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## **PARKS CANADA STRIKE WOULD DEVASTATE TOURISM INDUSTRY**

Halifax, N.S. (March 31, 2008) – The Tourism Industry Association of Nova Scotia (TIANS) is extremely alarmed at the possibility of a Parks Canada strike this summer.

TIANS has been notified that the Public Service Alliance of Canada (PSAC) has walked away from the bargaining table and has threatened a possible strike that would impact the 2008 tourism season.

The services and attractions provided by Parks Canada are critical to the tourism industry. Parks Canada represents some of the best product we offer our visitors. The possible strike would have devastating consequences on an industry that has been dealt a number of blows over the last number of years.

A vast amount of our marketing efforts showcase the Parks Canada product as it highlights the best of our natural and historical icons. "Limiting access to these sites would have a very real impact on the economic success of the tourism industry" says Susan Tilley-Russell, Chair of TIANS. "It is our understanding that the Public Service Alliance of Canada has walked away from the bargaining table early in the discussions and we strongly urge them to return and negotiate an immediate resolution - the pending tourism season should not be used as a pawn in these negotiations".

"Market trends have identified that more and more of our consumers are looking for an authentic, cultural and natural experience," says Tilley-Russell, "the Parks Canada product is crucial to us being able to meet the needs of our visitors in a global tourism industry." Statistics for 2007 show an annual increase in visitation at a number of Parks Canada sites. Research posted on visitation to national parks and historic sites in Nova Scotia indicate there were 1,320,214 person visits. It was also noted that visits to the parks and historic sites are among the top activities for out of province visitors.

TIANS believes that a Parks Canada strike would be economically devastating for the tourism industry.

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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