

A New Way Forward

– the story continues



DEAR INDUSTRY PARTNER

As we continue on the rebuilding of Nova Scotia's tourism industry, we are incredibly optimistic for what is to come. Last June at the 2022 TIANS AGM, the Honourable Tim Houston, Premier of Nova Scotia, announced a commitment to the launch of a new framework for tourism growth in Nova Scotia and this work is currently underway. TIANS in partnership with Tourism Nova Scotia is confident this effort will change the trajectory of how we approach the business of tourism. While tourism demand in 2022 was extremely positive, we cannot be lulled into a false sense that the work is done. The same issues that existed before COVID, exist today and sustainable growth will not be achieved unless we reposition tourism in context of a broad economic framework. How we adapt to the changing marketplace, technology, quality and innovation will be determinants of our future success. Also, public policies around the environment, infrastructure, transportation, and labour will matter greatly. No longer can tourism be looked at in isolation. Pre-pandemic, Nova Scotia's tourism industry accounted for over 50,000 jobs and revenue was \$2.6 Billion – accounting for over \$450 million in tax revenue for all levels of government. Tourism plays a pivotal role in supporting Governments' economic and social agenda.

During 2022 TIANS has continued its advocacy work in a number of important areas outlined and we continue to deal with the national agenda around COVID debt repayment, the need for ongoing business supports in a variety of areas and the launch of a national workers campaign – 'Discover Tourism'.

This annual report provides a high-level overview of activity. We are excited to continue our service to the Nova Scotia tourism industry. We are very proud of what you are doing in your communities and look forward to supporting your efforts.

Sincerely,



Wes Surrett,
TIANS Chair



Darlene Grant Fiander,
TIANS President

MESSAGE FROM NSTHRC CHAIR

2022 was an exciting year for the Nova Scotia Tourism Human Resource Council as we launched an updated Labour Market Strategy to address issues in a post COVID-19 environment. As labour challenges force change, we are seeing a renewed focus on workplace practices, increased investment in training and the launch of a national campaign to reposition work in the sector. The NSTHRC continues to focus on innovative program delivery. During 2022, we continued to pivot our training and now over 80% of our programming is available in an online platform. Over 5000 tourism employers and employees took advantage of training last year. Our ongoing efforts to provide workplace tools, address seasonality and provide credentials to owners and senior managers continues, and will be even more important as we rebuild leadership capacity in the sector. Our mature worker campaign ran on TV stations for over four months in 2022/23. This partnership garnered significant public exposure and is the beginning of reframing work for a mature audience. To complement this effort, we launched the Age Friendly Certification to over 20 Nova Scotia businesses. This first of its kind program in Canada recognizes Age Friendly workplaces and will be expanded upon in 2023.

As we tackle the new realities of work and workers, Nova Scotia tourism operators need to be best in class as employers – this is an opportunity for you to rethink how you approach recruitment, retention and loyalty. We are proud that working with Tourism HR Canada we were able to launch the Now Hiring Tool Kit, a very practical resource to take control of your own business. Our efforts continue with post-secondary institutions to ensure alignment of skills needed – we need your voice in this discussion! We are committed to doing our part but the heavy lifting will be what transpires at the place of work – together we can rebuild the province's tourism labour force. Take part today – sign up your staff for occupational training, enroll your manager in emerit certification or consider registering yourself in one of our executive development programs – we are here to support you and your people.

Sincerely,



Beatrice Stutz,
NSTHRC Chair



TOURISM SECTOR STRATEGIC PLAN FOR NOVA SCOTIA – A NEW WAY FORWARD

In June of 2022, Premier Houston announced support for the development of a new strategic plan for tourism growth in Nova Scotia. As announced previously, the Tourism Industry Association of Nova Scotia and Tourism Nova Scotia are co-leading this initiative with guidance from a joint industry and government Oversight Committee.

