

YARMOUTH & ACADIAN SHORES

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.

- 1 CONTENT DEVELOPMENT**
The Yarmouth & Acadian Shores Tourism Association created high-quality photos and videos promoting the Cape Forchu Lighthouse in Yarmouth and the Fall Harvest Feast in Acadia First Nation.

- 8 DIGITAL ADVERTISING**
Eight 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 Trout Point Lodge received support to participate in travel marketplaces and expand national and international sales.

- 1 FILM TOURISM**
Trout Point Lodge, featured in a film production, was showcased in an advertising campaign to inspire visitors to explore the community and immerse themselves in the story brought to life on screen.

- 8 TRAVEL MEDIA**
Eight communities were featured in media articles by travel influencers, showcasing local businesses, experiences, and attractions.

- 2 TOURISM DIGITAL ASSISTANCE PROGRAM—COMMUNITIES**
The Municipality of Clare and Cycling Nova Scotia received support to improve their digital capacity to promote communities more effectively to travellers.

- 1 EMERGING DESTINATIONS**
The Conseil de développement économique de la Nouvelle-Écosse captured 45 new images of Pubnico and area's most compelling businesses and attractions, enhanced their community's online presence, and developed a tourism action plan to leverage opportunities.

- 2 VISITOR SERVICES**
The Yarmouth & Acadian Shores Tourism Association and the Municipalité de Clare 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/yarmouth-ctc-report>

Photos: https://novascotia.barberstock.com/collection/novascotia/emerging-destinations_yas_202425

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

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



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