August 18, 2021

Mr. Tim Houston
Premier Designate
Leader, NS Progressive Conservative Party
Suite 1001-1660 Hollis St.
Halifax, NS B3J 1V7

Dear Tim,

On behalf of the Tourism Industry Association of Nova Scotia (TIANS) Board of Directors, we extend our congratulations on being elected Premier of Nova Scotia, with a majority government.

Your message of change, accountability and improving the quality of life for all Nova Scotians certainly resonated. One of the things the pandemic has provided is an opportunity for a reset in how we approach both our personal and professional roles; TIANS believes Nova Scotia's tourism Industry is ready for a reset that ensures we leverage the economic, social and cultural potential of the sector. It is time to do business differently.

Your platform priorities will require significant financial investments and a healthy tourism economy can play a significant role in generating tax revenue for the provincial government to support the investments needed. Prior to COVID-19, the tourism industry generated over $450 Million in tax revenue; we believe that with the right approach to managing the sector this could be even greater. Your health priorities will require not only financial support but a systemic review on how healthcare is delivered and managed. We would suggest that manufacturing and tourism could be models for improving the actual process of service within the system - it is not simply more Doctors and beds.

This is an exciting time for you and the PC Party, we wish you much success in a smooth transition to power and offer our full support.

At the appropriate time as you begin the important work of governance, we look forward to meeting with you to talk about tourism's role and the changes and investments needed for a healthy and prosperous Nova Scotia.

Sincerely,

Judy Saunders
TIANS Chair

Darlene Grant Fiander
TIANS President

cc   TIANS Board of Directors