

Compelling Tourism Communities Initiative

# NORTHUMBERLAND SHORE

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

13

#### COMMUNITIES SUPPORTED

Supported 13 communities through tourism development, marketing, research and digital adoption programs.

6

#### VIDEOS PRODUCED

Northumberland Shore was featured in six content videos.

4

#### FALL & WINTER DIGITAL ADVERTISING CAMPAIGNS

Northumberland Shore was featured in four digital advertising campaigns.

3

#### TRAVEL MEDIA

Northumberland Shore was featured in three travel media road trip itineraries

\$40K

#### DIGITAL MARKETING & CONTENT CREATION

Antigonish Tourism Association received \$40,000 to capture photos and videos, and promote the region online.

\$20K

#### COMMUNITY VISITOR INFORMATION CENTRES

Additional funding was provided to five community VICs to enhance visitor servicing along with incremental regional visitor servicing support.

4

#### RESEARCH PARTNERSHIPS

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

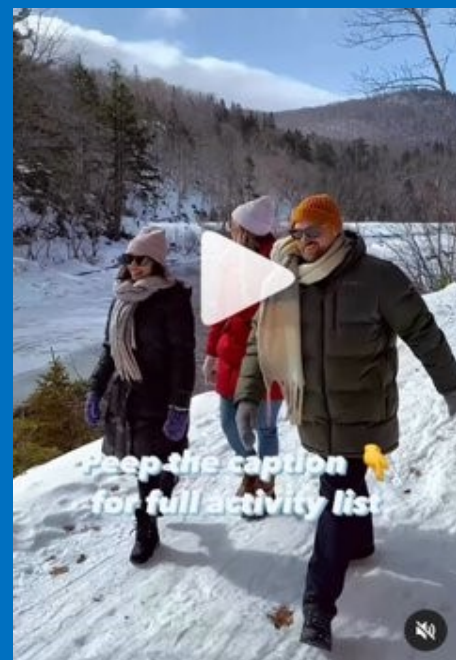
\$52K

#### TOURISM DIGITAL ASSISTANCE PROGRAM—COMMUNITIES

Discover the Strait, Town of Pictou, Antigonish Tourism Association and Digital Days—Antigonish received support to improve their digital marketing.



#### NORTHUMBERLAND SHORE WINTER DIGITAL AD



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