

tians
The voice of tourism

BE PART OF SOMETHING **GREAT**





HERE FOR YOU

The Voice of Tourism

Professional Development

Mentorship

Training and Education

Leadership

Networking

Advocacy

Member Benefits

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Dear Industry Partner,

As we continue with the rebuilding of Nova Scotia's tourism industry, we are incredibly optimistic for what is to come. Tourism is used around the world as a tool to improve communities. Nova Scotia is well positioned to leverage its natural and cultural assets, and incredible sense of place, to refocus a growth agenda supported by good public policy. No longer can tourism be looked at in isolation. Our time is now!

This past year TIANS has been working with Tourism Nova Scotia on a new framework for sector growth. Over the last six months, we have been hosting regional sessions throughout the province. Hundreds of tourism businesses, community stakeholders and government representatives attended to share their perspective on how important the tourism economy is to local communities and the unbridled opportunities they see. It has been an incredible experience to see the passion and belief in tourism and it reaffirmed for us tourism's role in the social, cultural and environmental health of Nova Scotia. We know if we approach growth in an integrated and wholistic way we can reclaim our rightful place as a key pillar in the economic framework for Nova Scotia. How we adapt to the changing marketplace is paramount - technology, quality and innovation will be determinants of our future success.

As we urge businesses and governments to do business differently – we are too. We have reinvested in our digital capacity to serve you better. The launch of our new website [Tourism.ca](https://www.tourism.ca) will enable us to connect more efficiently and ensure relevancy. We have reviewed our online programs and revamped some of our key assets like Serve Right and our tourism recruitment portal Tourism Talent. The way we work is continually under review and while our team is small, we are mighty. TIANS is exploring how we can

enhance our community contacts to ensure you have access to us at a local level. We are investigating offices with existing strategic partners – we want to do more with less!

While tourism demand in 2023 was overall positive, generating over \$3 Billion in revenue, there are troubling signs that inflation and pressure on disposable income will continue to influence travel. We cannot be lulled into a false sense that our work is done. The same issues that existed before COVID, exist today and sustainable growth will not be achieved unless we address the sector challenges of access, labour, investment, quality, innovation, etc.

During 2023 TIANS has continued its advocacy work in a number of important areas, none more so than the environment. While our efforts to support passage of the Coastal Protection Act failed, we are not done on this important policy issue and will continue to work with partners to get the job done.

This Annual Report provides a high-level overview of activity. We are excited to continue our service to the Nova Scotia tourism industry. Thank you for what you are doing every day to build healthy and sustainable communities through tourism.

Sincerely



Wes Surrett,
TIANS Chair



Darlene Grant Fiander,
TIANS President

Phase 1

External consultants completed desk research; a SWOT analysis to look at strengths/weaknesses/opportunities threats; virtual sector engagement sessions with the five recognized sectors and one-on-one interviews with over 30 industry and community leaders.

Phase 2

TIANS/TNS held seven in-person community and industry engagement sessions with over 300 participants, between December 2023 and April 2024. Engagement focused on key themes and questions identified through Phase 1. Seven sessions were held across the province - Halifax, Yarmouth, Wolfville, Truro, Bridgewater, Baddeck and Antigonish. Additionally, three regional Mi'kmaw sessions took place, with a total of 45 participants in Niktuipukwek (Millbrook), Weskewinaq (Digby) and Maupeltu (Membertou). The online survey component of the strategic plan had resulted in 450 detailed responses.



TOURISM SECTOR STRATEGIC PLAN FOR NOVA SCOTIA



Tourism Strategy Portal

A FRAMEWORK FOR TOURISM GROWTH

What's Next for TIANS and Tourism Nova Scotia?

- Analysis and summary of all industry and community engagement including in-person engagement sessions and online survey
- Jurisdictional Scan
- Draft Plan – Development of draft framework based on research and engagement to be socialized with oversight committee
- Final Plan – Final tourism sector strategic plan with communication plan to encourage industry alignment

For the latest updates, visit <https://nstourismstrategy.ca/>

THANK YOU – to everyone who took part in sessions and survey work. Your input is important to the success of Nova Scotia's tourism strategic plan.