OVERSIGHT COMMITTEE MEMBERS:

Deputy Minister Justin Huston, *Communities, Culture, Tourism and Heritage*; **Chuck Maillet**, *Vice-President, ACOA-APECA*; **Joyce Carter**, *President & CEO, Halifax International Airport Authority*; **Glenn Squires**, *CEO, Pacrim Hospitality Services Inc.*

The tourism consulting firm, MMGY NextFactor has been selected to develop the strategy. The process will include extensive consultations, in a variety of formats, including interviews, virtual focus groups, in-person sessions, regional self-assessments and a feedback survey.

A microsite was launched in late spring, 2023 that will serve as the principal source of information on the strategic planning process, including dates and key milestones.

The opportunity presented by this important work is an exciting step forward to reframe the conversation around tourism and the role it plays as a catalyst for Nova Scotia's economic future.

We want to hear from you. Share feedback around your key priorities for a sector strategic plan to drive tourism growth at: [NSTourismstrategy.ca](https://nstourismstrategy.ca)

TIANS ADVOCACY EFFORTS

TIANS COMMITMENT

We pride ourselves as the champion of advocacy for tourism issues in Nova Scotia. By listening to you, our members, TIANS is fiercely working on your behalf with a passion for our industry, sincere compassion for your well-being and the desire to advance change. In working with our partner associations and stakeholders we ensure that we are involved in the development of the tourism industry at the regional, provincial, and national levels.

Government Policy & Supports

Amendment to Broaden Requirements around Short Term Rental Legislation, Call for Gas Tax Relief, Need for New Model Supporting Wine Growers of NS, Employment Insurance Reform Feedback

Transportation/Access into Province

Highlighted Need for Intermodal Framework, US-Canada Ferry Study Feedback, Urged HRM to Maintain Current HRM/HIAA Tax Agreement

Environment & Built Heritage

Need for Strengthened Regulations for Parks and Protected Lands, Strategic Provincial Approach around Wind Energy, Called on Province to Strengthen Built Heritage Legislation, Increased Protection from Development for Provincial Parks and Protected Areas

Advancing the Quality Agenda

Coordinating Atlantic Best Practice Mission Program; Launched Quality Mentoring Program, Highlighted Need for Continued Quality Benchmarks and Standards for HRM Taxis

New Product Development

Exploration of Film Tourism Potential, Cross Sector Partnerships with Fishing Industry creating New Marine Tourism Experiences

Accessibility & Diversity

Initiated New Research Phase Around Industry Preparedness for New Accessibility Standards, Dedicated Accessibility Session at 2022 Tourism Summit, Delivered Rainbow Readiness Programming

Human Resources/ Business Planning

Development of New Tourism Workforce Strategic Plan, Provincially Focused Labour Research, Targeted Workshops around Recruitment/Retention, Development of two new online tools focused Succession Planning and Strategic Workforce Planning

Industry Image & Recruitment

Created and launched Mature Workforce Targeted Campaign, Age Friendly Employer Certification Pilot, Enhanced Relationship with Immigration and Population Growth – Positioned Tourism as Key Sector

Articles & Editorials

Feature Interviews in Canadian Business Quarterly and Business in Focus Publications, HRM Housing Task Force Misses the Mark and Work Force Editorials

National Partnerships & Engagement

Provincial and Territorial Tourism Industry Association Coalition Input into Federal Tourism Strategy, Supported Calls for Dedicated Immigration Stream for Tourism, National Debt Repayment Working Group

Time for an Extraordinary Rethink

with Debbie Grant Founder and Philip Mendler

An intense challenge faces change for all members of the Canadian economy as we have an incredible opportunity to rebuild and reimagine work in the tourism industry. It has been inspiring to talk with you about this, for the time you have focused on the very real challenges such as addressing wage arrears and the industry will improve its health, opening up the potential for a green economy across the country. This begins with a green economy across the country. This begins with a green economy across the country. This begins with a green economy across the country.



