



Seawall Trail

@seawalltrail

#seawalltrail



SEAWALL TRAIL

Cape Breton Island, Nova Scotia (50 - 100 km)



THE TRAIL

- ▶ Three to Five Days (>50 km)
- ▶ Expanding Existing Trails
- ▶ Coastal Experience
- ▶ Single Use (hiking)
- ▶ Three Entry Points
- ▶ Hut to Hut
- ▶ Winter
- ▶ Recurring Revenue Model





Seawall Trail

CAPE BRETON, NOVA SCOTIA

Kilometers 0 1 2 3 4 5 6

Legend

Proposed Trail		Proposed Trail: Not Shown	
Trails		Highways	
Other Roads			

Version 1.0



WARNING: This map represents a trail proposal only. No trail currently exists in this area.



Blair Cove

Bay St. Lawrence

Deception

White Point

Prescott Bay

Cape Breton Highlands National



BENEFITS

- ▶ Adventure Tourism Anchor Property
- ▶ New Businesses
- ▶ Training and Research
- ▶ Traditional Activities
- ▶ Complements Existing Products
- ▶ Brand Recognition and Identity
- ▶ Validation of Protected Areas Strategy
- ▶ The Stories



THE OVERLAND TRACK

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For the Year 2012-2013

- Number of Hikers
 - 8000
- Tourism Expenditure
 - \$ 16.4 million
- Jobs Created
 - 85 full-time
(conservative)
- Income
 - \$1.3 million



THE SEAWALL TRAIL

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For the Year 2023

- Number of Hikers
 - 2000
- Tourism Expenditure
 - \$ 4.1 million
- Jobs Created
 - 21 full-time
(conservative)
- Income
 - \$325 000



SLIDE SHOW



Meat Cove



Cape St. Lawrence



Lowland Cove



Sailor Brook



Nasty Scrub and Tuckamore



Above Malcolm's Brook



Blair River Valley



Open Spaces



Pollett's Cove



Pollett's Cove River Valley



Seawall Trail

CAPE BRETON, NOVA SCOTIA

Kilometers 0 1 2 3 4 5 6

Legend

Proposed Trail		Proposed Trail: Not Shown	
Trail Closed		Household	
Other Roads			

Version 1.0



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QUESTIONS / FEEDBACK

Cape Breton Highlands National