TIANS COMMITMENT

We pride ourselves as the champion of advocacy for tourism issues in Nova Scotia.

By listening to you, our members, TIANS is fiercely working on your behalf with a passion for Nova Scotia and the desire to advance change. We work with partner associations and stakeholders to ensure that we are involved in the development of the tourism industry at the regional, provincial, and national levels.

Be Part of Something Great

tians
The voice of tourism

At TIANS, we ensure that your voice is a part of shaping public policy, strengthening our communities and bolstering local economies.

Tourism enhances the economic, social, cultural, and environmental value of Nova Scotia.

TIANS provides resources, training, and competitive membership benefits. Join today.

Be part of something great and help us ensure we leverage tourism's economic potential.

Shape the Future of Tourism in Nova Scotia.

www.tians.org | membership@tourism.ca
6589 Chebucto Road, Suite 201 | Halifax, Nova Scotia | B3L 1L9 | 902.423.4480

POLICY & REGULATION

Advocated for Improved Short Term Rental Regulation

Reaffirmed TIANS Levy Position and Need for Consistent Framework

Continued Push for Seasonal Business Designation Pilot

Called for Provincial Gas Tax Relief



TRANSPORTATION

Supported Crucial Air Access Fund

Provided Feedback into US Ferry Research

Highlighted Importance of Taxi Driver Training and Certification to HRM

Supported HIAA Tax Relief Request

ENVIRONMENT & BUILT HERITAGE

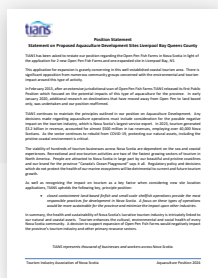
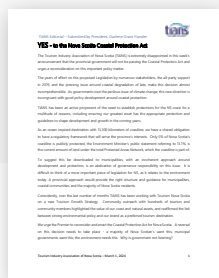
Highlighted Urgent Need for Strengthened Provincial Park Regulations

Advocated for Implementation of Coastal Protection Act

Developed Position Statements Regarding Aquaculture Industry in Tourism Vulnerable Areas

Continued Advocacy for Strategic Provincial Approach around Wind Energy

Ongoing Communication to Protect Built Heritage Assets



COMMUNICATIONS

Revamped TIANS.Org website for Spring 2024 Launch

Numerous Op-eds and Interviews

Development of New Podcast Series

TIANS Member Outreach - Over 100 In-Person Meetings

LABOUR

Ongoing Engagement in National Round Tables with Commissionaire for Employment Insurance

Provided Formal Feedback Regarding Provincial and Federal Immigration Policy and Continued to Call for National Tourism Worker Stream

Chaired Tourism HR Canada Board of Directors

Ensured NS Tourism Perspective on Association of Industry Sector Councils

A culture of determination, collaboration and innovation will drive the recovery of Canada's tourism industry
BY AMY BOSTOCK

