



Yarmouth Acadian Shores

WHERE THE STARS ALIGN

Yarmouth and Acadian Shores
Tourism Association
P.O. Box 198 Hebron
Nova Scotia
BOW 1X0
Ph: 902-307-2457

e-mail: nmackenzie@yasta.ca
yarmouthandacadianshores.com

#visityas



April, 17th, 2020

YASTA Partners et al.

The board of directors of the Yarmouth & Acadian Shores Tourism Association is dedicated to growing and supporting tourism in our region. Unfortunately, the current pandemic has created unprecedented losses for our tourism industry. Hotels and accommodations, the food and beverage sector and tourism experience providers have been left with the massive challenge of trying to navigate a new business climate that in many cases has completely eliminated access to their markets and customers. This current situation could not have come at a worse time for many of our tourism businesses in Yarmouth & Acadian Shores. This is due to the fact that a considerable number of our tourism operators are still carrying losses incurred from the lack of ferry service last season.

When the international ferry from Maine to Yarmouth didn't operate in 2019, the Yarmouth & Acadian Shores region saw a major drop in US visitors. Room nights sold in 2019 are down 20% when compared to the previous year. This loss in revenue and customers has put our regional tourism economy at a greater disadvantage than other regions when we now consider the precarious position we are now all forced to operate in. Many tourism businesses were already trying to hang on long enough to make it to this season and are now dealing with a complete loss of revenue. In 2017, tourism revenue accounted for over 71 million dollars for small regional economy. Over the past, tourism has contributed millions in export dollars and tax revenue to our region and has supported our regional growth. Operators are a major part of our local economy and must be given as much support as possible to endure this unprecedented event. They need your help.

The board of directors of the Yarmouth and Acadian Shores Tourism Association requests that The Town of Yarmouth, The Municipality of the District of Yarmouth and The Municipality of the District of Argyle and the Nova Scotia Federation of Municipalities, consider developing a tax deferral program for tourism businesses. This program would allow affected businesses to defer payment of property taxes owed and interest for a four (4) month period.

As partners of YASTA and of the regional tourism industry, we hope that you will consider this request.

Sincerely,

Neil MacKenzie
Executive Director
Yarmouth & Acadian Shores Tourism Association

Councillor Wade Cleveland
Board Chair
Yarmouth & Acadian Shores Tourism Association

cc.
YASTA Board of Directors
Nova Scotia Federation of Municipalities
Tourism Industry Association of Nova Scotia
Municipality of the District of Yarmouth
Municipality of the District of Argyle
Town of Yarmouth
Tourism Industry Association of Canada