

Compelling Tourism Communities Initiative

NORTHUMBERLAND SHORE

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



17

COMMUNITIES SUPPORTED

Supported 17 communities through tourism development, marketing, research and digital adoption programs in Northumberland Shore.

4

COMMUNITY CONTENT DEVELOPMENT

Four partners were featured in content videos to promote Town of New Glasgow, theatres, food festivals and the region as a whole.

3

COMMUNITY ADVERTISING PROGRAM

Three partners were featured in digital advertising campaigns including the theatre sector, Towns of Antigonish, New Glasgow and Pictou, and the region as a whole.

4

TRAVEL MEDIA PRESS TOURS

Northumberland Shore was featured in four travel media press trips.

5

TOURISM DIGITAL ASSISTANCE PROGRAM—COMMUNITIES

Five 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 Town of Amherst, created 30 images of nine businesses and attractions, grew tourism capacity and online profiles, and developed tourism action plans.

5

COMMUNITY VISITOR INFORMATION CENTRES

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

NORTHUMBERLAND SHORE WINTER CAMPAIGN



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