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## **Tourism Revenues Reach \$3.7 Billion in 2025**

**Halifax, N.S. (April 21, 2026)**

The Tourism Industry Association of Nova Scotia (TIANS) responds to the significant increase in tourism revenues for 2025. Figures released earlier this week by Tourism Nova Scotia demonstrate the economic power of the Nova Scotia tourism industry. In 2025 tourism revenue grew by 8% to \$3.7 billion contributing \$2.6 billion in GDP and employing over 55,000 Nova Scotians.

“Tourism offers the Nova Scotia economy limitless potential, as it is not only an economic powerhouse it enhances the social, cultural and environmental health of the province,” says Kevin Toth, TIANS Chair. “With a new Tourism Strategy and industry and government aligning on priorities there is tremendous potential for greater growth,” says Toth.

No other sector can do what tourism can for the province, tourism exists in every community, and is Nova Scotia’s #1 Service Export.

During National Tourism Week, April 20-24, TIANS is urging Nova Scotians to recognize the value of the sector to the economic health of the province and to the Nova Scotia way of life.

TIANS is highlighting the importance of the tourism industry to Nova Scotia on their core social media channels – [Facebook](#) and [LinkedIn](#) and launched the [Tourism Community Champions Series](#) this week, showcasing community champions making a difference through the transformative power of tourism.

*TIANS is committed to representing the best interests of the industry; enhancing and supporting the development of a competitive business environment; advocating on issues critical to the industry’s success; and most importantly, leading Nova Scotia’s most promising economic sector.*

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