Philip Mendler
President and CEO,
Tourism NB Canada

COVID-19 has created painful stress and challenges for a business you can control your brand and your culture. You can create culture where people feel connected and proud. As an industry we need to consider this the support services we need to build and the support services we need to build and the support services we need to build and the support services we need to build.



Barbara Grant
Chair, Tourism NB Canada
and President, TIANS

These structural changes require tourism to accept a larger role in the economy. The industry is undergoing a great deal of change during a highly disruptive period and the changes required to move forward are changing demands on the number and type of workers and the skills needed.

There are growing concerns across the globe of best practices for employment in tourism. The industry is undergoing a great deal of change during a highly disruptive period and the changes required to move forward are changing demands on the number and type of workers and the skills needed.

Tourism Industry Association of Nova Scotia
tians.org

Tourism NB Canada
tourismnb.ca

TOURISM MATTERS NOW MORE THAN EVER

This Summer enjoy a Nova Scotia staycation and be part of rebuilding the Tourism Economy



Training for the
Tourism, Hospitality
and Retail Industry

Nova Scotia Tourism Businesses Committed to Your Safety.
NSTOURISMSTRONG.CA/CLEAN-IT-RIGHT



TIANS@TOURISM.CA
TIANS.ORG | @VOICEOFTOURISM | 902.423.4

Welcome Back!

The Tourism Industry Association of Nova Scotia is a proud supporter of the Royal Nova Scotia International Tattoo. We welcome you back to the 2022 event, celebrating the legacy of Nova Scotia's Military History.

TIANS Members are open for business and look forward to serving you in cities and communities across Nova Scotia. Enjoy your time in our beautiful Province.

Look for Our Members as you travel through the Province and watch for Clean It Right certified properties – a sign of commitment to cleanliness and guest safety.



March 8, 2022



Honorable Pat Doran,
Minister of Communities, Culture, Tourism and Heritage
2702 Brunswick St., 3rd Floor
P.O. Box 400, 10th Central
Halifax, NS B3J 2B9

Dear Minister Doran,

On behalf of the Tourism Industry Association of Nova Scotia (TIANS), we are writing to express our strong support for Heritage Trust of Nova Scotia (HTNS) submission to advance the protection of built heritage in Nova Scotia.

This is an extremely important issue that needs attention and presents a compelling opportunity for your government.

Nova Scotia has incredible natural, cultural and historical events, and our collective built heritage is a crucial part of the Nova Scotia story and brand. We are using the submission of a proposal for heritage protection (HTNS) to advance the protection of built heritage in Nova Scotia.

While there are several excellent recommendations in Heritage Trust of Nova Scotia's submission, we call upon the provincial government to advance changes to the Heritage Act including removing Section 18 of the Act, which currently allows owners of provincially registered heritage buildings to demolish them after a three-year waiting period, a provision that causes confusion and is in Canada.

We believe this is the first step and will be key to building a modern legislative system that ensures protection and awareness of the value of our built heritage. We further request of your recommendations put forth by the HTNS (attached).

From a tourism perspective, heritage and culture impact the quality of communities for Nova Scotia residents and are significant travel motivators for visitors. Nova Scotia has a distinct and competitive advantage. If we ensure the protection of our historical and cultural assets, and leverage these as a medium to tell our story as a destination.

...

DEBRA MEDLEY

The Executive Director

TIANS Applauds Nova Scotia Government's Investment in Air Access

Halifax, NS (March 8, 2022) – (Halifax, NS) The announcement today to support air access into the region, will be a long way in the rebuilding of the Nova Scotia tourism economy. Funding totaling \$20-million for air access and infrastructure upgrades, will be provided to Halifax-St. John's International Airport (HSTJ) and L.A. Bourque Municipal Airport (LBM).

The resulting decisions of airlines have a direct impact on visitation and the announcement today by the Province, will enable Nova Scotia to compete with destinations around the world going to increase access.

As we begin the rebuild for both tourism and trade, the role of visit will be key in our success. Their ability to attract direct flights from Nova Scotia to larger urban centers in North America, Europe and beyond is critical to our success with global destinations going for the same customer.

