

## MEDIA RELEASE

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### TOURISM INDUSTRY LOOKS TO ADVANCE CHANGE – 2022 Tourism Summit

**Halifax, NS (November 28, 2022)** – The Tourism Industry Association of Nova Scotia (TIANS) will welcome hundreds of tourism businesses from across the province during the 2022 Tourism Summit – Advancing Change, taking place on November 29<sup>th</sup> & 30<sup>th</sup> at The Westin Nova Scotian.

The return of an in-person conference, is something that has been long awaited by tourism businesses across the province. Along with captivating keynote speakers and educational sessions, there will be remarks from the Honourable Randy Boissonnault, Federal Minister of Tourism and Associate Minister of Finance, during an Industry Breakfast on Wednesday, November 30<sup>th</sup>. Minister Boissonnault will then join representatives from Destination Canada and Tourism HR Canada for a ‘Let’s Talk Tourism’ Conversation on national efforts to rebuild tourism across Canada.

“This year’s Tourism Summit is particularly important as we address the issues and opportunities that the sector is facing,” says Darlene Grant Fiander, TIANS President. “COVID-19 had a significant impact on tourism, more than any other sector. As Nova Scotia’s visitor economy rebuilds, 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 reclaim our position as NS #1 Service Export.”

During the two-day event, delegates will also hear from the Honourable Pat Dunn, Minister of Communities, Culture, Tourism and Heritage, regarding the development of a new Strategic Plan for Tourism in Nova Scotia. In June 2022, Premier Tim Houston announced a joint initiative between government and industry to build a framework for future tourism growth.

“This is a critical time for Tourism in Nova Scotia, as we work to develop a new Strategic Plan that will position the sector as an economic powerhouse for the provincial economy,” says Wes Surrett, TIANS Chair. “We must be bold and courageous enough to seek out new and innovative approaches to doing business in a post-COVID world. The Summit theme - Advancing Change - speaks to the need for this across all facets of the industry.”

Working with partner associations and stakeholders, 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 Tourism’s success, and most importantly, leading Nova Scotia’s most promising economic sector. For additional details, visit: [www.conferenceontourism.com](http://www.conferenceontourism.com)

For Media Pass to the 2022 Tourism Summit contact [tians@tourism.ca](mailto:tians@tourism.ca)

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