



Yarmouth and Acadian Shores
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Warden & Council - Municipality of the District of Argyle
27 Courthouse Road
Tusket, Nova Scotia
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I am writing today in support of the Tourism Industry Association of Nova Scotia's (TIANS) efforts, urging the provincial government to implement broad sector support to help with the stabilization and rebuilding of Nova Scotia's Tourism Industry. Like other regions of Canada, Nova Scotia and specifically the Nova Scotia tourism industry, has been massively impacted by the global pandemic. The loss of access to markets, mandatory closings and other travel disruptions has resulted in unprecedented losses of revenue and business closings. Our industry is in critical condition and in danger of losses that we may never recover from. However, unlike many other regions in Canada who've been fortunate to receive industry specific supports from their provincial governments, Nova Scotia has delayed deploying any specific industry support for the tourism sector. The tourism industry in Nova Scotia has been patient and has been waiting with the understanding that a broad, industry specific support package would be coming.

We are extremely disappointed in the October 16th announcement by the provincial government of a \$50 Million Tourism Sector Financing Assistance program; a program which excludes over 95% of tourism businesses in Nova Scotia.

Tourism Nova Scotia is forecasting that tourism revenues will fall 65% to \$900 Million this year, down from \$2.6 Billion in 2019; the Industry is suffering. Intervention is required to address immediate structural issues to ensure businesses survive beyond 2020.

TIANS has called for a strategic province-wide Tourism recovery plan, which could include:

- An Interest Assistance program on debt for a period of six months to allow financial institutions to be patient on principal payment; Tax Assessments review
- Ensuring municipalities extend the provincial Property Tax Assistance program to impacted businesses on the same terms the province offered to the municipalities.
- A provincial travel credit program to incent tourism activity in the Winter-Spring of 2020-21 and Fall-Winter of 2021.
- Deferrals from Nova Scotia Power during the winter months, that could be amortized over the May to October period.
- Increased investment in Tourism Nova Scotia for provincial and regional marketing - including development of proactive Winter and Spring programs, with a confidence campaign for Tourism.
- Support for a Tourism recovery taskforce that addresses infrastructure, air access, policies impeding growth and strategic plans for the future.

Tourism matters in our community; we ask that the you please stand up for Tourism operators and help us stabilize the sector.

Sincerely,

Neil MacKenzie
GM- YASTA

Wade Cleveland
Chair of YASTA