"This is a strategic investment and an excellent example of tourism for tourism to the Nova Scotia tourism industry," says Tina Smith, TIANS Chair. "TIANS has been submitting for increased support and funding for air access. This will have positive economic returns for the sector and the government with increased tax revenue through growth."

"The Nova Scotia tourism industry lost over \$2 billion in revenue in 2020 and 2021," says Tina Smith, TIANS President. "The announcement today will go a long way in helping us get back to pre-pandemic levels of annual revenue of \$2.6 billion per potential for significant growth in the coming years."

Working with tourism operators and industry, TIANS is committed to maximizing the best interests of the industry, and supporting the development of a competitive business environment, advancing our vision of the industry's success and future prosperity. Working together to meet growing economic needs.

For more information, please contact:

Lisa Gable
Executive, Industry Relations and Professional Development
Tourism Industry Association of Nova Scotia
lisa@tians.org 902.423.4400 www.tians.org

The Voice of Tourism in NOVA SCOTIA Just Got Stronger



Written by Margaret Fennell-Lucas

TIANS has been instrumental in the development of the Nova Scotia Tourism Strategy, a blueprint for the industry's future. The strategy is a key document for the industry's future.

With its launch in 2019, the strategy is a key document for the industry's future. The strategy is a key document for the industry's future. The strategy is a key document for the industry's future.

With its launch in 2019, the strategy is a key document for the industry's future. The strategy is a key document for the industry's future. The strategy is a key document for the industry's future.

With its launch in 2019, the strategy is a key document for the industry's future. The strategy is a key document for the industry's future. The strategy is a key document for the industry's future.

With its launch in 2019, the strategy is a key document for the industry's future. The strategy is a key document for the industry's future. The strategy is a key document for the industry's future.

With its launch in 2019, the strategy is a key document for the industry's future. The strategy is a key document for the industry's future. The strategy is a key document for the industry's future.

With its launch in 2019, the strategy is a key document for the industry's future. The strategy is a key document for the industry's future. The strategy is a key document for the industry's future.

RECLAIMING CANADA'S KEY SERVICE EXPORT: TOURISM



Tourism is an increasingly important sector of the global economy, and the tourism industry is a key service export for Canada. The industry is a key service export for Canada. The industry is a key service export for Canada.

LEADERSHIP

SUMMIT HIGHLIGHTS

On November 29-30 TIANs hosted an in-person 2022 Tourism Summit – Advancing Change – at the Westin Nova Scotian. The conference was well attended by over 300 Industry delegates from across the province. Along with captivating keynote speakers and concurrent educational sessions, the Honourable Randy Boissonnault, Federal Minister of Tourism and Associate Minister of Finance, along with Destination Canada and Tourism HR Canada representatives joined with attendees for a conversation around national efforts to rebuild tourism across Canada. The Honourable Pat Dunn, Minister of Communities, Culture, Tourism and Heritage shared an update on the development of the new Strategic Plan for Tourism in Nova Scotia.



Queen Elizabeth II Platinum Jubilee Medal Recipients – November 29, 2022; (l-r) Walley Hayes, Judy Saunders, Glenn Squires, Bob Bancroft, Judith Cabrita, Shelley Webb, with Minister of Tourism, Culture, Tourism and Heritage, Pat Dunn.

QUALITY MENTORING

TIANs launched the Quality Mentoring for Tourism Businesses Program in July of 2022. The program supports the long-term rebuilding and sustainability of the sector by connecting business operators with qualified mentors to receive professional expertise in a targeted business topic of their choice. Areas of focus range from operational innovations and efficiencies, business financial planning, marketing, general management advice and more. Participants receive structured feedback, and recommendations around improvement and innovation for themselves and their tourism business. Visit the Quality Mentoring for Businesses tab on the nstourismstrong.ca site for more information.

