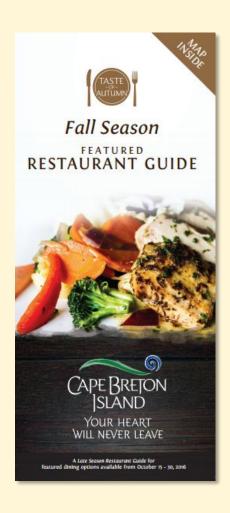
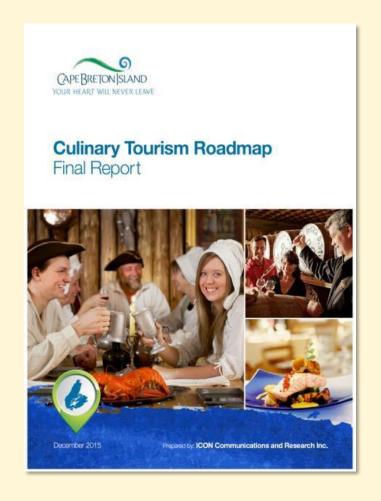


## In 2015...

"We saw [posts] promoting the Highlands and encouraging people to take advantage of the leaves while they still last. Regrettably for the hapless visitors, the leaves last longer than the food."

## In 2016...





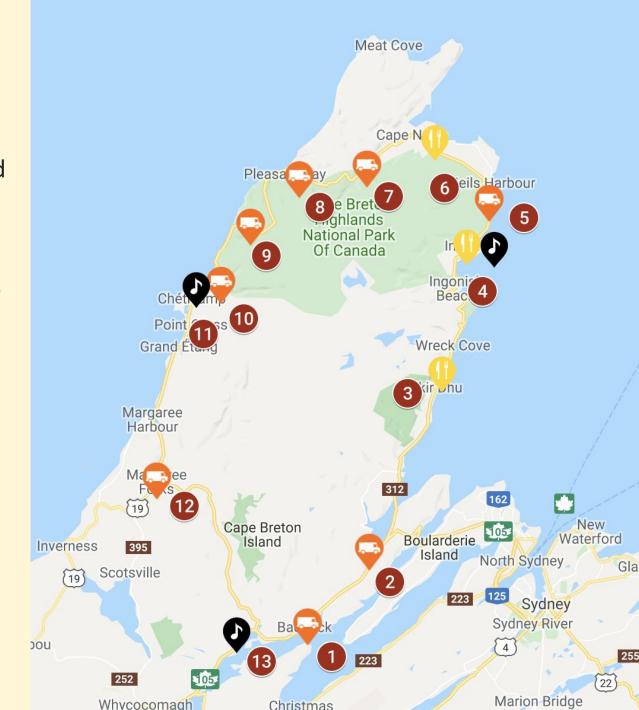
## In 2019...

Canadian Experiences Fund

Partnership:
Pan Cape Breton Food Hub
Parks Canada
Destination Cape Breton

12 vendors

Hike, Eat, Repeat









## **Preliminary Results**

Happy visitors

Happy food vendors

Lessons learned

Growth potential for season extension



"Spent my weekend eating through the <u>@cabottrailfoodtruckrally</u> and I couldn't have been happier!"