

Compelling Tourism Communities Initiative

SOUTH SHORE

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

23

COMMUNITIES SUPPORTED

Supported 23 communities through tourism development, marketing, research and digital adoption programs in South Shore.

2

COMMUNITY CONTENT DEVELOPMENT

Two community festivals were featured in content videos to promote culture, music and food festivals.

8

COMMUNITY ADVERTISING PROGRAM

Eight partners were featured in digital advertising campaigns including the restaurant sector, Municipality of Barrington and Queens, Town of Lunenburg, Village of Chester and the region as a whole.

5

TRAVEL MEDIA PRESS TOURS

South Shore was featured in five 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.

1

EMERGING DESTINATIONS

With Municipality of the District of Lunenburg, created 45 images of 11 businesses and attractions, grew tourism capacity and online profiles, and developed tourism action plans.

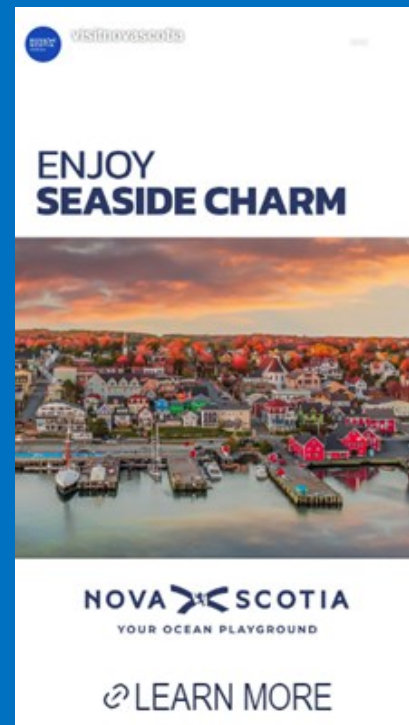
9

COMMUNITY VISITOR INFORMATION CENTRES

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



SOUTH SHORE FALL CAMPAIGN



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