ATLANTIC CANADA BEST PRACTICE MISSIONS

The first Pan-Atlantic *Best Practice Mission* saw representatives from each Atlantic Canada province travel to the International Indigenous Tourism Conference in Winnipeg, MB. Participants took in cultural experiences ranging from storytelling and Borealis Beading Workshop; to an indigenous culinary experience at award-winning Feast Café Bistro – focused on indigenous foods and connecting with community; to a tour of the National Indigenous Residential School Museum. The conference was filled with exceptional speakers, workshops, breakout sessions, culinary experiences – and culminated with the signing of a pledge to triple indigenous tourism by 2030. Mission participants are now working to implement their best practice learnings in their businesses. There are three types of missions, which TIANs is coordinating with support from ACOA and our provincial partners: Pan-Atlantic (up to 16 Atlantic Canada participants), cluster (up to 10 people from a destination or with a common product interest), and operator-driven (up to 3 people learning of new experience/product to implement in their business). Missions are aligned with provincial/sectoral priorities. If you would like to be part of a mission, please contact Susan Tilley-Russell at susan@tourism.ca or visit atlantictourismstrong.ca.



2023 Best Practice Mission Participants, International Indigenous Tourism Conference, Winnipeg, MB

DISCOVER THE STRAIT

During the past year, TIANs piloted the **Discover the Strait** program in the Northumberland Strait region, supporting 8 new tourism businesses. This program, delivered with support from ACOA, focused on supporting cross sector development between the commercial fishing sector and the tourism industry with a goal of creating new marine tourism experiences in the region. Leveraging interest built through earlier workshops and outreach to the fishing sector, **Discover the Strait** provides training, marketing, e-commerce, customer relations, and operational support to fishermen who want to use existing infrastructure to provide visitor experiences on the strait, but want assistance in navigating the regulatory requirements, marketing and booking elements of the business.



ONLINE TRAINING RESOURCES, RESEARCH & SUPPORTS

Clean it Right – Clean it Right continues to be a valuable tool for the Tourism Industry. Businesses participating in the program found it highly beneficial for their team with the added emphasis on safety and confidence for guests. CIR was promoted in print ads on the back cover of the *Eastern Hotelier* magazine for the Spring, Summer and Fall editions of 2022. Job readiness programs have continued their strong endorsement

in Clean it Right. Ten employment preparation programs took place with a total of 100 participants. The **Clean it Right** program – Restaurant and Food Services Module was incorporated into the 2022 **Serve it Up High School Culinary** program as part of the preparation courses before the students went into the field for their placement. In the last year, 57 businesses have become **Clean it Right** certified and 691 **Clean it Right** modules have been assigned.



Enhanced Partnership with Cornell University – TIANs/NSTHRC continue to leverage our innovative partnership with eCornell. 80 Industry professionals participated in courses using this leading-edge portal, providing them world class hospitality educational programming. The portal of online programs and certificates was further expanded in 2022 to include topics relevant to rebuilding the industry, enhancing quality and supporting emerging industry trends. Over the past year, key areas of demand for content have been revenue management, food and beverage menu optimization and digital marketing. TIANs is proud to be the first and only industry association in North America with this exclusive affiliation.



Government Input – TIANs continues to feed into government policy and program supports for operators as they rebuild and look to grow their businesses. Funding, tax breaks, and debt repayment remain top priorities for the tourism sector. TIANs leadership met regularly with government and political leaders to provide updates on key issues impacting members. The work underway with Tourism Nova Scotia on a new strategy for tourism, is an example of government's support and investment in our sector.

Webinar Series – TIANs and NSTHRC worked with a variety of professionals to deliver webinar on a number of key topics – sustainability, credit card and taxing of employee gratuities, property valuation, carbon taxes and diversity, equity and inclusion. More than 200 Industry representatives have took part in TIANs/NSTHRC webinars over the past year. Recordings can be found on youtube.com/@TheVoiceOfTourism

Support Local – TIANs continues to push for a Nova Scotia First Approach in rebuilding our sector. By supporting our many businesses and communities the local economy will begin to grow once again.

