

Compelling Tourism Communities Initiative

YARMOUTH & ACADIAN SHORES

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



7

COMMUNITIES SUPPORTED

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

5

VIDEOS PRODUCED

Yarmouth & Acadian Shores was featured in five content videos.

2

FALL & WINTER DIGITAL ADVERTISING CAMPAIGNS

Yarmouth & Acadian Shores was featured in two digital advertising campaigns.

2

TRAVEL MEDIA

Yarmouth & Acadian Shores was featured in two travel media road trip itineraries.

\$40K

DIGITAL MARKETING & CONTENT CREATION

Le Conseil de développement économique de la Nouvelle-Écosse received \$40,000 to capture photos and videos, and promote the region online.

1

COMMUNITY VISITOR INFORMATION CENTRES

Additional funding was provided to the Community VIC in Clare to enhance visitor servicing.

1

RESEARCH PARTNERSHIPS

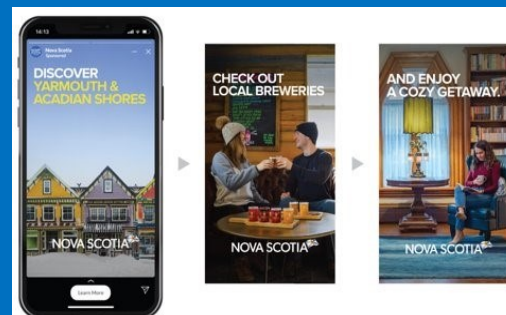
One partner from Yarmouth & Acadian Shores participated in the Voice of the Visitor Survey Program to gain a better understanding of what motivates people to visit.

\$15K

TOURISM DIGITAL ASSISTANCE PROGRAM—

COMMUNITIES Yarmouth & Acadian Shores Tourism Association received \$15,000 to improve their digital marketing.

YARMOUTH & ACADIAN SHORES WINTER DIGITAL ADS



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