THE PARTICIPANTS

ROYCE CHWIN President & CEO Destination Vancouver	DARLENE GRANT FLANDER President of the Tourism Industry Association of Nova Scotia (TIANS)	ANDREW SHIGWART President & CEO The Tourism Industry Association of Ontario	MARSHA WALDEN President and CEO, Destination Canada	ANDREW WEIR Executive Vice President, Destination Toronto
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AMY BOSTOCK: His tourism recovered in Canada?
MARSHA WALDEN: Our latest Tourism Outlook report shows total tourism revenue is set to exceed 2019 levels, generating a projected \$10.6 billion by the end of 2023. This represents the recovery of the tourism sector from the pandemic, one year earlier than forecast.
Lentore travel has been leading the recovery of the tourism sector, especially domestic travel, and we can see people have regained their confidence in traveling. From an economic climate, consumers globally are allocating a larger share of their income to discretionary spending, including 48 per cent of Canadians who are prioritizing travel at the expense of other spending. While business events are slow to recover, we know that people and business are looking for fun in-person connection. We're seeing the kinds of people emerging but about looking to recover until 2026. This slow return is a trend that's impacting global business events and isn't just unique to Canada.
ANDREW SHIGWART: The tourism industry across Canada has benefited from an outpour of determination, collaboration, and innovation to recover a promising industry. However, the progress has been uneven within the same region and sector of tourism across the country. This is ultimately a challenge for Canada's robust economy because we need all sectors of tourism to be healthy to complete international, domestic, and heritage, attractions, transportation, accommodation, and events, agriculture, or others. Further, broader economic and infrastructure gaps are creating a drag on the rate of recovery for all sectors of Canada's economy.
ANDREW WEIR: Toronto's tourism recovery is certainly on an upward trajectory but hasn't yet returned to full pre-pandemic levels. And while visitors last year were a record \$2 billion in Toronto, that growth is partly attributable to inflation. Sustained recovery and growth depend on the return of all markets and segments, including international travelers and also business travel, both of which are core to our visitor economy. Create continued to set records with 132 million overnight visitors. And while visitors last year were a record \$2 billion in Toronto, that growth is partly attributable to inflation. Sustained recovery and growth depend on the return of all markets and segments, including international travelers and also business travel, both of which are core to our visitor economy. Create continued to set records with 132 million overnight visitors. And while visitors last year were a record \$2 billion in Toronto, that growth is partly attributable to inflation. Sustained recovery and growth depend on the return of all markets and segments, including international travelers and also business travel, both of which are core to our visitor economy. Create continued to set records with 132 million overnight visitors.

ACCESSIBILITY AND DIVERSITY

Worked with TNS and Deloitte on Industry Preparedness Research

Delivered Diversity and Inclusivity Training

Partnered with National Sector Council on new training and employer designation pilot

Supported Businesses Accessing e-Cornell Diversity Leadership Programming



NATIONAL PARTNERSHIPS & ENGAGEMENT

Ongoing Provincial and Territorial Tourism Industry Association Participation

Worked with National Partners to Secure Research into Loan Repayment Impacts

Engaged in Coalition Input into Calls for Adjusting Terms for Federal Program Repayment

Hosted Tourism Town Hall Session in partnership with TIAC



BUILDING QUALITY COMPETITIVENESS

Continued to Deliver Best Practice Mission Program

Quality Mentoring Whitepaper - tourism.ca

Input into New ACOA Atlantic Committee Focused on Product Development

BEST PRACTICE MISSIONS

TIANS, with support from ACOA Atlantic and Tourism Nova Scotia (TNS), coordinated three Best Practice Missions for tourism operators in Nova Scotia. These missions were planned collaboratively with the businesses, ACOA Atlantic and TNS based on provincial priorities and potential for leveraged investment resulting in overall improvement of tourism product and quality. Mission themes focused on a range of product development opportunities and associated learning outcomes. Destinations and experiences included Mountain Bike Park and Trails, World Class Spa and Wellness Centres, and development of Winter Tourism Product.

For inquiries or questions regarding the Best Practice Mission program, please contact Susan Tilley-Russell at susan@tourism.ca or visit atlantictourismstrong.ca.