In appreciation for their ongoing support during these challenging times, TIANs would like to extend sincere appreciation to Tourism Nova Scotia, Atlantic Canada Opportunities Agency-Nova Scotia (ACOA-NS), Nova Scotia Apprenticeship Agency and the Nova Scotia Department of Labour, Skills and Immigration.



IN TOURISM, PEOPLE MATTER

ENGAGING YOUTH

The Serve it Up! High School culinary exploration program is a partnership between the Nova Scotia Tourism Human Resource Council (NSTHRC), the Department of Education and Early Childhood Development and the Nova Scotia Apprenticeship Agency. The program provides high school students with the opportunity to explore careers in the culinary trade through summer job placements. **Serve it Up!** has become a recognized entry point into the Cooks Apprenticeship, providing a standard pathway to support students interested in pursuing the trade. In 2022, 16 students from across the province participated in and graduated from the program. A special recognition event was hosted during the 2022 Tourism Summit to celebrate their achievements. NSTHRC gratefully acknowledges the many industry employers who support the program by providing summer job placements for these students.



EMERIT NATIONAL CERTIFICATION & TRAINING

During the past year, industry continued to engage in professional development through the national certification program and occupation-specific online modules. Over 190 learning modules were purchased by Industry and 50 Tourism Professionals earned their emerit certification including front line, supervisory and management occupations. The emerit designation is the pinnacle credential for the tourism workforce in Canada.

TOURISM SCHOLARSHIPS

NSTHRC offers annual scholarship in support of higher education within the tourism industry. Scholarships are awarded each year to high school and post-secondary students and tourism professionals. In 2022/2023, \$10,000 in support was awarded.

TOURISMTALENT.COM

TourismTalent.com is an innovative recruitment tool created exclusively for tourism employers and job seekers in Nova Scotia. Now more than ever this portal is an integral resource for talent in our sector. The site also includes a mature worker video as part of the council's attraction strategy to recruit 50+ workers to the tourism sector.

TRAINING OPPORTUNITIES

NSTHRC offers a wide range of training opportunities from customer service to health and safety; in person options as well as online. Nova Scotia Best Service Excellence Program continues to be the leading customer service program for the tourism sector. Participants of this workshop also become Tourism Ambassadors through the NSTourismRocks.com site. ServeRight Responsible Beverage service programs for Servers and Managers is available online; in-person sessions upon request.

- NSTHRC Online Campus and emerit Online Portal – more than 5000 employees took online training last year
- In-person workshops have increased this year as businesses start to return to pre-pandemic program offerings – 100% increase compared to last year



LABOUR MARKET DASHBOARD

During the past year, NSTHRC launched the new provincial Labour Market Dashboard. This tool provides business owners and HR managers with detailed data on the current state of Nova Scotia's labour force in 14 industry sector councils. Data includes details about recruitment and retention practices, seasonality of operation, labour vacancies and sector outlook topics. During 2022/2023, current data was collected through industry sector surveys and will be compared to last year's data and updated on the Dashboard.

TOURISM SECTOR SKILLSPASS PORTAL

The Council's Tourism Sector SkillsPass Portal continues to meet the needs of Industry. This year, course offerings expanded to include topics on diversity, equity and inclusion and bullying in the workplace. The online learning platform is funded by Labour, Skills and Immigration (LSI) and NSTHRC and is accessible to industry at no cost.

NOVA SCOTIA PARTICIPATION IN NATIONAL PROJECTS



National Working Group, March 2023 – Ottawa, ON

In 2022, 15 Certified Directors of Housekeeping (DIH) and Hotel General Managers (CHGM) from across Nova Scotia participated in updates to emerit professional certification exams. Nine DIH and CHGMs represented Nova Scotia at National Meetings in Ottawa in March to review and validate exam questions, update the structured interview assessment and set the passing requirements for their respective occupations. Fifteen Front Line Tourism Professionals have been recruited from across the province to develop content for new micro-credentialing eLearning courses.

