

Eskasoni CULTURAL JOURNEYS

MUSIC · FOOD · FOLKLORE



OUR **ESKASONI.**


CAPE BRETON ISLAND
NOVA SCOTIA'S MASTERPIECE

Community Driven Tourism Development

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Eskasoni Cultural Journey (ECJ) Approach

- Incremental – big vision, phased approach
- Grassroots in nature – community buy-in from the start
- Focus on Elders as knowledge holders

Goat Island Long-Term Vision

Worked with Chief and Council to develop the vision and make sure it was aligned with the Eskasoni strategy for growth.



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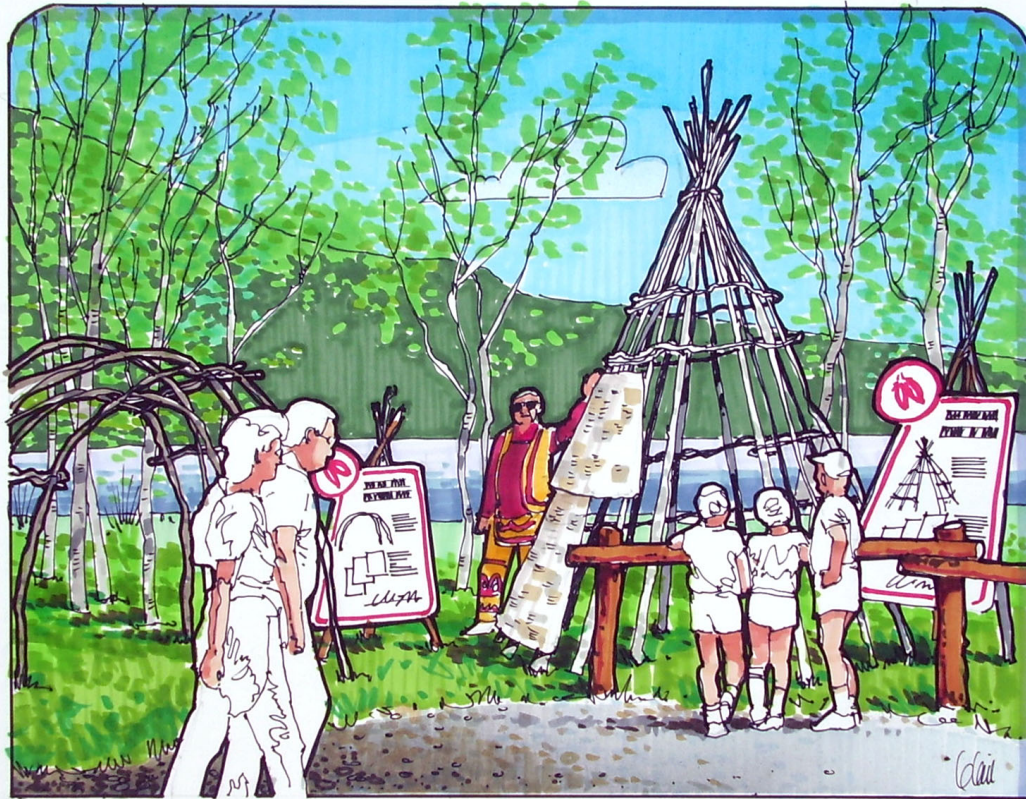
Causeway Entrance



