



TIANS ANNUAL REPORT

Nova Scotia Needs Tourism

tians
The voice of tourism

“Tourism is a significant economic driver in Nova Scotia, creating jobs and business opportunities and bringing vibrancy to communities in every region. To reach the sector’s full potential we must capitalize on opportunities, leverage our strengths and recognize tourism fully for the role it plays within the province’s economy.”

- Nova Scotia Tourism Sector Strategic Plan, A Roadmap for Sustainable Growth

Front Cover Photo Credit: Yarmouth and Acadian Shores Tourism Association

Message from TIANS Chair



Kevin Toth, TIANS Chair

On behalf of the Board of Directors of TIANS, I am pleased to present the 2026 Annual Report of the Association. This past year we saw a major piece of work completed with the launch of the new Tourism Strategic Plan (A Roadmap for Sustainable Growth). This was the culmination of over two years of work in partnership with Tourism Nova Scotia with a goal that would outline a new approach to manage the business of tourism for Nova Scotia. While completing the framework was a significant milestone, the heavy lifting is just beginning.

Since the launch in late fall of 2025, we have been in communities presenting the framework for a new approach. Over 500 people have attended regional sessions and meetings to see how they can play a role in fostering new economic activity and leverage the social, cultural and environmental benefits that only tourism provides.

TIANS is working with Tourism Nova Scotia to develop a workplan that will identify where we can lead on advancing various areas of the six strategic pillars. One example is the cross-department advisory TNS is leading to ensure a tourism perspective is part of cross departmental policy to ensure proper consideration of Nova Scotia #1 Service Export.



Policy
Alignment



Investment
Readiness



Community Wealth
& Wellbeing



Destination
Sustainability/365



Human Excellence
& Tech Innovation



Global
Competitiveness

Tourism's resilience continues to be challenged with financial pressures; trade wars and global conflicts. As business owners we need to focus on what we can control and navigate these trying times. As governments struggle with massive debt, tourism provides a real opportunity for new revenues. As Nova Scotia best natural resource we can deliver returns quickly and sustainably. Part of our continued assignment is to create better understanding of tourism's wide reaching economic impact, and there are 3.5 Billion reasons for us to do that. Tourism revitalizes communities and enhances social conditions where we live; often it is a catalyst for repurposing heritage buildings; celebrating our cultural diversity and our environmental assets.

During 2025, the Association has continued to invest in programming and resources to support your efforts on the ground. Our advocacy work continues as we strive to address policies and issues impeding the sector's competitiveness and, when necessary, defending tourism's interests and assets. The following report highlights a number of TIANS initiatives from the past year. I want to assure you that your Board Members have served you well, and as Chair, I am grateful for their support and leadership and for sharing the community perspectives, from across Nova Scotia.

In closing, I want to thank all of you for your engagement with TIANS and giving voice to this important sector in Nova Scotia. We are very proud of what you are doing in your communities!

Sincerely, Kevin Toth, TIANS Chair

STRATEGIC GOALS AND ACTIONS SUMMARY

To turn the industry's vision for the new Tourism Strategy into a reality, we need a commitment to collective action. Tourism businesses and organizations across the province are integral to the success of the plan and will need to integrate the plan into their strategies and initiatives. Since launching in Fall of 2025 TIANS and TNS have conducted 6 Regional Implementation Sessions and industry meetings, with over 500 attendees. Additional Industry requests for presentations to communities, municipalities and various groups have been coordinated. Stay engaged! - nstourismstrategy.ca

STRATEGIC GOALS

POLICY ALIGNMENT

- » Increase collaboration across government, communities, and industry to foster sustainable tourism growth.
- » Work to align marketing efforts to maximize reach and minimize duplication.
- » Adopt and integrate a tourism lens into all decision-making by all stakeholders that may affect the sector.

INVESTMENT READINESS

- » Improve accessibility to Nova Scotia leveraging road, air and marine connections and ensure consistent, year-round access to the province.
- » Improve connectivity within the province, leveraging public transit and ensuring traveller services are available throughout the province.
- » Invest in tourism infrastructure across the province to improve local community prosperity and increase visitor dispersion.
- » Cultivate business access to capital.

