



August 6, 2021

TAINS Board of Directors and Staff

Via Email: tians@tourism.ca

I am pleased to respond to our questionnaire as follows:

Management of Tourism

Question: Given the challenges facing the Tourism Sector would your Party commit to a dedicated Minister Responsible for Tourism to take on the vast work that needs to be done in rebuilding the industry?

The PC Party of Nova Scotia knows how valuable tourism is, and how much support it will need coming out of the pandemic. To work to attract people to Nova Scotia, to both live and visit, and to provide the support required for our tourism sector, our PC government will spend approximately \$2,000,000 on an aggressive advertising campaign with an additional investment of \$5,000,000, to be divided among regions for a regional approach to tourism. The total proposed additional investment in tourism for Nova Scotia is \$7,000,000. Our priority now is putting every available dollar into the tourism sector rather than government positions. A PC government recognizes the importance of this sector and will ensure that tourism has a voice at the Cabinet table.

Economy and Labour

Question: If your Party forms government, what specific actions will you take to rebuild the Tourism Economy and assist the sector reach its economic potential?

As previously mentioned, we are committing to \$7,000,000 immediately. This money will be used to support an aggressive advertising campaign and includes monies designated to regions to support a regional approach to tourism. In consultation with TAINS and other stakeholders, the \$5,000,000 fund will be allocated based on a formula that could take into account population, amenities, needs, and per capita considerations.

Labour challenges continue to significantly impact our sector. Global research indicates Tourism is the hardest hit as many have left the Tourism workforce for other sectors; new and innovative approaches will be required to attract and retain staff.

Question: How would your government support the rebuild of a skilled Tourism Workforce as the industry rebounds in a post pandemic economy? How will Immigration factor into your strategy?

The PC Party recognizes the innovation required to ensure a true recovery from the impacts of COVID-19. In addition to our previous funding, we have committed to the goal of attracting 25,000 more individuals to Nova Scotia per year. The Department of Immigration will work with

the province's Tourism Department to launch this campaign. The campaign will start within six months of the PC Party coming into government. With respect to our plan for increased immigration, more supports will be needed outside of Halifax, in rural communities, so as to help the influx of new immigrants with a smoother transition into their new homes.

These offices will help with translation, jobs, housing, etc., and will operate as a one-stop-shop for obtaining the information and help and immigrant needs. This provides each immigrant with the consistency of dealing with only one government office and developing relationships with the staff. The smoother the transition, the higher the likelihood of retention. If we don't do everything possible to ground these new residents here in Nova Scotia, we will risk losing them.

Seasonality

Question: What innovative policies and supports would your government implement to help Industry foster a robust, four-season tourism economy?

Every time someone sees Nova Scotia on the big screen, it is good for our province. Nova Scotia has been the site of some incredible television and movie sets. Piggybacking on the imagery of Nova Scotia that these films and series are showcasing and promoting, is an obvious opportunity that has for the most part been missed by poor public policy. We will pull this lever and synergize with other advertising with one goal: promote Nova Scotia.

The link between film and tourism is so strong that TIANS awarded The Curse of Oak Island with its Crystal Award for excellence in tourism. What better way to advertise Nova Scotia than with targeted advertisements of our province offering tourism packages?

Environment

Question: Considering the interconnectivity of tourism and the environment what sustainable policies and commitments will your government make to protect Nova Scotia's unique natural assets?

Nova Scotia is the crown jewel of tourism in Canada. We have everything anyone could want, from our spectacular beaches, breathtaking landscapes, parks, trails, and UNESCO sites. Better yet, they are usually only a short drive away. Nova Scotia is simply a special place where people want to be. In 2007, the Progressive Conservative government realized that for a sustainable and prosperous future for Nova Scotians, economic capital and natural capital could no longer be viewed separately. The health of each source of capital depended upon and affected the other. As a result of this vision, our innovative bill - "Environmental Goals and Sustainable Prosperity Act" (EGSPA) - **was drafted and passed with the unanimous consent of the Legislature.**



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We will build on the work commenced in the EGSPA and focus on the long-term objective of fully integrating economic prosperity, environmental sustainability, human betterment and growth, and social well-being by introducing our new environmental legislation: the Enviro-Goals and Climate Change Reduction Act (“EGCCRA”) in the first sitting of the legislature. Our goals include having at least 20% of the total land and water mass of Nova Scotia being legally protected for nature conservation by 2030.

To reach this target, we will engage groups like the Nova Scotia Nature Trust, the Nature Conservancy of Canada, and Ducks Unlimited. We will have a strategy that includes protecting Crown land, buying and protecting other lands, establishing voluntary conservation easements in conjunction with private landowners who wish to have their land protected, and helping land trusts protect private lands.

We will also implement the Nova Scotia Our Parks and Protected Areas Plan, wherein approximately 125 identified sites from this plan are awaiting legal protection. At present, all that’s required is an Order-in-Council to ensure the protection of these areas.

Sincerely,

A handwritten signature in blue ink, appearing to read 'C MacKeen', written over a light blue horizontal line.

Cameron MacKeen
Campaign Co-Chair
PC Party of Nova Scotia