

SOUTH SHORE

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



24 COMMUNITIES SUPPORTED

Twenty-four communities were supported through tourism development, marketing, research, and digital adoption programs.

1 CONTENT DEVELOPMENT

The Municipality of Shelburne created high-quality photos and videos promoting their local historical landmarks, attractions, and trails.

15 DIGITAL ADVERTISING

Fifteen 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.

2 EXPORT TRAVEL TRADE

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

9 FILM TOURISM

Nine 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.

16 TRAVEL MEDIA

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

4 TOURISM DIGITAL ASSISTANCE PROGRAM—COMMUNITIES

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

1 EMERGING DESTINATIONS

The Town of Bridgewater captured 58 new images of their most compelling businesses and attractions, enhanced their community's online presence, and developed a tourism action plan to leverage opportunities.

9 VISITOR SERVICES

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

22 DIGITAL DAYS

Twenty-two tourism operators participated in an interactive workshop at the Quarterdeck Resort in Summerville Centre, exploring the latest technologies in partnership with Digital Nova Scotia.

Access regional content and program details:

Videos: <https://novascotia.barberstock.com/collection/novascotia/south-shore-ctc-report>

Photos: https://novascotia.barberstock.com/collection/novascotia/emerging-destinations_south-shore_202425

More information about the Compelling Tourism Communities Initiative:

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

SOUTH SHORE FALL CAMPAIGN

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From Peggy's Cove to Lunenburg & beyond—the South Shore is full of iconic experiences this fall!

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