

## Compelling Tourism Communities Initiative

# SOUTH SHORE

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

18

### COMMUNITIES SUPPORTED

Supported 18 communities through tourism development, marketing, research and digital adoption programs.

6

### VIDEOS PRODUCED

South Shore was featured in six in content videos.

4

### FALL & WINTER DIGITAL ADVERTISING CAMPAIGNS

South Shore was featured in four digital advertising campaigns.

2

### TRAVEL MEDIA

South Shore was featured in two travel media road trip itineraries.

\$40K

### DIGITAL MARKETING & CONTENT CREATION

Municipality of Chester received \$40,000 to capture photos and videos, and promote the region online.

\$16K

### COMMUNITY VISITOR INFORMATION CENTRES

Additional funding provided to 11 community VICs, such as Blockhouse and Chester to enhance visitor services.

2

### RESEARCH PARTNERSHIPS

Two partners from South 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

Region of Queens Municipality strengthened the profile of Liverpool by creating dozens of photos, influencer stories and a tourism action plan.

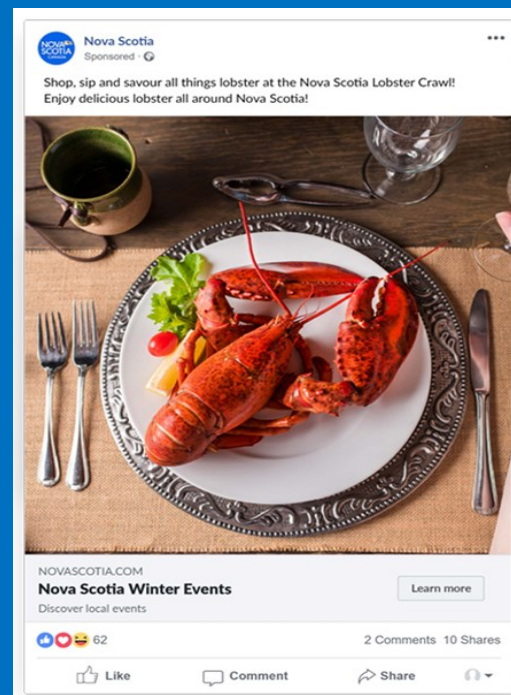
\$55K

### TOURISM DIGITAL ASSISTANCE PROGRAM—COMMUNITIES

South Shore Tourism Cooperative, Town of Lunenburg and Digital Days—Bridgewater received support to improve their digital marketing.



## SOUTH SHORE WINTER DIGITAL AD



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