

Compelling Tourism Communities Initiative

YARMOUTH & ACADIAN SHORES

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



3

COMMUNITIES SUPPORTED

Supported three communities through tourism development, marketing, research and digital adoption programs in Yarmouth & Acadian Shores.

1

COMMUNITY CONTENT DEVELOPMENT

One partner was featured in a content video to promote the Yarmouth Seafest Festival.

4

COMMUNITY ADVERTISING PROGRAM

Four partners were featured in digital advertising campaigns including the restaurant sector, Yarmouth & Acadian Shores Tourism Association and the region as a whole.

6

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

COMMUNITY VISITOR INFORMATION CENTRES

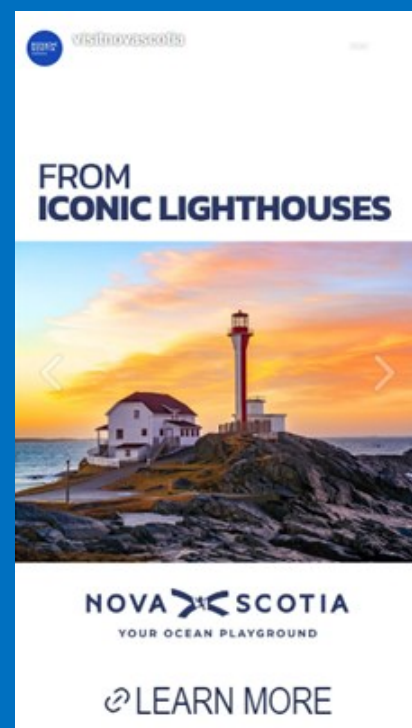
Yarmouth & Acadian Shores Tourism Association received funding to enhance visitor servicing and incremental visitor services support.

14

DIGITAL DAYS WORKSHOP

Tourism Nova Scotia partnered with Digital Nova Scotia to host an interactive workshop in Yarmouth, supporting 14 operators in exploring the latest digital technologies.

YARMOUTH & ACADIAN SHORES FALL CAMPAIGN



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