

EASTERN SHORE

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

- 20 COMMUNITIES SUPPORTED**
Twenty communities were supported through tourism development, marketing, research, and digital adoption programs.
- 1 CONTENT DEVELOPMENT**
The Guysborough District Business Partnership created high-quality photos and videos promoting their attractions and trails.
- 19 DIGITAL ADVERTISING**
Nineteen 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.
- 1 EXPORT TRAVEL TRADE**
The Liscombe Lodge Resort & Conference Centre received support to participate in travel marketplaces and expand national and international sales.
- 4 FILM TOURISM**
Four 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.
- 12 TRAVEL MEDIA**
Twelve communities were featured in media articles by travel influencers, showcasing local businesses, experiences, and attractions.
- 2 TOURISM DIGITAL ASSISTANCE PROGRAM—COMMUNITIES**
Cycling Nova Scotia and the Strait Area Chamber of Commerce received support to improve their digital capacity to promote communities more effectively to travellers.
- 6 VISITOR SERVICES**
Six 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/eastern-shore-ctc-report>

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

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



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