

FACES OF CANADA'S EAST COAST



The Prince George Hotel



Tourism Nova Scotia/Dean Casavechia

The Tourism Industry Association of Nova Scotia (TIANS) Here for You

Year-Two of the global pandemic and there are now signs of hope for a return to what we knew was normal, and daily reminders that rebuilding the Tourism Industry in Nova Scotia will continue to challenge us all. Tourism is resilient and will recover, but it cannot be business as usual. Building confidence with the public and businesses will be an important part of the stabilization and rebuild. How we adapt to the changing marketplace, technology, quality and innovation will determine our future success. Pre-pandemic, Nova Scotia's Tourism Industry accounted for over 50,000 jobs & revenue was \$2.7 Billion, accounting for over \$400 Million in tax revenue for all levels of government. In 2020, Nova Scotia's Tourism Industry lost \$1.6 Billion in revenue and over 20,000 jobs are still displaced.

As we emerge from the COVID-19 pandemic, we need all Nova Scotians to help us rebuild and revitalize our towns and cities. Tourism plays an important role in the preservation of culture, protects our heritage and environment and

enhances the social conditions of our communities. For every \$1 invested on main street, another \$3.2 is generated – the multiplier effect of Tourism spending is significant.

The Tourism Industry in Nova Scotia can recover and rebuild. We have to take this extraordinary opportunity to be critical of how we do business and be brave enough to change. The Tourism Industry Association of Nova Scotia commits to lead on these principles. TIANS encourages each and every Nova Scotian to do their part; explore our incredible province, support local and help rebuild Nova Scotia's #1 Service Export Sector. And yes, you will probably have the best vacation you ever had!

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visit novascotia.com**



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www.tourismstrong.ca

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