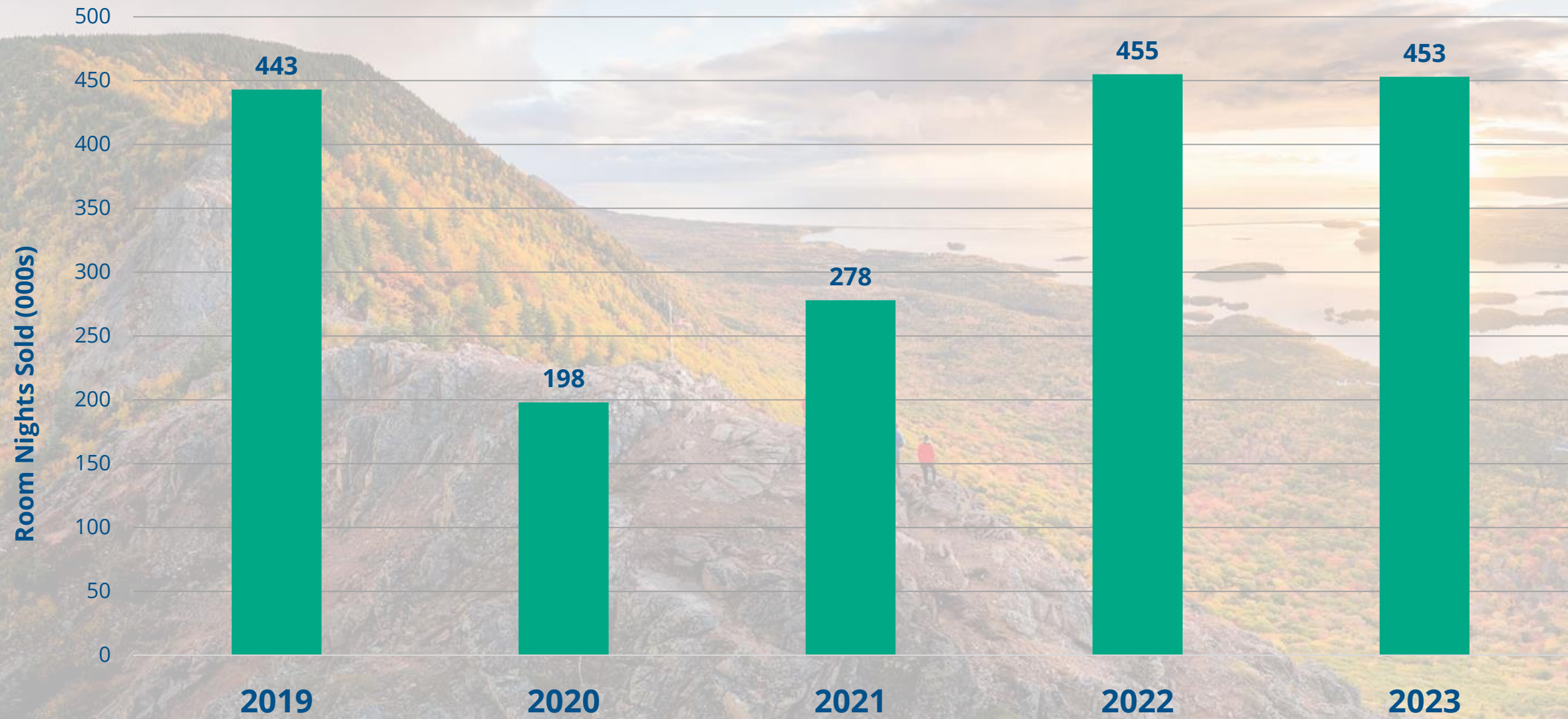
Cape Breton Island

your heart will never leave.

State of the Tourism Economy 2024

Cape Breton Island-Unama'ki Room Nights Sold

2019-23



Tourism Forecast

Strong economic headwinds from inflation and higher interest rates will continue to impact disposable incomes in 2024.

