

Compelling Tourism Communities Initiative

BAY OF FUNDY & ANNAPOLIS VALLEY

2022-23 Regional Results For Programs Under the
Compelling Tourism Communities Initiative

27

COMMUNITIES SUPPORTED

Supported 27 communities through tourism development, marketing, research and digital adoption programs.

6

VIDEOS PRODUCED

Bay of Fundy & Annapolis Valley region was featured in six content videos.

5

FALL & WINTER DIGITAL ADVERTISING CAMPAIGNS

Bay of Fundy & Annapolis Valley was featured in five digital advertising campaigns.

4

TRAVEL MEDIA

Bay of Fundy & Annapolis Valley region was featured in four travel media road trip itineraries.

\$140K

DIGITAL MARKETING & CONTENT CREATION

\$140,000 was provided to four Bay of Fundy & Annapolis Valley regions to capture photos and videos, and promote the region online.

\$36K

COMMUNITY VISITOR INFORMATION CENTRES

Additional Funding provided to 14 community VICs to enhance visitor services.

5

RESEARCH PARTNERSHIPS

Five partners from Bay of Fundy participated in the Voice of the Visitor Survey Program to gain a better understanding of what motivates people to visit.

1

EMERGING WINTER DESTINATION PILOT PROGRAM

Windsor Township Business Association strengthened the profile of Windsor by creating dozens of photos, influencer stories and a tourism action plan.

\$52K

TOURISM DIGITAL ASSISTANCE PROGRAM—COMMUNITIES

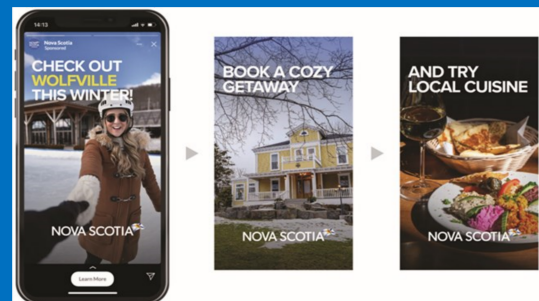
Six Bay of Fundy & Annapolis Valley organizations received support to improve their digital marketing.



BAY OF FUNDY & ANNAPOLIS VALLEY FALL
DIGITAL AD



BAY OF FUNDY & ANNAPOLIS VALLEY
WINTER DIGITAL AD



Access videos through our digital library: <https://novascotia.barberstock.com/collection/novascotia/bay-of-fundy-and-annapolis-valley-ctc-report>