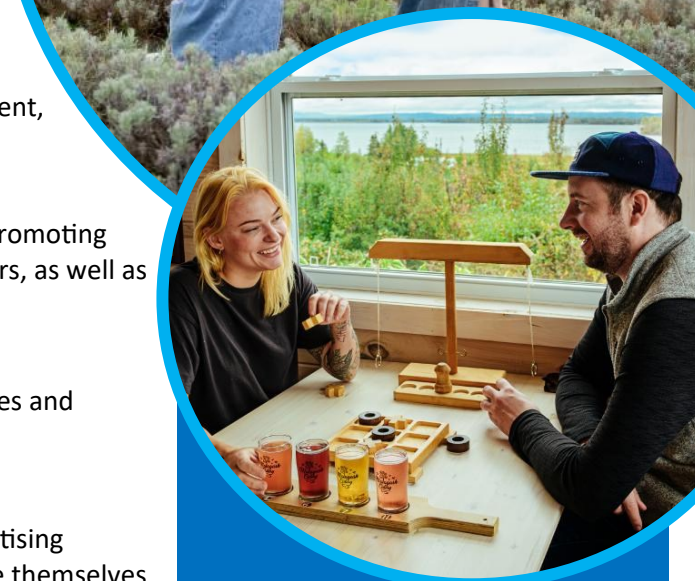


# NORTHUMBERLAND SHORE

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



**22 COMMUNITIES SUPPORTED**  
Twenty-two communities were supported through tourism development, marketing, research, and digital adoption programs.

**20 DIGITAL ADVERTISING**  
Twenty 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**  
Fox Harb'r Resort received support to participate in travel marketplaces and expand national and international sales.

**3 FILM TOURISM**  
Three locations 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.

**4 TRAVEL MEDIA**  
Antigonish, Pictou, Tatamagouche, and Wallace were featured in media articles by travel influencers, showcasing local businesses, experiences, and attractions.

**4 TOURISM DIGITAL ASSISTANCE PROGRAM—COMMUNITIES**  
The Municipality of Cumberland, Village of Pugwash, the Strait Area Chamber of Commerce and Cycling Nova Scotia received support to improve their digital capacity to promote communities more effectively to travellers.

**1 EMERGING DESTINATIONS**  
The Municipality of Colchester captured 68 new images of Tatamagouche and area's most compelling businesses and attractions, enhanced their community's online presence, and developed a tourism action plan to leverage opportunities.

**6 VISITOR SERVICES**  
Six communities received additional support for community-led visitor information centres that promote local tourism.

### NORTHUMBERLAND SHORE FALL CAMPAIGN

**Nova Scotia**  
Sponsored

The Northumberland Shore's home to the province's oldest and largest winery, the freshest lobster, golf getaways & more!

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NORTHUMBERLAND SHORE**

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