

Compelling Tourism Communities Initiative

EASTERN SHORE

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



COMMUNITIES SUPPORTED

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



COMMUNITY CONTENT DEVELOPMENT

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



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.



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.



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.

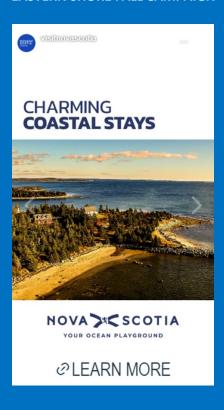


COMMUNITY VISITOR INFORMATION CENTRES

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/eastern-shore-ctc-report