QUALITY MENTORSHIP

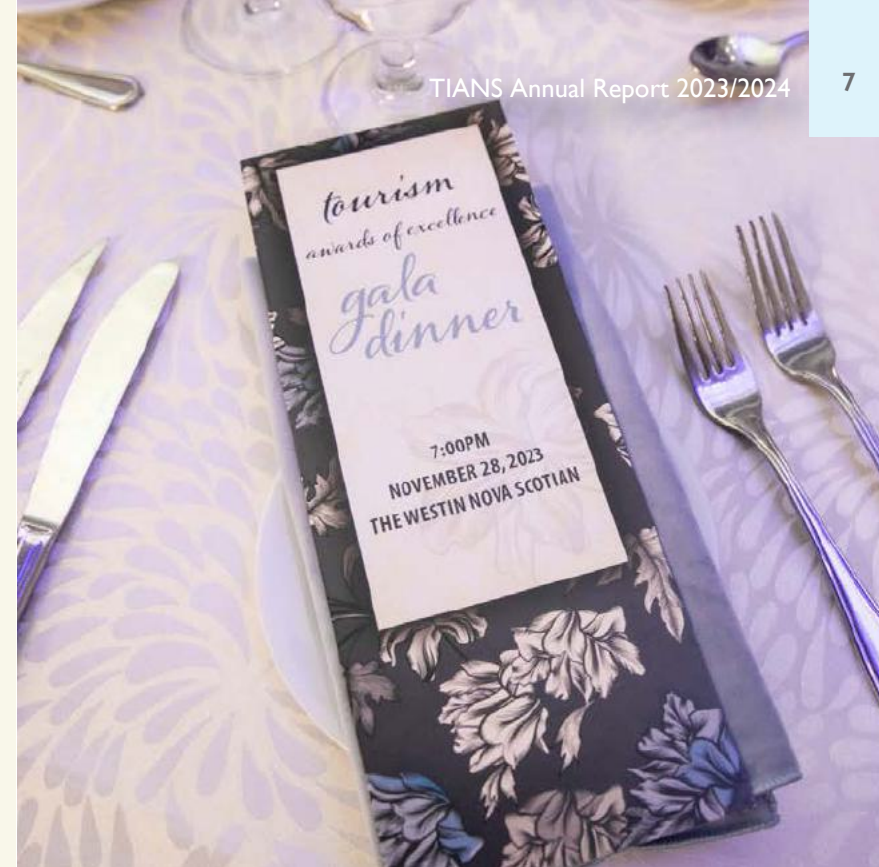
During the past year, TIANS completed a Tourism Quality Program with support from ACOA NS, which supported industry operators in addressing issues of quality and advancing business improvement. One on one business mentoring and coaching was provided for more than 80 businesses, with another 31 participating through sector and geographic cluster offerings. A Quality Whitepaper was developed which provides a background context of strategy and quality, highlighting Best Practices from the mentoring reports. To support ongoing awareness and fostering of a number of these practices, TIANS developed a Quality Digital Hub which features a collection of relevant business resources. The microsite provides one stop shop with a repository of organizational links, contacts and resources.



AGE FRIENDLY CERTIFICATION

Congratulations to the Nova Scotia businesses that received their Certified Age Friendly Employer Certification. There are now 22 businesses in the province that have earned their designation. TIANS supports this mature worker program, and has recently joined the ranks. We are proud to be CAFE Certified.

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|---|---|
| Ambassatours | Inverary Resort |
| Amos Pewter | Events East Group |
| Annapolis Valley Royal Historic Gardens | Fox Harb'r Resort |
| Benjamin Bridge | Grand Pré Wines |
| Cabot Cape Breton | The Old Orchard Inn |
| Cambridge Suites Hotel Halifax | The Prince George Hotel |
| Chanterelle Restaurant, Inn & Cottages | The Tourism Industry Association of Nova Scotia |
| Coach Atlantic | SilverBirch Hotels & Resorts – Hotel Halifax & The Barrington Hotel |
| Coastal Inn Dartmouth | Sou'Wester Gift and Restaurant Ltd. |
| Digby Pines Golf Resort and Spa | White Point Beach Resort |
| Halifax Marriott Harbourfront Hotel | |



RECOGNIZING EXCELLENCE

Bill Hay - Alastair & Frances Campbell Tourism Lifetime Achievement Award

Alan Syliboy, NSITEN Indigenous Tourism Lifetime Achievement Award

Seafoam Lavender Company & Gardens Parks Canada Sustainable Tourism Award

Gran Fondo Baie Sainte-Marie, Tourism Champion Award

Pineapple Award Recipients - Wanda Whynot, Brian Cooper, The Honourable Arthur LeBlanc



Beatrice Stutz

As Chair of the NSTHRC, I am pleased to present highlights of work undertaken to build and develop the tourism workforce. Thank you to all the tourism businesses that continued to invest in their people in spite of challenging economic times.