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Demonstration Area



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Village



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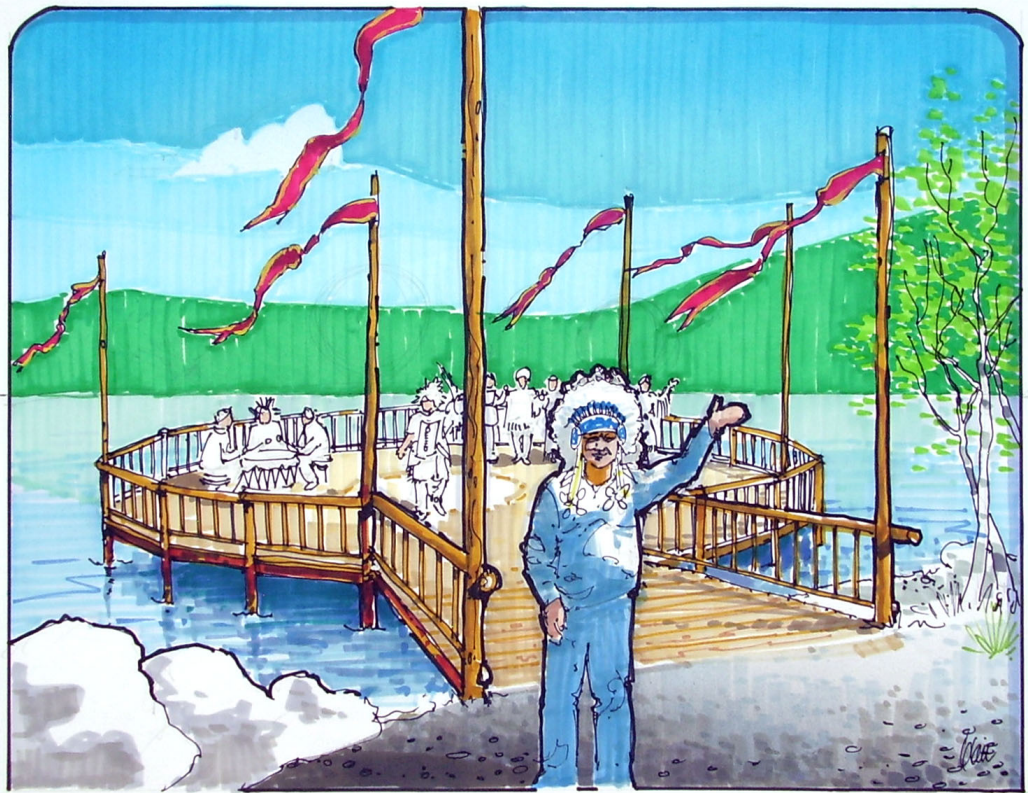
Tour Boat



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Performance Area



Seafood Restaurant



Conference Centre



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Board Room



Vision of the Leaders

The Long-Term Tourism and Culture
Vision of Eskasoni for Goat Island

*Strategic Plan for Eskasoni Economic
Development – Identified Initiatives*

#1 – Build the Foundation for Eskasoni
Economic Development

#10 – Develop an Appropriate Tourism
Offering for Eskasoni



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Abbreviated Timeline

- 1960's - Goat Island set aside for tourism development through BCR
- 1999 - Discussions on potential of Aboriginal tourism begins
- 2009 – Initial Goat Island Concept developed
- 2010 - Training of Interpreters
- 2011 - Obtained two fishing vessels through fisheries diversification program
 - prepare goat island for visitors
- 2012 - First full year of operation of Goat Island
 - Development of site (parking lot, vessels converted
- 2014 - Visitor Kiosk open
- 2015 – Attracted cruise ship tours
- 2016 - Cruise Ships, School groups, events, groups and conferences

Goat Island - Eskasoni Cultural Journeys

The Eskasoni Cultural Journeys product has been developed over a five year period.

The concept of using Goat Island as a base for cultural tourism product was the initial catalyst for the Eskasoni Cultural Journeys.



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Expected Long-term Outcomes

- Trained and Skilled Heritage Interpreters
- Employment for Eskasoni Community Members
- Tourism Knowledge and Transferable Skills
- Market Ready Programming for Visitors
- Strong Experiential Programming
- Meaningful Relationships with Partners in the Industry
- Expertise in the Tourism Industry
- Introduction to the Regional Marketplace
- Direct and Indirect Impact for the Community of Eskasoni

Business Objectives

Goat Island and Eskasoni Cultural Journeys Business Objectives:

- Develop a Sustainable Market Ready Tourism Product for Eskasoni
- Create Employment for Eskasoni Community Members
- Build the Skills and Capacity Levels of the Community Members
- Create Lasting and Profitable Relationships and Partnerships Outside of the Community; and
- Create Direct and Indirect Impact on the Community of Eskasoni

Project Completed To Date

- Training Heritage Interpreters
- Development of Tourism Partnerships
- Goat Island Trail Development
- Goat Island Entrance/Sites
- Wigwam, Sweat Lodge and Trading Post construction
- Cultural Tourism Product Development
- Signage Development
- Refurbished Eskasoni Fishing Vessels
- Regalia, Ribbon Shirts and Uniforms
- Marketing and Sales



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Partnership Development

Strategic partnerships are essential and beneficial to both partners

- Destination Cape Breton
- Unamaki Tourism
- Tourism Nova Scotia
- NS highland village
- Events/product partners
- Organizations



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Thank You

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