

# Cape Breton Island

## TOURISM MARKETING STRATEGY INFORMATION UPDATE

### Draft Cape Breton Island Tourism Plan Released to Industry for Input

The Destination Marketing Strategy, commissioned by Destination Cape Breton Association and its partners, will be released to the tourism industry for review on January 30, 2009. The draft plan entitled "Learning From Experience" provides a recommended framework for the Industry of Cape Breton Island to become more competitive within the world marketplace.

The strategy is based on the vision of the industry and offers a tactical and realistic move-forward plan to put Cape Breton Island firmly in front of visitors from around the world.

Destination Cape Breton Association encourages continued participation from all levels of government, and the partnerships of tourism operators and stakeholders, to unite and work together to support the recommendations of the Destination Marketing Strategy. The release of the plan is the first step in revitalizing the tourism industry of Cape Breton Island and DCBA is committed to realizing the full impact of its success.

#### Public Release

The public release of the Final Destination Marketing Strategy will be announced at a later time.

"Cape Breton Island delivers a unique sense of culture through its personality."

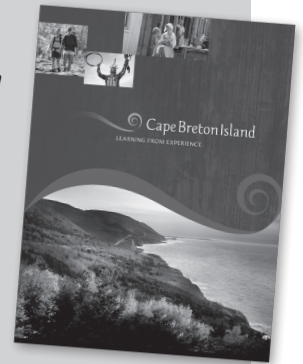
Key Informant



### Plan Highlights

The 280-page document provides the following recommendations and information:

- A Destination Management Organization will lead the initiative.
- Industry participation will be facilitated through the formation of Tourism Industry Chapters with representation from across Cape Breton Island.
- Staffing of the Destination Management Organization will include Destination Marketing, Visitor Services and Tourism Development. Staffing will also support base activities of finance, administration, communications and partnership development.
- Extensive marketing program consists of on-line marketing, traditional print and electronic advertising, the development of collateral materials, travel trade initiatives, familiarization tours, and niche marketing events and promotions.
- Partnership activities will be vital to the success of the campaign.
- Funds raised from a 2% room levy on accommodations units 10 rooms and over would be utilized to finance the implementation of the marketing initiatives.
- Branding, e-commerce, communications and evaluation strategies are included in the plan.



### Draft Report

The draft document may be found at [www.capebretontourismstrategy.com](http://www.capebretontourismstrategy.com)

#### Comments

Please provide your feedback in writing by Friday, February 20, 2009 (only written comments will be accepted).

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