The crisis for labour that existed in 2022 was alleviated somewhat this past year, however the systemic workforce challenges remain for our industry. Issues such as sector image, retention, skills development, executive recruitment and supply issues are all areas of continued focus.

During 2023, we saw a renewed focus on workplace practices with management training on the rise. There was also an increase in employee training, particularly with the online programs. Over 6000 tourism employees took part in training programs over the past year.

We are continuing to innovate and our older worker campaign continues to gain traction; this was further supported with the continuation of the CAFE program. Nova Scotia now has 22 businesses that are certified as Age Friendly Employers.

We are also keenly focused on connecting under employed populations to our sector – we need to do more to take advantage of the many Nova Scotians who are not gainfully attached to the labour-market. Tourism can be their home.

Our work at the beginning of people careers is accelerating and our 2023 Serve It Up program saw incredible expansion and support from employers, teachers & parents and most importantly youth. This Culinary Exploration program connects youth to cook and baker jobs and allows them to begin their journey while in high school; providing real insight, hands-on experience, mentorship, and the opportunity to develop essential skills in the culinary arts from an early stage.

Our focus on management training has been further solidified with the extension of our exclusive Cornell University agreement, proving access to executive level resources. Our partnership with Tourism HR Canada is also ensuring new tools and best in class research is available - we are proud of our partnerships!

Please take advantage of the supports and resources available through the Nova Scotia Tourism Human Resource Council - we are here to support you and your people.

Sincerely,

Beatrice Stutz, Chair
Nova Scotia Tourism Human Resource Council

Not signed up for our e-bulletins?

Email newsletter@tourism.ca to start receiving the latest news, events and programs for Nova Scotia's tourism industry.

ENGAGING YOUTH – CULINARY TOURISM

2023 was another successful year for the Serve it Up! High School Culinary exploration program. Twenty-one Serve it Up! students from across the province were connected with 17 industry partners for their 200-hour paid summer placement. A partnership between the NSTHRC, the Dept of Education and Early Childhood Development and the NS Apprenticeship Agency, the program provides grade 10 and 11 students with the opportunity to explore careers in the culinary trade through summer job placements. Students earn valuable real-life experience in the culinary trades while industry partners obtain employees that are eager and ready to learn from their passionate culinary mentors. Serve it Up! has become a recognized entry point into the Cook/Baker Apprenticeship, providing a pathway to support students interested in pursuing the trade in their as a direct entry into industry, or in their post-secondary studies. A special recognition during the 2023 Tourism Summit celebrated the students and industry employers.



Chef Mathias Probst – Serve it Up Recognition
Nova Scotia Apprenticeship Award of Excellence

RECRUITING TOURISM TALENT

TourismTalent.com has been updated and refreshed! This innovative recruitment tool was created exclusively for tourism employers and job seekers in Nova Scotia. Now more than ever this online job portal is an integral resource for talent in our sector. The site includes our mature worker video, as part of the Council's attraction strategy to recruit 50+ workers to the tourism sector.

*Keep Your Finger on the Pulse of
Nova Scotia's Tourism Industry*

Facebook: TIANS
Twitter: voiceoftourism
Instagram: voiceoftourism

TOURISM SCHOLARSHIPS

Every year the NSTHRC offers scholarships in support of higher education within the tourism industry. Scholarships are awarded to high school, post-secondary students and tourism professionals. In 2023/2024, \$13,000 was awarded to help strengthen Nova Scotia's tourism workforce and train future generations.

Exciting New Addition!

In the Fall of 2023, TIANS/NSTHRC launched the "Building Up - Tourism Employer Investment Fund".

