

HALIFAX METRO

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

- 10 COMMUNITIES SUPPORTED**
Ten communities were supported through tourism development, marketing, research, and digital adoption programs.
- 3 CONTENT DEVELOPMENT**
Three partners created high-quality photos and videos promoting their cultural projects and seasonal events.
- 4 DIGITAL ADVERTISING**
Four 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.
- 5 EXPORT TRAVEL TRADE**
Atlantic Tours Limited, Canadvac Travel Services, the Royal Nova Scotia International Tattoo, Ambassatours Gray Line, and TayMac Tours Limited 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.
- 6 TRAVEL MEDIA**
Halifax, Eastern Passage, Ferguson's Cove, Fisherman's Cove, Dartmouth, and Sambro Island were featured in media articles by travel influencers, showcasing local businesses, experiences, and attractions.
- 2 TOURISM DIGITAL ASSISTANCE PROGRAM—COMMUNITIES**
The Halifax Pride Society and Cycling Nova Scotia received support to improve their digital capacity to promote communities more effectively to travellers.
- 17 DIGITAL DAYS**
Seventeen tourism operators participated in an interactive workshop at the Black Cultural Centre for Nova Scotia in Cherry Brook, exploring the latest technologies in partnership with Digital Nova Scotia.

Access regional content and program details:

<https://novascotia.barberstock.com/collection/novascotia/halifax-ctc-report>

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

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



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