

CAPE BRETON ISLAND

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



CAPE BRETON ISLAND FALL CAMPAIGN

Nova Scotia
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Cape Breton's got it all this fall: pops of colour, scenic drives, breathtaking views, and the freshest seafood imaginable.

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THROUGH FALL COLOURS
IN CAPE BRETON**

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 Ride through Cape Breton

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COMMUNITIES SUPPORTED

19 Nineteen communities were supported through tourism development, marketing, research, and digital adoption programs.

CONTENT DEVELOPMENT

2 Two partners created high-quality photos and videos promoting their attractions and seasonal events.

DIGITAL ADVERTISING

13 Thirteen 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.

EXPORT TRAVEL TRADE

6 Six partners received support to participate in travel marketplaces and expand national and international sales.

FILM TOURISM

5 Five 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.

TRAVEL MEDIA

9 Nine communities were featured in media articles by travel influencers, showcasing local businesses, experiences, and attractions.

TOURISM DIGITAL ASSISTANCE PROGRAM—COMMUNITIES

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

EMERGING DESTINATIONS

1 Central Cape Breton Community Ventures Inc. captured 46 new images of Iona and area's most compelling businesses and attractions, enhanced their community's online presence, and developed a tourism action plan to leverage opportunities.

VISITOR SERVICES

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

DIGITAL DAYS

15 Fifteen tourism operators participated in an interactive workshop at the Inverary Resort in Baddeck, exploring the latest technologies in partnership with Digital Nova Scotia.

Access regional content and program details:

Videos: <https://novascotia.barberstock.com/collection/novascotia/cape-breton-ctc-report>

Photos: https://novascotia.barberstock.com/collection/emerging-destinations_ cape-breton_202425

Learn more about the Compelling Tourism (CTC) Communities Initiative:

<https://tourismns.ca/compelling-tourism-communities-initiative>