This national work is part of the new emerit Workforce Management Engine (WME) which is a resource created from Tourism HR Canada's update of all tourism competencies through the development of the Future Skills Framework. Nova Scotia has had strong representation in the development of the Future Skills Framework. The WME has been developed as a constantly evolving competency ecosystem that will be enhanced and integrated with other programming and platforms as it evolves.

DIVERSITY TRAINING

In Fall 2022, the Council hosted the first provincial workshop since the end of the pandemic. 'Navigating LGBT+ Diversity and Inclusion in the Tourism Sector' half-day sessions were hosted in four regions of the province – Halifax, Liverpool, Yarmouth and Sydney. This national training was delivered in partnership with the Canadian Gay and Lesbian Chamber of Commerce. Over 50 participants represented small-medium sized businesses in all tourism industries. As a follow up to the workshop, 18 tourism businesses applied to be Rainbow Registered Businesses and 14 have earned the national designation. This training opportunity has helped ensure that tourism businesses and staff make LGBT+ customers feel welcome and accepted through inclusive initiatives and exceptional service standards.

ONE VOICE – SHARED PRIORITIES

BUSINESS OF TOURISM

TIANS has actively worked over the past year to advance the conversation around repositioning Tourism as an economic driver for Nova Scotia and highlighting the tremendous potential of the industry as Nova Scotia's #1 Service Export. The Association has been particularly focused on supporting the preliminary planning and direction associated with the development of a new Tourism Sector Strategy. The work is being co-led by TIANS and Tourism Nova Scotia and represents the first time a strategy of this magnitude has been undertaken with joint industry and government guidance. Over the past year, TIANS also pushed for amendments to the Tourist Accommodation Registry, requiring all operators to register, including those in a primary residence. Having this gap now addressed is another step in continued efforts to level the playing field in the industry. TIANS will continue to advocate for a tourism business lens to be placed over regulatory, policy and investment decisions.

ENVIRONMENT & BUILT HERITAGE

TIANS has been a longtime champion of our natural resources and our historically significant built heritage assets. TIANS has worked on several files related to these issues. In response to the threat of potential development of a golf course in West Mabou Beach Provincial Park, TIANS called on the government to modernize the existing legislation around Protected Areas. TIANS continues to push accelerated completion of the government's commitment to the Protected Areas network. TIANS has submitted correspondence to the Department of Environment in response to wind farm development in the Wentworth region; reiterating the need for a comprehensive socio-economic impact analysis prior to final decisions being made. TIANS added our voice to recommendations made by the Heritage Trust of Nova Scotia around updating and strengthening the existing Provincial Heritage Act and building a modern legislative system that ensures protection and awareness of the value of our built heritage.

SEASONALITY

TIANS recognizes that seasonality is a key game changer as the tourism industry rebuilds. Developing new and innovative tourism products and experiences that will extend the season and drive economic activity across

the province will play an important role in the overall sustainability of the industry, particularly as we move towards a new strategy for the sector. Over the past year, the Association has worked to leverage programs and resources aimed at enabling operators to pilot bridging their season extension. TIANS will continue to seek out opportunities to support industry access to resources and tools to assist in additional season extension. This may include best practice missions, business mentoring, new product development, policy changes (Seasonal Business Designation) and more.

INNOVATION & QUALITY

TIANS continued to advance quality focused initiatives and programs to support industry competitiveness. A new Quality Mentoring program was launched in 2022, connecting operators with expertise to bridge targeted gaps in product quality, business management, marketing and more. Building on partnerships with the fishing sector, a new program "Discover the Strait," was piloted; this innovative program brings together operators under a communal marketing and booking digital platform. TIANS created a new campaign which launched in Fall 2022, focused on inspiring the mature workforce demographic to consider the possibilities offered by work in the tourism industry. The Tourism Atlantic Best Practice Mission Program was also relaunched, with TIANS now providing coordination of the missions and leading this important work for the Atlantic tourism industry.

