

## Compelling Tourism Communities Initiative

# HALIFAX

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

10

### COMMUNITIES SUPPORTED

Supported 10 communities through tourism development, marketing, research and digital adoption programs in Halifax Regional Municipality.

3

### COMMUNITY CONTENT DEVELOPMENT

Three partners were featured in content videos to promote theatres, Downtown Dartmouth and winter festivals.

6

### COMMUNITY ADVERTISING PROGRAM

Six partners were featured in digital advertising campaigns including the restaurant sector, Cities of Halifax and Dartmouth, and the region as a whole.

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### TRAVEL MEDIA PRESS TOURS

Halifax Regional Municipality was featured in four travel media press trips.

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.

13

### DIGITAL DAYS WORKSHOP

Tourism Nova Scotia partnered with Digital Nova Scotia to host an interactive workshop in Dartmouth, supporting 13 operators in exploring the latest digital technologies.



### HALIFAX FALL CAMPAIGN



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