



NEWS RELEASE

More opportunities to stay and play in Ingonish

Support for four Cape Breton businesses enhances year-round visitor experience



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Tourism plays a vital role in Atlantic Canada, driving local economies, creating jobs and strengthening communities. Tourism also helps preserve, promote and celebrate the region's diverse cultural heritage - fostering awareness and understanding of the many peoples who call this place home. The Government of Canada is investing to help four tourism operators in Ingonish expand their winter offerings, extending the region's tourism season.

Escape to winter in Cape Breton

Today, Jaime Battiste, Parliamentary Secretary to the Minister of Crown-Indigenous Relations and Member of Parliament for Sydney-Victoria announced a total investment of \$1,262,165 to support growing tourism in Ingonish. The announcement was made on behalf of the Honourable Gudie Hutchings, Minister of Rural Economic Development and Minister responsible for ACOA.

This investment will help [Cape Smokey](#), the [Cabot Snowmobile Club](#), Ingonish Harbour-View Chalets, and MacKinnon House Ltd. improve recreation, and accommodation options in the region, making it an even more desirable destination for visitors and helping to boost the economy all year long. Please see the attached backgrounder for more information on the businesses and projects.

Today's announcement further demonstrates the Government of Canada's commitment to supporting a diverse tourism industry in rural communities.



Quotes

"From breathtaking vistas, to vibrant culture, and the friendliest people, Ingonish is ready for you to explore all year long. And this magical region sees folks returning again and again to explore more and more. It's World Tourism Day, so make sure you plan to discover all that this incredible community has to offer."

- *The Honourable Gudie Hutchings, Minister of Rural Economic Development and Minister responsible for ACOA*

"Tourism is a powerful economic driver that supports job creation, local businesses and community growth. These projects will give visitors the fantastic outdoor experiences they seek, while filling demand for more high-quality, four-season accommodations in the area."

- *Jaime Battiste, Parliamentary Secretary to the Minister of Crown-Indigenous Relations and Member of Parliament for Sydney-Victoria*

"Victoria County Council has made trails development a strategic priority and we are excited to see this investment into a key piece of the Victoria County Trails development plan. This plan is working to connect communities and their businesses with the Highlands Trail system to improve access and user experience for all participants. Victoria County is proud to work with strong volunteer driven organizations like Cabot Snowmobile Club and recognize the unique skills and passion these clubs bring to trail development."

- *Bruce J Morrison, Warden of Victoria County*

"This new infrastructure will significantly increase our snowmaking capabilities, allowing us to produce more snow, more quickly. This will provide visitors with the certainty they need to confidently book their winter holidays here, knowing they'll be able to ski or snowboard. This will also help ensure that accommodations are fully booked and that restaurants in the area can operate smoothly. In other words, it's the spark that ignites the fire for the entire winter season."

- *Martin Kejval, CEO of Cape Smokey*

"The new trail officially connects Ingonish with the SANS Cape Breton Highlands Trail System. It establishes Ingonish as both a recreational launch point and destination for year-round tourism. The project will not only enhance the snowmobiler's experience with more awesome groomed trails and a new destination but also promote other recreation such as cross-country skiing, snowshoeing, winter wilderness camping, ATV'ing, bird watching, hiking, mountain biking, and more. The assistance to this community project is greatly appreciated!"

- *Gordon LeBlanc, Cabot Snowmobile Club Member*

"We are grateful to ACOA for supporting our small business with access to funding! Their support will allow us to realize a dream of being entrepreneurs and open luxury accommodations in our home town of Ingonish. We are excited to open, provide job opportunities, and help the community increase supply of four season accommodations."

- *Juanita Butler, Co-owner of Ingonish Harbour-View Chalets*



"I am very excited to see this development happening in this place of historical significance to myself and my family. Thanks to ACOA for helping to make this happen!"

- *Perry MacKinnon, Owner of MacKinnon House Ltd.*

Quick facts

- The Municipality of Victoria provided \$150,000 to the Cabot Snowmobile Club for trail improvements.
- [World Tourism Day \(WTD\)](#) is celebrated on September 27th to foster awareness of tourism's social, cultural, political and economic value, and the contributions the sector can make toward reaching sustainable development goals. The theme of World Tourism Day 2024 is 'Tourism and Peace'.
- The funding announced today is provided through ACOA's [Regional Economic Growth through Innovation](#) program, [Innovative Communities Fund](#) and the [Tourism Growth Program](#).

Related products

- Backgrounder: More opportunities to stay and play in Ingonish

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