



## **MEDIA RELEASE**

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### **TIANS Applauds New Protected Areas Announcement**

April 28, 2021 - (Halifax, N.S.) The Tourism Industry Association of Nova Scotia (TIANS) applauds the recent Earth Day announcement by the Nova Scotia government to designate 61 additional wilderness areas, provincial parks, and nature reserves around the province.

"One of greatest assets for the Tourism Industry is our natural product and strategic protection of the areas identified will help ensure Nova Scotia remains a pristine and sought-after destination," says TIANS President, Darlene Grant Fiander. "This is an important step by government towards completing the Protected Areas Network and now more than ever our environmental priorities should be aligned with our economic opportunities."

TIANS has long been a champion of the connection between a healthy environment and a prosperous tourism industry. The beauty and diversity of these recently identified parks and protected areas is representative of what attracts visitors to the province. "The tourism industry will play a crucial role in reigniting the provincial economy when public health allows for travel to restart," says Grant Fiander.

While the designation of these sites is a positive step, work still remains to be done to achieve the 14% land protection target identified by government. Grant Fiander also noted that TIANS has offered support to government to complete the Protected Areas Network. "We have a responsibility to ensure these special places are here now and for future generations of residents and visitors to enjoy."

*TIANS' mandate is to lead, support, represent, and enhance Nova Scotia's tourism industry. TIANS is the provincial advocate for the Nova Scotia tourism industry and strives to enhance the industry's competitiveness and prosperity through increased professionalism and product development. In accomplishing this goal, TIANS works closely with many partners, regional and sector associations, and all levels of government.*

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