

FOR IMMEDIATE DISTRIBUTION

Media Release



THINK NOVA SCOTIA FIRST | Tourism Awareness Week

Halifax, N.S. (May 21, 2020) – Sunday, May 24th marks the beginning of National Tourism Awareness Week (TAW) in Canada. TAW is a grassroots initiative focused on sharing information around the important role the tourism sector plays in the Canadian economy and the need for strong public policy supporting the sector.

Tourism businesses can be found in every corner of Nova Scotia, on main streets and downtowns, rural and urban areas alike. Communities from Yarmouth to Chéticamp are heavily dependent on the visitor economy. Earlier in 2020, tourism was forecasting a strong year of growth, with Nova Scotia poised to become a bucket list destination. With the onset of the COVID-19 pandemic, tourism around the world was one of the earliest and hardest hit industries. As business gradually reopens, the sector will play an important role in re-starting the economic engine of the province. So, what does tourism in NS look like in the COVID- era?

In the short term, support from Nova Scotia residents of the province will be crucial as the sector prepares for reopening. Marketing efforts are being realigned to inspire local and regional travel. During TAW 2020, the Tourism Industry Association of Nova Scotia (TIANS) will work with tourism operators around the province to share their business story to help Nova Scotians rediscover the hidden gems and destinations available right in their own backyard.

“The timing of getting back to business is key to ensuring the tourism sector is able to rebound and recover. During Tourism Awareness Week this year, we will highlight the incredible resilience of the sector. These business operators are focused on adapting and adjusting to reopen and safely operate for visitors,” said Darlene Grant Fiander, TIANS President. “Tourism businesses are the backbone of the provincial economy and we need residents to adopt a Nova Scotia First approach when thinking of potential travel. This could mean anything from staying at a seaside resort for a special weekend getaway, purchasing from local artisans, gifting a loved one with a certificate for a dining experience – these are all ways to support the provincial tourism sector. These businesses are relying on locals to help them weather the crisis so they can be there as tourism rebuilds looking ahead.”

TIANS will be promoting a virtual showcase during TAW, featuring businesses, events and opportunities sharing their products and stories. Content will be featured on the TourismStrong.ca/Rebuilding/TAW, as well as on social media channels – [Facebook](#) and [Twitter](#). Follow the conversation with #NSTourismMatters and #TourismStrong.

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.

For more information, please contact:

Ms. Darlene Grant Fiander, President
Tourism Industry Association of Nova Scotia
P: 902.423.4480
E: dgf@tourism.ca
tians.org