This support fund is designed to assist business owners and senior employees enhance their skills and knowledge through a wide variety of training and learning opportunities. Applications will be accepted throughout the year, as we strive to support employers as they build skills to operate in a dynamic and innovative global marketplace.



Kalan Jacobs
2023 Walter H. Johnson Scholarship Winner



NSTHRC Chair, Beatrice Stutz presents Winnie Liang
with Tourism Scholarship at MSVU's TEAM Event

EMERIT NATIONAL CERTIFICATION & TRAINING

The emerit designation offered by NSTHRC and Tourism HR Canada is the pinnacle credential for the tourism workforce in Nova Scotia and across the country. During the past year 82 Tourism Professionals earned their emerit certification in front line, supervisory and management occupations – a 61% increase over last year as Industry continued to engage in professional development through the national certification program. More than 200 learning modules were purchased by Industry, demonstrating the ongoing demand for excellence in training.



emerit[®].ca

TRAINING OPPORTUNITIES

With an increased focus on training, people are taking advantage of all types of learning. NSTHRC offers a wide range of training opportunities from responsible beverage service, to customer service, to health and safety; in person options as well as online. NSTHRC Online Campus and emerit Online Portal – online training increased by 26% over last year with over 6,000 participants completing a variety of programs through all online offerings.

Nova Scotia Best Service Excellence program continues to be the leading customer service program for the tourism sector. This year, the Tourism Rocks! Ambassador Program was also integrated into the NS Best Program for all participants.

New!

In March 2024, the Serve Right Responsible Beverage Service Server/Manager in-person and online programs underwent a curriculum review. Review and update to reflect current industry best practices and information. New, interactive exercises and quizzes were also added to the online curriculum. The new program is set to launch in Summer 2024.



Serve Right Responsible Beverage Service Server/Manager Handbooks

SKILLSPASS FOR THE TOURISM SECTOR

The Council's Tourism Sector SkillsPass Portal provides a vast array of training product offerings. The online learning platform is funded by Labour, Skills and Immigration (LSI) and NSTHRC and is accessible to Industry at no cost. Based on Industry demand and input, new courses are added regularly – in 2023 an enhanced customer service program for dealing with confrontation was included in the offerings. From basic Excel to Managing an Inter-generational and Intercultural Workforce. Visit the SkillsPass portal at tourismhrc.com.

LABOUR MARKET DASHBOARD

This marks the 2nd year for the provincial Labour Market Dashboard – a customized Resource Tool that provides business owners and HR managers with detailed data on the current state of Nova Scotia's labour force. The Tourism Sector is one of 14 industry sector councils featured on this Labour Market Information site. The Dashboard allows users to interact with the latest employment, unemployment, industry, wage, and job vacancy data.

Staying Connected with SocialMedia #voiceoftourism

TIANS #1 Most Liked Tourism Industry Association
in Canada on Facebook



The Tourism Industry is all about **People**

The Tourism Industry & Mature Workers...
We Believe we are a **Perfect Match**

We believe the value of people grows with age.

