

BAY OF FUNDY & ANNAPOLIS VALLEY

2024-25 Regional Results for Programs Under the Compelling Tourism Communities Initiative

42 COMMUNITIES SUPPORTED

Forty-two communities were supported through tourism development, marketing, research, and digital adoption programs.

3 CONTENT DEVELOPMENT

The Municipality of Cumberland County, the Town of Truro, and the Municipality of the County of Annapolis created high-quality photos and videos promoting their attractions and seasonal events.

31 DIGITAL ADVERTISING

Thirty-one communities were featured in digital advertising campaigns promoting their local businesses, including those in the restaurant and arts sectors, as well as the broader region.

7 FILM TOURISM

Seven locations, attractions, and cultural sites featured in film productions were showcased in advertising campaigns to inspire visitors to explore the communities and immerse themselves in the stories brought to life on screen.

22 TRAVEL MEDIA

Twenty-two communities were featured in media articles by travel influencers, showcasing local businesses, experiences, and attractions.

7 TOURISM DIGITAL ASSISTANCE PROGRAM—COMMUNITIES

Seven partners received support to improve their digital capacity to promote communities more effectively to travellers.

2 EMERGING DESTINATIONS

The Municipality of Cumberland and Hall's Harbour Community Development Association captured 147 new images of their most compelling businesses and attractions, enhanced their community's online presence, and developed a tourism action plan to leverage opportunities.

16 VISITOR SERVICES

Sixteen communities received additional support for community-led visitor information centres that promote local tourism.

Access regional content and program details:

Videos: <https://novascotia.barberstock.com/collection/novascotia/bay-of-fundy-and-annapolis-valley-ctc-report>

Photos: https://novascotia.barberstock.com/collection/novascotia/emerging-destinations_bof_202425

Learn more about the Compelling Tourism (CTC) Communities Initiative: <https://tourismns.ca/compelling-tourism-communities-initiative>



BAY OF FUNDY & ANNAPOLIS VALLEY FALL CAMPAIGN



Nova Scotia
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Catch fall colours, walk the ocean floor, visit local wineries, & more in the Bay of Fundy & Annapolis Valley.



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IN THE BAY OF FUNDY AND
ANNAPOLIS VALLEY**

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