COMMUNITY WEALTH & WELLBEING

- » Leverage Nova Scotia's cultural strengths to develop new product and drive tourism receipts.
- » Demonstrate commitment to reconciliation by building Mi'kmaw cultural tourism capacity.
- » Ensure tourism development and marketing is grounded in Nova Scotia's natural assets, and its historical and cultural strengths.
- » Prioritize resident and community well-being in decision making.

DESTINATION SUSTAINABILITY/365

- » Align resources to support off-peak tourism product and experience development and marketing.
- » Embrace innovation and cross-sector collaboration to increase year-round employment opportunities.
- » Foster community capacity for housing.
- » Develop conditions to support year-round operation of key tourism assets, including an open-for-business mindset and policy alignment.
- » Leverage environmental stewardship in four-season product development.

HUMAN EXCELLENCE & TECH INNOVATION

- » Improve workforce development initiatives to enhance retention and the image of tourism as a rewarding career path.
- » Accelerate the talent pipeline by leveraging innovative and best-in-class education models and fostering strong industry partnerships.
- » Embrace digital transformation to enhance productivity, improve business models, enhance the visitor experience, while maintaining the highest quality service culture.

GLOBAL COMPETITIVENESS

- » Ensure data-driven decision making to strengthen tourism planning and improve experience quality.
- » Develop and promote best-in-class, immersive tourism experiences that respect local cultures and the environment.
- » Nurture an economic climate that future-proofs the tourism industry and improves business profitability.
- » Expand domestic and international market share.

ACTIONS

1. Establish a formal collaboration and monitoring framework.
2. Integrate a tourism lens into decision-making.
3. Support unified marketing and resource allocation.

4. Enhance transportation infrastructure.
5. Upgrade and develop year-round tourism product.
6. Support unified marketing and resource allocation.

7. Strengthen collaboration between tourism operators and local communities.
8. Highlight and leverage the province's rich cultural heritage as a competitive advantage.
9. Build capacity among Mi'kmaw tourism operators.

10. Develop, support and promote year-round tourism operations and offseason events.
11. Reinforce the environmental resiliency of the tourism supply chain.

12. Implement a comprehensive tourism workforce strategy.
13. Expand business use of technology tools.

14. Elevate tourism marketing and experience development.
15. Invest in future-proofing the tourism supply chain.

POTENTIAL METRICS

- » Tourism industry stakeholder satisfaction rates related to government policy alignment.
- » Number of members involved in tourism industry associations.
- » Perceptions of overall health of the tourism industry.
- » Perceptions of collaboration and alignment of efforts.

- » Government and private investment in tourism sector.
- » Number, type and regional spread of transportation services.
- » Air accessibility.
- » Tourism visitation and spending in communities across the province.
- » Number of active tourism businesses.
- » Tourism business birth rate.
- » Tourism business survival rate.

- » Resident perceptions of the importance and impact of tourism to their communities.
- » Tourism visitation and spending in communities, throughout the province.

- » Seasonal distribution of room sales.
- » Seasonal distribution of tourism revenues.
- » Year-round visitor spending at tourism businesses.
- » Visitor attendance at off-season events and activities.
- » Number of accommodations operators open year-round.
- » Perceptions of overall health of the tourism industry.

- » Growth in employment.
- » Retention rates.
- » Employment diversity.
- » GDP per job.
- » Enrollment rates in post-secondary.
- » Percentage of skilled, certified workers.
- » Image of work.
- » Adoption rates of new technology.
- » Share of unfilled vacancies.
- » Difference between average wage for all jobs and tourism jobs.
- » Growth in location quotient of tourism jobs.

- » Visitation by market.
- » Visitor satisfaction.
- » Number of export-ready businesses.
- » Tourism GDP.

PRESIDENT'S Message



Darlene Grant Fiander, President

The past year has been one of significant milestones for the organization, none more so than the completion of the new Strategic Framework for Tourism. This was a partnership with Tourism Nova Scotia and this partnership continues, as we work together to align community efforts and entrench tourism's value through public policy.

We have a lot of work to do, as demonstrated with the announced cuts to museums, arts & culture and visitor services without engagement.

However, we remain optimistic that there is strong support for the tourism sector and will continue to reposition how tourism is viewed and managed in context of its significant economic, social, and cultural impact.

One of the most important roles TIANS plays is as steward of the sector and we will advocate and advance policies that foster innovation and business competitiveness while protecting tourism's interests. Following are few highlights from the past year, we invite you to explore our Annual Report and learn about the work of your provincial Association.

