

Lunenburg Waterfront, South Shore
Photo Credit: Tourism Nova Scotia / Photographer: Ryan Williams

1 out of every 3 Nova
Scotians work in tourism
as their first job!

TOURISM WHY IT MATTERS EVEN MORE!

As the hardest hit sector, Canada's tourism industry is beginning the rebuild after 16 months of economic devastation. In Nova Scotia, Tourism lost \$1.7 Billion in revenue last year and is still down 20,000 jobs from a high of 50,000 in March of 2020. In a normal year, tourism would contribute over \$450 Million in tax revenue for governments and as a revenue center enables funds to pay for social services including health care, education and infrastructure investments. What other sector contributes to government tax coffers like tourism? We need to do what we can to attract new investment and allow the industry to reach its full economic potential. Tourism is a main street industry and, according the World Travel and Tourism Council, has the highest multiplier effect in the economy. For every \$1 invested in tourism another \$3.2 is generated in the community.

Tourism enhances the social, cultural and environmental health of Nova Scotia towns and cities; it plays a key role in the revitalization of our rural communities. The growth of quality wineries and craft breweries, the repurposing of historic buildings for new business ventures, the expansion of agri-tourism and the opportunity to showcase our diverse cultural strengths provide enormous potential for economic growth and reconciliation.

Tourism provides over
50,000 Nova Scotians
with employment.



Baddeck, Cape Breton
Photo Credit: Tourism Nova Scotia / Photographer: Dean Casavechia

Every \$1 invested generates
\$3.2 on Main Street. The largest
multiplier effect of any sector!



Yarmouth & Acadian Shores
Photo Credit: Tourism Nova Scotia / Photographer: Acorn Art Photography

The opportunity for tourism to play a key role in the economic rebuild is significant and, in its truest form, tourism can play a pivotal role in connecting and supporting all sectors of the economy. Tourism does not just happen – it is purposeful – the most successful destinations in the world understand the interconnectivity between tourism, trade, immigration and investment.

COVID-19 has been devastating on many fronts. It has highlighted weaknesses in a number of our social structures, but it has also provided an opportunity for a reset and we should ensure we take that opportunity, on all fronts, to do things better. Tourism will play a significant role, as we move into a post-pandemic era that has fundamentally shifted values and priorities. Now more than ever – Tourism Matters.



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