



MEDIA RELEASE

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Ferry Announcement Applauded - But Not Good Enough for Tourism

HALIFAX, NS (August 5, 2008) – The Tourism Industry Association of Nova Scotia (TIANS) applauds, with trepidation, the announcement made on Friday, August 1, regarding the solution for the Digby/Saint John Ferry.

TIANS has been aggressively lobbying for a long term solution since the temporary solution was announced in 2006.

“Although, we are pleased with the fact that the service will continue, we remain very concerned with the issues related to access into Nova Scotia,” says Danny Morton, Chair of TIANS. “We anticipated that the last two years would have been used to determine a long term strategy that would address ferry access points into the province.”

“The continued short term solutions for transportation into the province will not help us as we strive to build tourism and trade into the province,” says Morton. “Those interested in doing business in Nova Scotia need confidence in the distribution systems. The travel trade industry, including motorcoach, plan and sell their trips well over a year in advance. They need to be assured tour packages they sell will not be interrupted.”

TIANS urges all involved to expedite efforts to find viable permanent solutions to the ferry service into Nova Scotia. As well, TIANS strongly supports a holistic approach to transportation issues that includes the intermodal options available for visitors and residents - use of existing rural airports, road conditions, rail use and continued progressive air policies that allow access into new markets.

“We will not be able to build a healthy and sustainable tourism industry if we continue to ignore these very difficult issues. For both tourism and trade there needs to be a greater level of confidence in the transportation network,” says Morton.

TIANS mandate is to lead, support, represent and enhance Nova Scotia’s tourism industry. TIANS is the provincial advocate for the Nova Scotia tourism industry and strives to enhance the industry’s competitiveness and prosperity through increased professionalism and product development. In accomplishing this goal, TIANS works closely with many partners, regional and sector associations and all levels of government.

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