



ELECTION 2021 | TOURISM STRONG

Dear Provincial Election Candidate:

Tourism is an important economic generator and catalyst for jobs and tax revenue in communities across Nova Scotia.

The Tourism Industry is at a critical juncture, as the 2021 provincial election approaches. Tourism businesses across the province have been devastated by the COVID-19 pandemic; with hundreds of operators facing significant revenue losses and tens of thousands out of work.

Despite these deep impacts, tourism is an extraordinarily resilient industry and operators are looking ahead to moving forward, rebuilding and reclaiming the position as Nova Scotia's #1 Service Export.

The Tourism Industry Association of Nova Scotia (TIANS) respectfully requests your feedback around how your Party would capitalize on leveraging Nova Scotia's tourism industry to spur transformational economic growth for the province. We have provided a brief industry scan for your review; as well as some tourism specific questions. Your feedback will be shared with TIANS members in advance of the August 17th election. We thank you in advance for your time and look forward to hearing from you.

Responses can be emailed to tians@tourism.ca Kindly provide your feedback by **Friday, August 6th**.

Thank You.

TIANS Board of Directors and Staff

INDUSTRY SCAN

Tourism is transformative. All over the world tourism is being recognized for its role in job creation and for revitalizing struggling and emerging economies. Tourism is Nova Scotia's #1 Service Export.

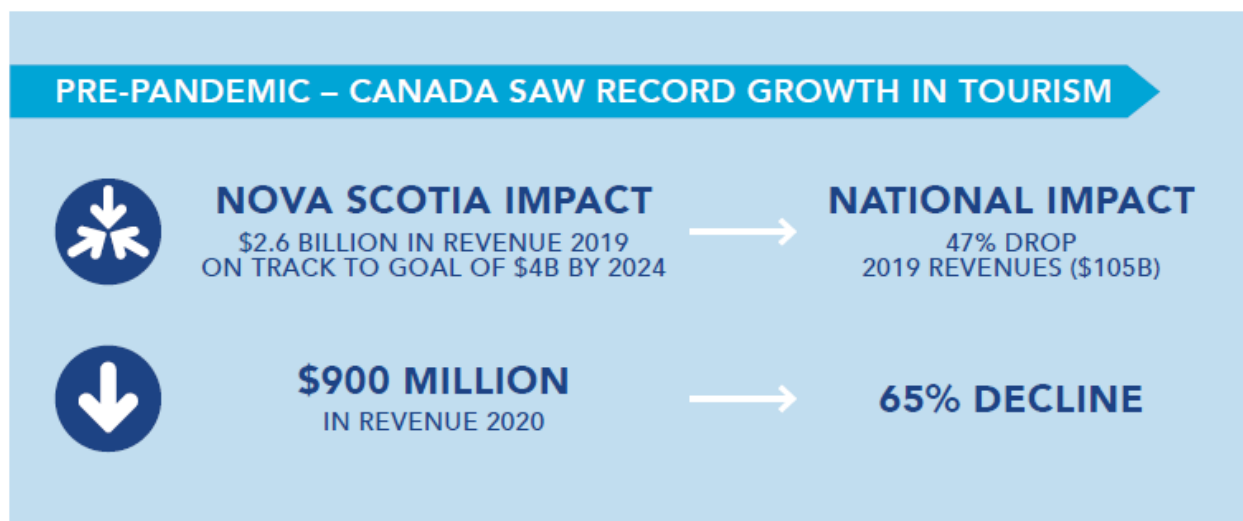
NATIONAL TOURISM

- Represents more of Canada's GDP than Agriculture, Forestry and Fisheries combined
- Tourism GDP represented 6.5% in 2019
- Generated \$105 Billion in Revenue and was Canada's #1 Service Export
- 1.9 Million tourism jobs across the country

PROVINCIAL TOURISM

Imagine a single business generating over \$2.6 billion in revenue and employing 50,000 people. Tourism has a significant impact on the quality of life for all Nova Scotians. With tourism spending contributing approximately \$450 million **in tax revenue for governments**, it is a major supporter of **government services like health care, education and infrastructure**. Visitors rarely utilize our social services yet contribute significantly to the tax base.

In 2019 tourism generated \$2.6 billion in revenue; 2020 saw a decline of 1.7 billion to \$900 million. Nova Scotia currently has a deficit of 20,000 tourism employees.



OPPORTUNITY FOR FEEDBACK

Management of Tourism

Tourism is important to Nova Scotia's Economy. As we emerge from the global pandemic, Nova Scotia must remain committed to providing products and experiences that represent the quality and authenticity that visitors will remember. The latest stats from Destination Canada indicate that the tourism sector will take 3-4 years to return to 2019 business levels. Going forward, Nova Scotia needs to develop a broad growth strategy with industry leading the way. An intermodal plan that considers the movement of people is essential - how we leverage the cruise sector in spreading the wealth throughout our Ports and the role of HIAA and our regional airports will be integral to economic growth. Public investment in the sector is key; and we must take a Nova Scotia First approach to decisions that are evidence based and foster innovation.

Question: Given the challenges facing the Tourism Sector would your Party commit to a dedicated Minister Responsible for Tourism to take on the vast work that needs to be done in rebuilding the industry?

Economy and Labour

In 2019 tourism generated \$2.6 Billion in revenue; 2020 saw a decline of \$1.7 Billion to \$900 Million. Nova Scotia has a deficit of 20,000 tourism employees with many employees permanently leaving the sector.

Question: If your Party forms government, what specific actions will you take to rebuild the Tourism Economy and assist the sector reach its economic potential?

Labour challenges continue to significantly impact our sector. Global research indicates Tourism is the hardest hit as many have left the Tourism workforce for other sectors; new and innovative approaches will be required to attract and retain staff.

Question: How would your government support the rebuild of a skilled Tourism Workforce as the industry rebounds in a post pandemic economy? How will Immigration factor into your strategy?

Seasonality

Seasonality is a long-standing issue which has prevented Tourism from meeting its full potential. Nova Scotia needs to rethink the economic opportunities in supporting a four-season visitor economy.

Question: What innovative policies and supports would your government implement to help Industry foster a robust, four-season tourism economy?

Environment

Nova Scotia's Tourism Industry is integrally linked to a healthy, sustainable environment. Now more than ever, people are seeking destinations with strong environmental ethos. Adventure/nature-based tourism continues to be one of the fastest growing niche markets for visitors and residents alike.

Question: Considering the interconnectivity of tourism and the environment what sustainable policies and commitments will your government make to protect Nova Scotia's unique natural assets?

On behalf of the Board and Staff of the Tourism Industry Association of Nova Scotia, thank you for your time on these important industry issues. Kindly provide your feedback to tians@tourism.ca by **Friday, August 6th**.