

Tourism Industry Association of Nova Scotia





INVEST IN TOURISM

For every \$1 invested in tourism, another
\$? is generated in the community.



\$2.5

Billion

**IN ANNUAL
REVENUES**

40,000

**PEOPLE EMPLOYED
BY TOURISM**

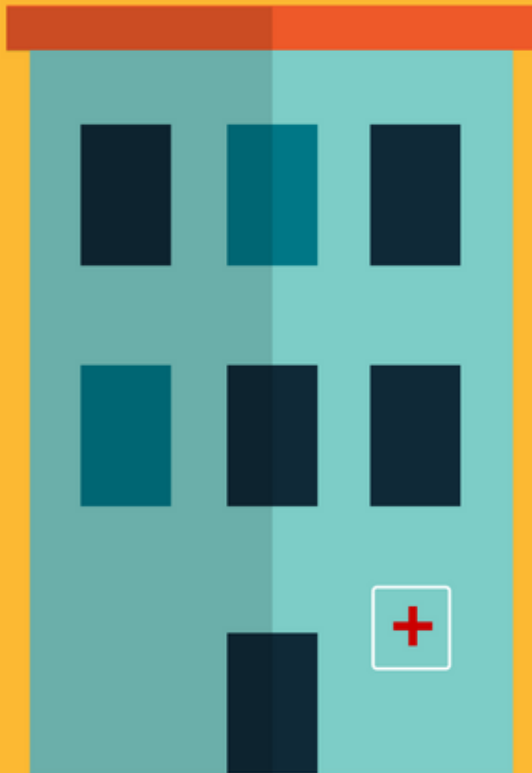


? in ?

**NOVA SCOTIANS
WORK IN TOURISM
AS THEIR FIRST JOB**



Tourism Generates \$? Million in Taxes



TOURISM HELPS
PAY FOR
ESSENTIAL
SERVICES LIKE
HOSPITALS,
SCHOOLS AND
ROADS



TOURISM IS EVERYBODY'S BUSINESS

INVEST IN TOURISM

For every \$1 invested in tourism, another \$3.2 is generated in the community.



\$2.5
Billion
IN ANNUAL
REVENUES

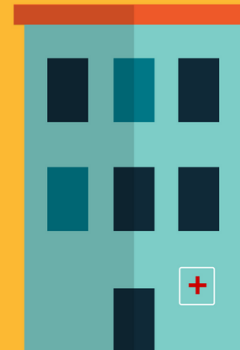
40,000
PEOPLE EMPLOYED
BY TOURISM



1 in 3

NOVA SCOTIANS
WORK IN TOURISM
AS THEIR FIRST JOB

**Tourism Generates
\$260 Million in Taxes**



TOURISM HELPS
PAY FOR
ESSENTIAL
SERVICES LIKE
HOSPITALS,
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The Economics of Tourism

Distribution of \$2.5 Billion Tourism Revenues	
Halifax Regional Municipality	54%
Bay of Fundy & Annapolis Valley	15%
Cape Breton Island	12%
South Shore	8%
Northumberland Shore	8%
Yarmouth & Acadian Shores	2%
Eastern Shore	1%

\$1.18 Billion Comes From Non-Resident Visitors

The Tourism Industry Association of Nova Scotia



- Formed in 1977
- Represents More Than 1,100 Businesses
- 12-Member Elected Board of Directors
- Industry Leadership and Advocacy
- Nova Scotia Tourism Human Resource Council



“Enhancing the Business Environment for Tourism Operators”

Industry Led for Tourism Growth



NOW OR NEVER:
AN URGENT CALL TO
ACTION

Goal #14...Tourism Expansion – As Nova Scotia’s leading source of service sector exports, gross business revenues from tourism will reach \$4 Billion (approximately double the current level.)

Organization of Tourism



Industry Priorities

Seasonality

- Seasonal Business Designation
- Access - Intermodal/Entry Points

Environmental

- Coastal Access/Strategy
- Natural Resources Strategy

Regulatory

- Advancement of Signage Policy
- Mandatory Status - Serve Right

Financial

- Airline Incentive Fund
- Foreign Investors Program

Events

- NS Events Strategy
- Best in Class - Montreal Example

Labour

- Immigrant Workers
- Rural Challenges

Economics

- Messaging - Economic Impact of Tourism
- Positioning Tourism as an Export Sector

Marketing

- TIANS Role/Industry Input
- Authentic Aboriginal Tourism Product –VIC's

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**ONE-TO-ONE
TOURISM
MENTORSHIP PROGRAM**



**Tourism
Technology
Project**

Nova Scotia
Tourism Talent
CONNECTING TOURISM PROFESSIONALS AND EMPLOYERS

