

## **TIANS Endorses Rebuilding Support for Nova Scotia's Tourism Industry**

**Halifax, N.S. (June 15, 2021)** – TIANS applauds the announcement of strategic support for Nova Scotia's hardest hit sector. The tourism industry in Nova Scotia lost \$1.6 Billion dollars in 2020 and over 30,000 jobs, as a result of COVID-19. The program announced by government today, is a positive step that considers the five sectors of tourism and supports the re-activation, as we safely emerge from this extraordinary time.

TIANS has been asking for support to assist operators address depleted cash reserves, provide re-opening grants, encourage innovation through the development of packages, support the "buy local" movement and extend the tourism season. The timing is critical as we move toward our full re-opening.

Many tourism operators have been left out of past supports and this approach considers a number of factors TIANS has been advocating for. The additional monies for marketing will ensure we can compete in attracting Canadians to our beautiful province when the time is right. "TIANS has appreciated the cautious approach to re-opening, but our operators cannot sustain another shut down. The dollars earmarked to support businesses, combined with new marketing dollars, will ensure Nova Scotia can compete with its neighboring provinces," says Judy Saunders, TIANS Chair. "Research out of Destination Canada estimates a 3 - 5 year recovery, without additional closures and the domestic market will be a primary focus in the months and years to come. In 2019 Canadians spent \$28 Billion outside of Canada. We have a great opportunity to attract those Canadians to Nova Scotia as they seek nature based and authentic destinations," says Saunders.

"Tourism is critical for a full economic recovery. In 2019 Tourism generated over \$400 Million in tax revenue for government to fund social services like health care and education. When Tourism is back, Nova Scotia's economy will be fully back; today's announcement is a positive step toward that. Every \$1 invested in Tourism generates \$3.2 in the community. These supports will get Nova Scotia's main streets moving," says Grant Fiander.

TIANS is the provincial advocate for Nova Scotia's tourism industry with a mandate to lead, support, represent and enhance the sector. TIANS strives to enhance the industry's competitiveness and prosperity through increased professionalism and product development, and fostering good public policy.

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For more information, please contact:  
Lisa Dahr, Director, Industry Relations & Professional Development  
Tourism Industry Association of Nova Scotia  
Phone: (902) 423-4480 | [lisa@tourism.ca](mailto:lisa@tourism.ca)  
[www.tians.org](http://www.tians.org)