– Destination Canada

WINTER





275k website sessions
+23%



room nights sold
+3.5%

BEST MARCH EVER



SPRING



room nights sold
+3%

Cape Breton Highlands
National Park
+6%

SUMMER



ONE OF THE WORLD'S MOST
spectacular DRIVES
is so close



Cape Breton
Island

THREE TOP-100
COURSES IN THE *world*
are so close



Cape Breton
Island

ONE OF CANADA'S FAVOURITE
hiking DESTINATIONS
is so close



Cape Breton
Island

AUGUST

Short-term Rentals
+10%

Cape Breton Highlands
National Park
+10%

FALL



A scenic landscape photograph showing two hikers from behind, standing on a rocky trail. They are looking out over a vast valley with a winding river, surrounded by dense forests with vibrant autumn foliage in shades of orange, yellow, and red. In the distance, a coastline with a bay and a small island is visible under a sunset sky with warm orange and yellow hues. The hiker on the left wears a blue jacket and a grey beanie, while the hiker on the right wears a red jacket and a dark beanie.

Short-term Rentals
+1%

Cape Breton Highlands
National Park
+21%

AMAZING YEAR FOR CRUISE

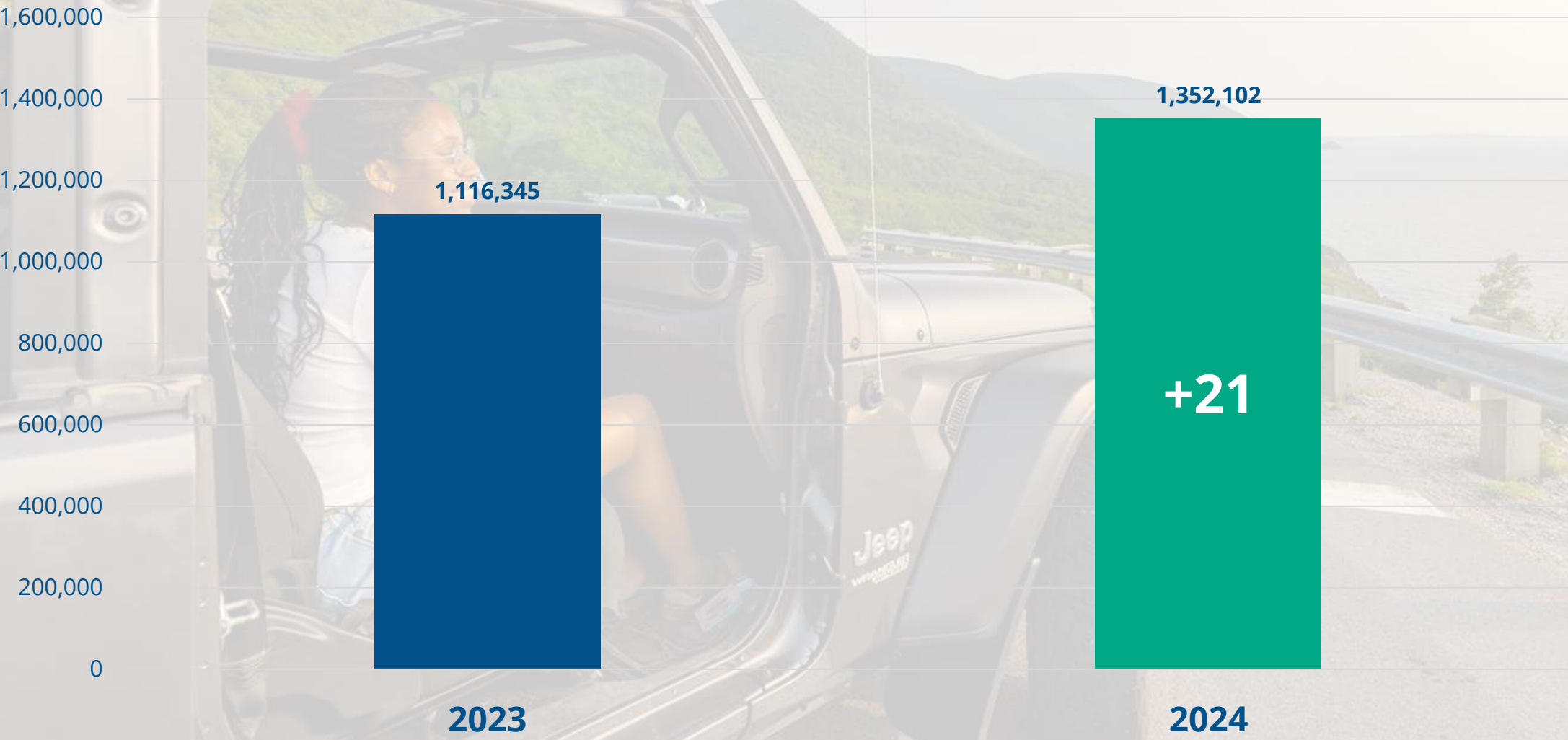


YEAR TO DATE



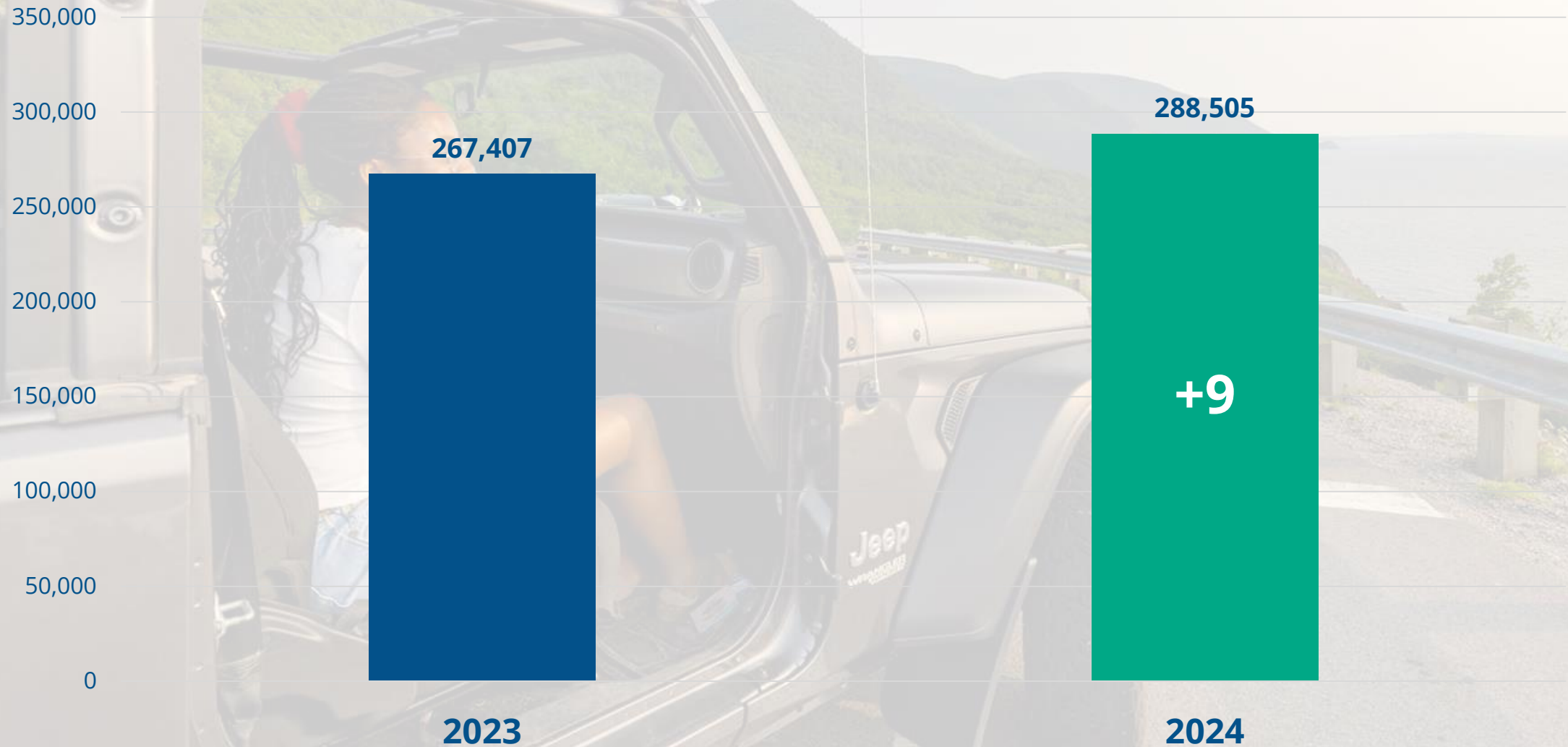
visitcapebreton.com Sessions

January 1-October 31, 2023-24



