

Compelling Tourism Communities Initiative

BAY OF FUNDY & ANNAPOLIS VALLEY

2023-24 Regional Results For Programs Under the
Compelling Tourism Communities Initiative

42

COMMUNITIES SUPPORTED

Supported 42 communities through tourism development, marketing, research and digital adoption programs in Bay of Fundy & Annapolis Valley.

6

COMMUNITY CONTENT DEVELOPMENT

Six partners were featured in content videos to promote theatres, summer events, and food and winter festivals.

10

COMMUNITY ADVERTISING PROGRAM

10 partners were featured in digital advertising campaigns including the theatre sector, Town of Annapolis Royal, Windsor and Digby, Village of Bear River and the region as a whole.

6

TRAVEL MEDIA PRESS TOURS

Bay of Fundy & Annapolis Valley was featured in six travel media press trips.

11

TOURISM DIGITAL ASSISTANCE PROGRAM—COMMUNITIES

11 partners participated in the program to enhance their digital marketing efforts that represented various sectors and the region as a whole.

2

EMERGING DESTINATIONS

With Town of Truro and Village of Bear River, created 160 images of 28 businesses and attractions, grew tourism capacity and online profiles, and developed tourism action plans.

18

COMMUNITY VISITOR INFORMATION CENTRES

18 partners received funding to enhance visitor servicing and incremental visitor services support.

17

DIGITAL DAYS WORKSHOP

Tourism Nova Scotia partnered with Digital Nova Scotia to host interactive workshops in Greenwich and Joggins, supporting 17 operators in exploring the latest digital technologies.



BAY OF FUNDY & ANNAPOLIS VALLEY WINTER CAMPAIGN



Access videos through our digital library: <https://novascotia.barberstock.com/collection/novascotia/bay-of-fundy-and-annapolis-valley-ctc-report>