



CAPE BRETON
CENTRE FOR
CRAFT & DESIGN

TOURISM INNOVATORS SUMMIT 2019



Cape Breton Centre for Craft & Design



Craft Tourism Marketing



- Cape Breton Centre for Craft & Design's tourism marketing is four-fold:
 - Gallery Shop
 - Courses and Workshops
 - Craft Incubators
 - Craft Experiences and Artisan Studios

Experiential Tourism and the Craft Industry

- The Centre works to grow craft experiences on Cape Breton Island
- We promote artisan studios and galleries that feature workshops and events that visitors can participate in
- Visitors want to go beyond spectating - they want to be immersed in culture



Innovating for Future Growth

- ❑ Craft Year 2020 – Canadian Crafts Federation
- ❑ Cape Breton Craft Week – Spring 2020



2020
craft YEAR
ANNÉE DES
métiers d'art

Questions? Thank you!