visitcapebreton.com CTOs

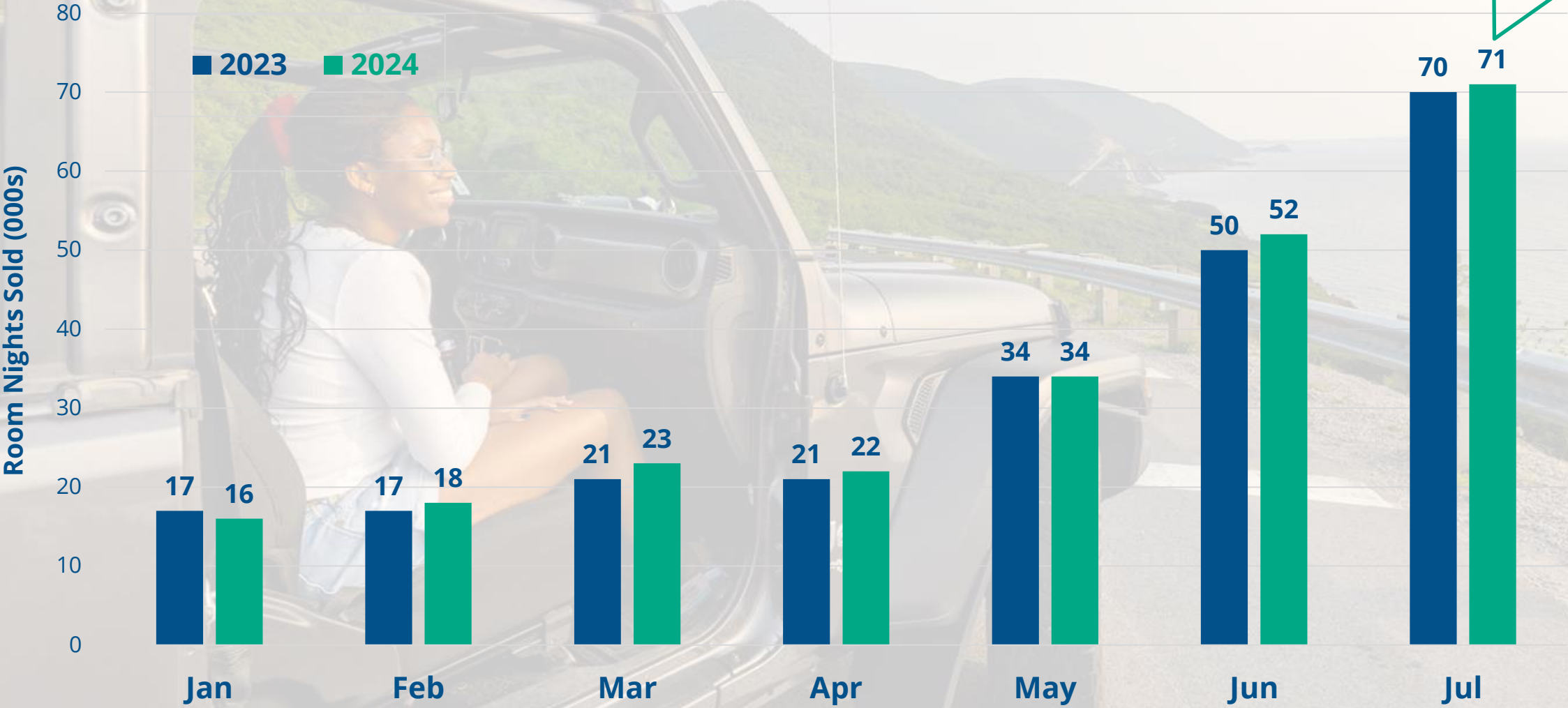
January 1-October 31, 2023-24



Room Nights Sold

2023-24

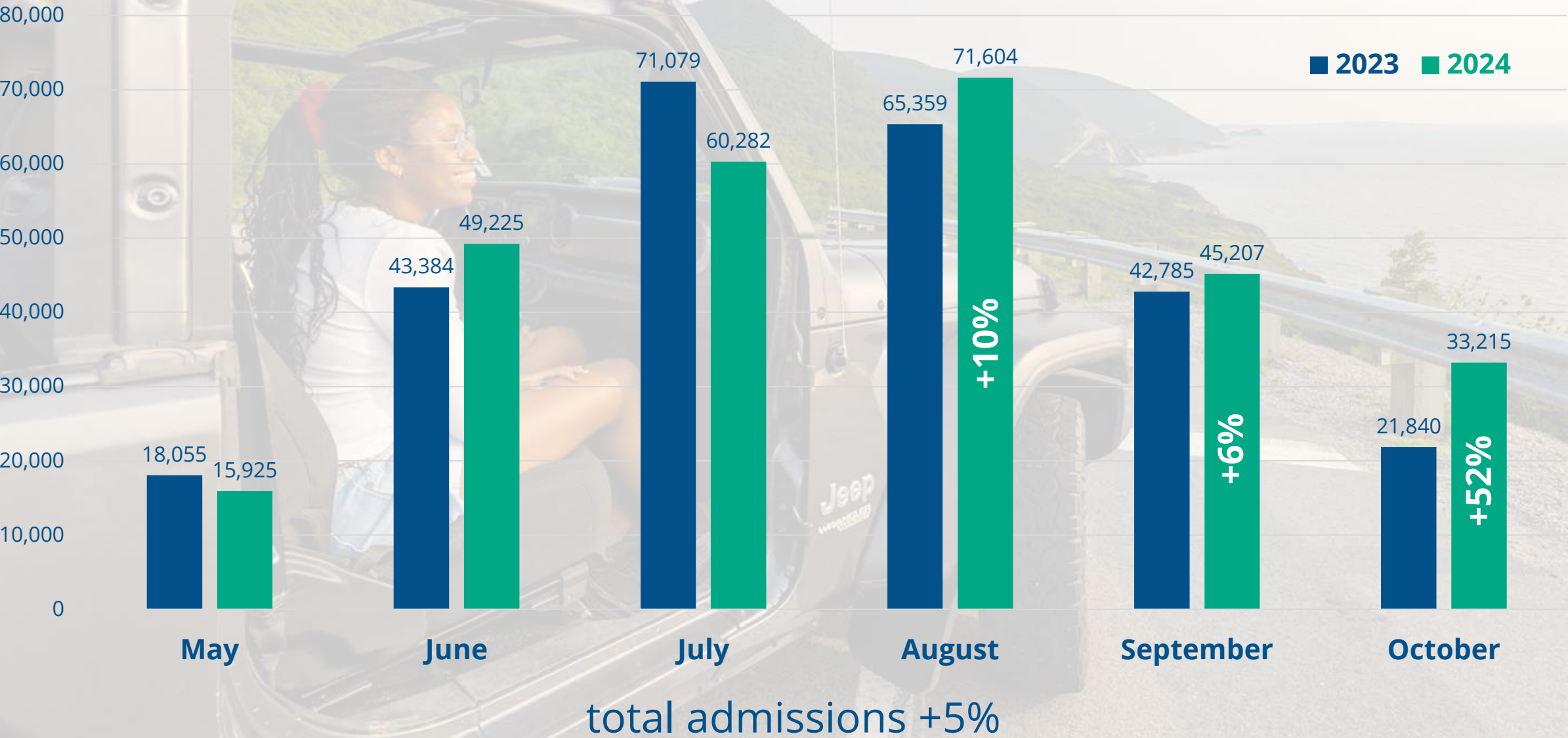
-6.5% vs 2022



room nights sold +3%

Admissions at Cape Breton Highlands National Park

2023-24



"LUMPY"



BEFORE



AFTER



A background photograph of two young women standing on a grassy cliff edge, taking a selfie with a smartphone. The woman on the left is wearing a grey crop top and a dark cap, while the woman on the right is wearing a white t-shirt and sunglasses. They are both smiling and making peace signs. In the background, there is a large body of water (a bay or fjord) surrounded by steep, forested hills under a cloudy sky.

#ELEVATE
THE CAPE

An aerial photograph of a vast mountain landscape. In the foreground, a dirt clearing on a rocky ridge is occupied by three off-road vehicles: a dark pickup truck and two smaller utility vehicles. A few people are standing nearby. The ridge is covered in dense green forest. Beyond the ridge, a deep valley opens up, revealing a winding river that snakes through the forested hills. The background consists of rolling mountain ranges under a sky filled with large, white and grey clouds.

QUESTIONS?