

Compelling Tourism Communities Initiative

EASTERN SHORE

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

10

COMMUNITIES SUPPORTED

Supported 10 communities through tourism development, marketing, research and digital adoption programs.

3

VIDEOS PRODUCED

Eastern Shore region was featured in three content videos.

5

FALL & WINTER DIGITAL ADVERTISING CAMPAIGNS

Eastern Shore was featured five digital advertising campaigns.

1

TRAVEL MEDIA

Eastern Shore region was featured in one travel media road trip itinerary.

\$2K

COMMUNITY VISITOR INFORMATION CENTRES

Additional funding to four community VICs, such as Mulgrave and Sherbrooke, to enhance visitor servicing.

3

RESEARCH PARTNERSHIPS

Three partners from Eastern Shore 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

Sheet Harbour Chamber of Commerce strengthened the profile of Sheet Harbour and created dozens of photos, influencer stories and a tourism action plan.

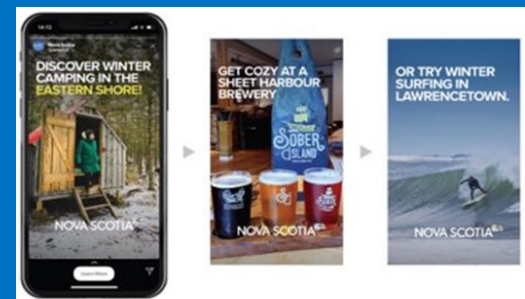
\$30K

TOURISM DIGITAL ASSISTANCE PROGRAM—COMMUNITIES

Municipality of the District of Guysborough/Tourism Guysborough Association, and Destination Eastern Shore and Northumberland Shores received support to improve their digital marketing.



EASTERN SHORE WINTER DIGITAL ADS



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