



## **MEDIA RELEASE**

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### **Nova Scotia Tourism Industry Begins the Rebuild**

#### **TOURISM INDUSTRY ASSOCIATION TO HOST 45<sup>th</sup> ANNUAL MEETING**

**Halifax, NS (June 6, 2022)** – The Tourism Industry Association of Nova Scotia (TIANS) will welcome tourism operators from across Nova Scotia to its 45<sup>th</sup> Annual General Meeting being held on June 7<sup>th</sup> and 8<sup>th</sup> at Pictou Lodge Beach Resort.

The last two years decimated Nova Scotia’s tourism Industry with a recorded revenue loss of \$3.2 billion. Prior to Covid, the Nova Scotia tourism industry generated \$2.6 billion in annual revenues, supported 50,000 jobs, and contributed over \$450 million in tax revenue to support governments agenda on health care, education and infrastructure investments.

“As we begin the rebuild of Nova Scotia #1 service export, the AGM is an important opportunity for our members to gather and discuss the issues and opportunities,” says Wes Surrett, TIANS Chair. “With restrictions eased and travel restarting, we are hearing a great deal of optimism by businesses who are seeing increased inquiries and bookings,” says Surrett.

“In a post-Covid environment how we adapt to the changing marketplace, technology, quality and innovation will determine our future success,” says Darlene Grant Fiander, President, TIANS. “Nova Scotia is very well positioned for growth; we have incredible assets and believe the best is yet to come as people discover this incredible province,” says Grant Fiander.

Along with the formal business meeting of the association, Premier Tim Houston will provide a Keynote Address to delegates during an Industry Dinner on the evening of Tuesday, June 7<sup>th</sup>. Additional sessions include a presentation from Tourism Nova Scotia.

*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 the industry’s success, and most importantly, leading Nova Scotia’s most promising economic sector.*

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#### **To attend the TIANS AGM, or arrange for interviews, contact:**

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