

EASTERN SHORE

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

8

COMMUNITIES SUPPORTED

Supported eight communities through tourism development, marketing, research and digital adoption programs in Eastern Shore.

2

COMMUNITY CONTENT DEVELOPMENT

Two partners were featured in content videos to promote theatres and the region as a whole.

3

COMMUNITY ADVERTISING PROGRAM

Three partners were featured in digital advertising campaigns including the restaurant sector, community of Sheet Harbour and the region as a whole.

7

TOURISM DIGITAL ASSISTANCE PROGRAM—COMMUNITIES

Seven 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 Musquodoboit Harbour and Area Chamber of Commerce, created 47 images of 12 businesses and attractions, grew tourism capacity and online profiles, and developed tourism action plans.

4

COMMUNITY VISITOR INFORMATION CENTRES

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



EASTERN SHORE FALL CAMPAIGN



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