

Compelling Tourism Communities Initiative

CAPE BRETON ISLAND

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

16

COMMUNITIES SUPPORTED

Supported 16 communities through tourism development, marketing, research and digital adoption programs.

9

VIDEOS PRODUCED

Cape Breton Island was featured in nine content videos.

4

FALL & WINTER DIGITAL ADVERTISING CAMPAIGNS

Cape Breton Island was featured in four digital campaigns.

3

TRAVEL MEDIA

Cape Breton Island was featured in three road trip itineraries for media travel.

\$45K

DIGITAL MARKETING & CONTENT CREATION

Parks Canada Cape Breton Field Unit received \$45,000 to capture photos and videos, and promote the region online.

1

EMERGING WINTER DESINATION PILOT PROGRAM

Municipality of Victoria County strengthened the profile of Ingonish by creating dozens of photos, influencer stories and a tourism action plan.

\$17K

COMMUNITY VISITOR INFORMATION CENTRES

Additional funding provided to seven community VICs, such as Cheticamp and Margaree to enhance visitor services.

1

RESEARCH PARTNERSHIPS

One partner from Cape Breton participated in the Voice of the Visitor Survey Program to gain a better understanding of what motivates people to visit.

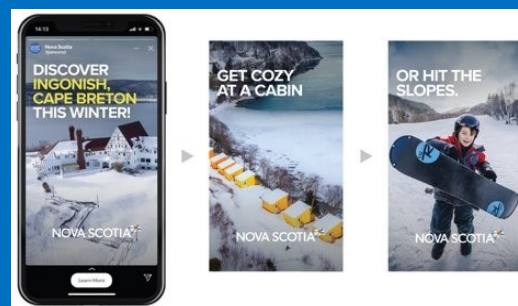
\$45K

TOURISM DIGITAL ASSISTANCE PROGRAM—COMMUNITIES

Mabou & District Community Development Association, Cape Breton Music Industry Cooperative, Fortress of Louisbourg Association received support to improve their digital marketing.



CAPE BRETON ISLAND WINTER DIGITAL AD



Access videos through our digital library:
<https://novascotia.barberstock.com/collection/novascotia/cape-breton-ctc-report>