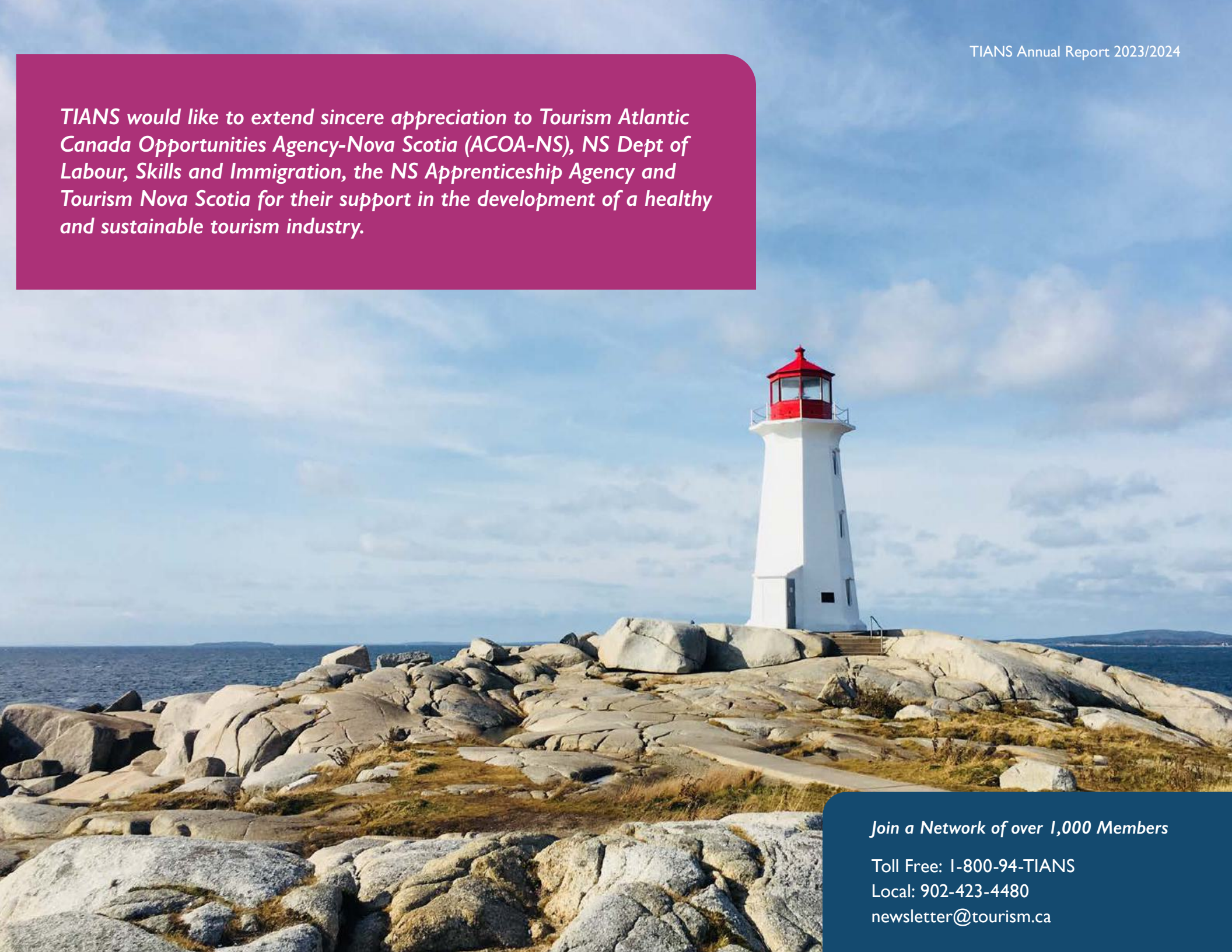
Older Workers bring a Wealth of Experience.

Age Friendly Employers provide an opportunity that:

- Leverages years of Human Capital for your Business
- Enhances Diversity and brings Mentors directly into the Workplace



TIANS would like to extend sincere appreciation to Tourism Atlantic Canada Opportunities Agency-Nova Scotia (ACOA-NS), NS Dept of Labour, Skills and Immigration, the NS Apprenticeship Agency and Tourism Nova Scotia for their support in the development of a healthy and sustainable tourism industry.



Join a Network of over 1,000 Members

Toll Free: 1-800-94-TIANS

Local: 902-423-4480

newsletter@tourism.ca



BUILDING UP

Tourism Employer Investment Fund

Contact us for details and eligibility criteria for this new Tourism Sector Support
nsthrc@tourism.ca



TIANS Membership – Be Part of Something Great!

You are an important part of the tourism industry in Nova Scotia, and we encourage you to add your voice to the collective that is shaping the future of tourism in this province.

Do you have a question about an industry issue or trend? Is there a benefit that you would like to have access to, or would you like to share feedback on current benefit suppliers? Please take a moment to send us your comments so that we can continue to provide excellent service on your behalf.

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