

Compelling Tourism Communities Initiative

# CAPE BRETON ISLAND

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

20

### COMMUNITIES SUPPORTED

Supported 20 partners through tourism development, marketing, research and digital adoption programs in Cape Breton Island.

4

### COMMUNITY CONTENT DEVELOPMENT

Four partners were featured in content videos to promote historical landmarks, craft events, theatres and winter festivals.

4

### COMMUNITY ADVERTISING PROGRAM

Four partners were featured in digital advertising campaigns including the restaurant sector, Fortress of Louisbourg Association and the region as a whole.

2

### TRAVEL MEDIA PRESS TOURS

Cape Breton Centre for Craft & Design and Fortress of Louisbourg Association were featured in travel media press trips.

10

### TOURISM DIGITAL ASSISTANCE PROGRAM—COMMUNITIES

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

1

### EMERGING DESTINATIONS

With Baddeck Area Business & Tourism Association, created 51 images of eight businesses and attractions, grew tourism capacity and online profiles, and developed tourism action plans.

8

### COMMUNITY VISITOR INFORMATION CENTRES

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

14

### DIGITAL DAYS WORKSHOP

Tourism Nova Scotia partnered with Digital Nova Scotia to host an interactive workshop in Membertou, supporting 14 operators in exploring the latest digital technologies.



## CAPE BRETON ISLAND FALL CAMPAIGN



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