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## **Make the Pledge Today – Rediscover Nova Scotia**

**Halifax, N.S. (May 21, 2021)** – The Tourism Industry Association of Nova Scotia (TIANS), together with partners from the Tourism Industry Association of Canada (TIAC) is marking Tourism Week (May 23<sup>rd</sup> – May 30<sup>th</sup>) with a call to residents to rediscover the province once restrictions ease and travel is permitted.

Pre-pandemic, Tourism generated over \$2.6 Billion in revenues in Nova Scotia, resulting in over \$400 million in tax revenue for governments, funding important social services like health care and education. The Tourism Industry has been hardest hit by the Covid-19 pandemic and Nova Scotians can help in the rebuild of province’s #1 service export.

Tourism is a main street industry; every \$1 spent in a community generates \$3.2, supporting small businesses and enhancing the quality of life for all. Tourism enhances communities through the revitalization and sharing of our heritage and cultural assets. Tourism supports a sustainable environment, and fosters an appreciation of our natural surroundings. Perhaps most importantly, tourism enhances both rural and urban communities with a strong sense of pride of place.

As we emerge from Covid-19, it is time for Nova Scotians to support their local tourism industry. Travel local, buy local and fall in love again with Nova Scotia this year. “While there are still restrictions in place, we know people will travel again,” says Darlene Grant Fiander, TIANS President. “We are asking Nova Scotians to do their part to support the tourism industry here by planning to travel locally this year and support the 50,000 Nova Scotians who work in the sector.”

During Tourism Week, TIANS will be highlighting the importance of tourism to Nova Scotia’s economic, social and environmental well-being on their core social media channels – [Facebook](#) and [Twitter](#). Follow the conversation with #IPledgetoTravelinCanada #TourismCounts and #TourismStrong.

*TIANS is committed to representing the best interests of the Industry; enhancing and supporting the development of a competitive business environment; advocating on issues critical to the Industry’s success; and most importantly, leading Nova Scotia’s most promising economic sector.*

**For more information, please contact:**

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