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Media Release



The Hotel Association of Nova Scotia (HANS) is completely disheartened by the Tourism Funding program that was released by the Province last Friday October 16th. After months of ongoing correspondence with our Province about potential assistance and opportunities to support Tourism, we are in a state of shock after this announcement.

First and foremost, we fail to understand why a decision to address the critical needs of the Tourism Industry was done by a group that includes a University that does not offer any form of Tourism related programming and Deputy Ministers who did not complete any industry consultation.

Furthermore, the defining terms “resort, tours and scenic and sightseeing operators” completely shuts out 95% of HANS membership alone. The hoteliers in our membership employ over 4,000 people. The livelihood of these people has been hanging in the balance for the Province to finally release its support plan for Tourism. “To say we are disappointed is an understatement,” says HANS President, Megan Delaney. “We recognize the challenge the Government faces when offering support, particularly at such a critical time, yet, when so called “industry” support alienates the bulk of that industry, we have to raise the question as to why that is.”

“While HANS focuses primarily on the hotel sector, we are a significant contributor to the Tourism Industry. We cannot ignore the fact that on a broader scale, this program fails to reach not only the hotels, but many other Tourism related businesses. Our partners at TIANS report that over 90% of the entire Tourism sector does not qualify. How a Government support program with such a limited reach can be approved and executed is completely unfathomable and warrants further investigation.”

HANS Executive member, Kevin Toth, shares that “this announcement is discouraging and totally unfair to the small/mid-sized operator not to mention the urban operator which will most likely suffer the deepest and longest.”

It was clear to HANS last spring that Tourism would be among the last to recover from the pandemic. HANS has remained diligent in its requests to work with our Government on recovery plans that would benefit most, if not all Industry operators. While we have actively made every effort to work with Government on viable options for our Industry, it has become abundantly clear that our Province sees value in only 10% of an industry which in 2019 generated \$2.6 billion and employed close to 40,000 employees.

We request an immediate meeting with the Premier of Nova Scotia to discuss how the Province can support hotels in Nova Scotia and other tourism businesses.

The Hotel Association of Nova Scotia (HANS) supports its members by way of advocacy and communication initiatives. It is our goal to remove barriers that impede the ability to excel in the marketplace and to focus on key programs and partnerships that help to keep our industry thriving. After twenty plus years in operation, HANS currently represents 70% of the hotel rooms across the Province. In previous years (pre-COVID), our members collectively contributed over \$175,000,000 in revenues and employed over 4,000 employees. Our properties within Halifax / Dartmouth were generating \$4,000,000 in market levy dollars for Halifax Regional Municipality.

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