LABOUR & SKILLS

NSTHRC continued to focus on connecting industry with tools and resources to support businesses with improved human resource strategies. As the Sector Council for Labour and Skills for the Tourism Industry, the Council developed a new Tourism Labour Strategy in 2022 which addresses a number of workforce pillars, particularly those around recruitment and retention. NSTHRC collaborated with 13 other sectors across the province to complete a second year of research and analysis to populate the Provincial Labour Market Dashboard. New online programs were added to the online learning platform for the Council and over 5000 Industry participants took part in skills and knowledge training. The Council worked with Tourism HR Canada to update national occupational standards and provide input around a refreshed model of National Certification.

VALUE BASED RECRUITMENT A NEW APPROACH

MATURE WORKFORCE SECTOR IMAGE CAMPAIGN

As part of our work around the Sector Image Campaign, TIANS/ NSTHRC worked with a professional production firm to develop video segments for television and social media. The campaign focused on the value of mature workers gaining meaningful employment in the tourism sector. Strategic advertising spots were secured with local television stations for Fall 2022 and based on the positive response from industry and the public, the video was updated for Winter with additional advertising spots booked into April. A companion social media campaign provided additional awareness and was viewed by almost 85,000 people.

CERTIFIED AGE FRIENDLY EMPLOYER

To further support industry with evolving labour market changes, TIANS launched a pilot program to deliver an Age Friendly Employer Certification program to tourism businesses. The program is designed to communicate to existing and prospective employees and customers, that the recognized business welcomes employees of any age. Congratulations to the following businesses who have achieved their certification to date. This marks the first time the Certified Age Friendly Employer Program has been offered in Canada.



CAFE Certified Business Listings

Amos Pewter	Inverary Resort
Cambridge Suites Hotel Halifax	Events East Group
Chanterelle Restaurant, Inn & Cottages	Fox Harb'r Resort
Coach Atlantic	Grand Pré Wines
Coastal Inn Dartmouth	The Prince George Hotel
Digby Pines Golf Resort and Spa	SilverBirch Hotels & Resorts – Hotel Halifax
Halifax Marriott Harbourfront Hotel	SilverBirch Hotels & Resorts – The Barrington Hotel
	Sou'Wester Gift and Restaurant Ltd.

TIANS BOARD OF DIRECTORS 2022/2023

OFFICERS

TIANS Chairman: Mr. Wes Surret

Past Chair: Ms. Judy Saunders

Secretary/Treasurer: Mr. Kevin Toth,
Fox Harb'r Resort

NSTHRC Chair: Ms. Beatrice Stutz,
Le Caveau Restaurant;
The Inn at Grand Pré Winery

DIRECTORS

Ms. Marie Manning, *VP Business
Development & CCO, Halifax
International Airport Authority*

Mr. Wayne Carter, *Consultant*

Mr. Sean Doucet, *Senior Director,
Operations, SilverBirch Hotels &
Resorts*

Mr. Neil MacKenzie, *CEO,
Yarmouth and Acadian Shores
Tourism Association*

Ms. Leslie Wilson, *President and
General Manager, Ski Wentworth*

Mr. Blair Parby, *Field Unit Supervisor,
Parks Canada*

Mr. John Simon, *President, Canadvac
Travel Service/Hygge Life Travel*

Ms. Shauna Austin, *Owner,
The Clairstone Inn*

Thank you to longstanding
TIANS Members (front cover)

Best Western Truro-Glengarry

Fox Harb'r Resort

Trout Point Lodge

Slumber Inn

Best Western Plus Liverpool
Hotel & Conference Centre



GET INVOLVED – JOIN TODAY

TIANS believes with a holistic approach to growth and a greater understanding of the interconnectivity between tourism and the social, cultural and economic health of the province, we can redefine the Nova Scotia economy.



6589 Chebucto Road, Suite 201, Halifax NS B3L 1L9
902.423.4480 | TF 1.800.948.4267 | membership@tourism.ca | tians.org