

Compelling Tourism Communities Initiative

HALIFAX

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

5

COMMUNITIES SUPPORTED

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

7

VIDEOS PRODUCED

Halifax was featured in seven content videos in partnership with Discover Halifax.

6

FALL & WINTER DIGITAL ADVERTISING CAMPAIGNS

Halifax was featured in six digital advertising campaigns.

1

TRAVEL MEDIA

Halifax Peninsula was featured in one travel media road trip itinerary.

\$55K

DIGITAL MARKETING & CONTENT CREATION

Taste Nova Scotia received \$55,000 to capture photos and videos, and promote the region online.

\$7K

COMMUNITY VISITOR INFORMATION CENTRES

An additional \$7,000 was provided to Tourism Industry Association of Nova Scotia to manage and support 29 community visitor centres.

4

RESEARCH PARTNERSHIPS

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

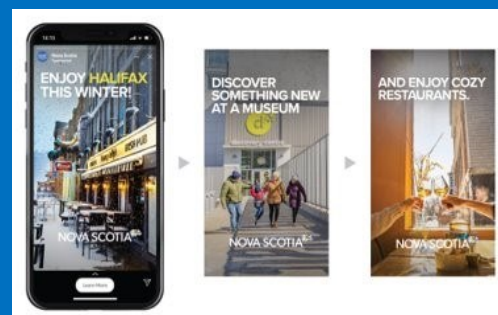
\$15K

TOURISM DIGITAL ASSISTANCE PROGRAM—COMMUNITIES

Eastern Passage and Area Business Association received \$15,000 to improve their digital marketing.



HALIFAX WINTER DIGITAL ADS



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