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## **Nova Scotia – Powered by Tourism**

**Halifax, N.S. (April 21, 2023)** – The Tourism Industry Association of Nova Scotia (TIANS) and partners from across Canada are celebrating Tourism Week from April 24 - 30; calling on Nova Scotians to recognize the power of the industry and to support local businesses.

Generating \$2.6 Billion annually, tourism is an economic powerhouse for the province, providing over \$450 million in tax revenue for governments, supporting social and public services such as schools, hospitals, roads, and other infrastructure.

At its peak, Tourism employed 50,000 Nova Scotians! It provides 1 in 3 residents with that important first work experience. The industry has demonstrated its resilience over the past three years, as the hardest hit sector, but businesses are now seeing strong demand as they continue to rebuild.

Nova Scotia offers an abundance of unique experiences, destinations and business opportunities during all four seasons. “We are incredibly fortunate to live in Nova Scotia and I urge everyone to take stock of the local businesses in your community and the natural, historic and cultural assets that define Nova Scotia,” says TIANS Chair, Wes Surrett. “This Tourism Week, let’s all celebrate how Nova Scotia is Powered by Tourism.”

“Tourism touches every Nova Scotian community and impacts the social, cultural and environmental health of the province,” says Darlene Grant Fiander, TIANS President. “Tourism Week holds particular relevance this year as TIANS and Tourism Nova Scotia are embarking on the development of a holistic tourism strategy to provide a framework for new economic growth in the years to come.”

TIANS is highlighting the importance of the tourism industry to Nova Scotia’s economic, social and environmental well-being on their core social media channels – [Facebook](#) and [Twitter](#). Follow the conversation with #TourismWeekCanada2023 #GreenMeansGo! and #NSTourismStrong.

*TIANS is committed to representing the best interests of the industry; enhancing and supporting the development of a competitive business environment; advocating on issues critical to the industry’s success; and most importantly, leading Nova Scotia’s most promising economic sector.*

*Tourism Week is a grassroots initiative focused on sharing information around the important role the sector plays in the Canadian economy & the need for strong public policy supporting the sector.*

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**For more information, please contact:**

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