Thank you for your continued investment in TIANS.

Darlene Grant Fiander, President

2025-2026 Highlights

MILESTONE

**Launch of new Tourism Strategic Plan
"A Roadmap for Sustainable Growth".**

PROGRAM

- » TIANS in the Community – Tourism Champions Launched
- » Continued Investment in Age Friendly Certification
- » Regional HR Satellite Advisors – Yarmouth & Cape Breton
- » Hosted 2025 Tourism Summit "Nova Scotia Needs Tourism"
- » New Canadian Academy of Travel & Tourism in NS secondary schools
- » Quality Mentoring – 32 Tourism Businesses
- » Revamped Online Training Campus

ADVOCACY

- » Position on Post-Secondary Cuts
- » Advocacy Position on Protected Areas
- » Bylaw Amendment – HRM Small Tour Operators
- » Position Paper for Post Graduate Work Permit – Federal Immigration

OPERATIONAL

- » Organizational Currency with Bylaw and Governance Review
- » New Membership Portal
- » Sustainability Plans
- » Building Ownership

TIANS In Action

As the Voice of Tourism, TIANS continues to work on behalf of the tourism industry to address issues affecting business competitiveness and growth.

IMPROVING THE TOURISM BUSINESS ENVIRONMENT

POST-SECONDARY TOURISM PROGRAMMING

In 2025 TIANS corresponded with the Minister of Education and facilitated a meeting with the President of the Nova Scotia Community College and key stakeholders to discuss Industry impacts of planned reductions to Tourism programming in the College. Following the meeting, TIANS convened a Working Group and extended an offer to realign efforts and commit financial resources around a targeted recruitment marketing campaign that NSCC could align with for leverage and messaging.

"... spare any direct program cuts for Tourism, and work with us in a fully collaborative way to look at programming delivery and quality of Tourism education throughout the NSCC system. With our support, both financial and in-kind, we are confident we can realign and position the programs for success and most importantly continue to serve Nova Scotia #1 Service Export Sector."

— Letter to NSCC, January 2025

RESPONSE TO VISITOR CENTRE AND MUSEUM CUTS

The Provincial budget released in March 2026 resulted in closures of museums and visitor information centres, affecting the Industry and rural communities across Nova Scotia. While visitor trip planning has evolved, TIANS believes that strategically located welcome centers can play a critical role in increasing tourism activity and economic impact with a sales focused approach. In addition to releasing a public position statement identifying alternative options, TIANS continues to work on reimagining visitor services. We will also continue to advocate on the value of community museums.

"Eliminating infrastructure that helps sell tourism product and experiences and moves people around is counter-intuitive to our stated and shared goals. Working together, we could have found solutions that served Nova Scotia's interests TIANS stands ready to work with tourism partners and Tourism Nova Scotia to advance solutions that ensure visitors to Nova Scotia are appropriately serviced and the communities affected have the tools to support their local tourism economy."

— Nova Scotia Budget Response, March 2026

HRM TRANSPORTATION BYLAW IMPROVEMENT

As a result of a TIANS commissioned motorcoach regulatory study, correspondence was sent to Halifax Regional Council in August 2025 urging a change in existing bylaws. The adjustment would remove existing boundary crossing requirements for small and mid-sized operators, resulting in reduced regulatory burden, increased fuel efficiencies and an enhanced visitor experience.

POST GRADUATE WORK PERMIT POSITION

In July 2025, TIANS corresponded with the Minister of Immigration, Refugees and Citizenship Canada in support of a pilot proposed by the National Coalition of Educators. TIANS called on the Federal government to reinstate Post-Graduate Work Permit (PGWP) eligibility for tourism management programs through a structured intake of international students; consult with provincial governments and industry stakeholders before implementing future PGWP changes, and development of a regional labour impact assessment framework to guide international student policy.



"We commend the IRCC's decision to reinstate PGWP eligibility for culinary programs and respectfully urge the government to extend this correction to include tourism management programs. The exclusion of these fields from PGWP eligibility has greatly impacted the talent pipeline for thousands of tourism businesses. Canada's tourism industry generates over \$130 Billion annually, representing 5.5% of all businesses and 10% of the total workforce. TIANS supports the recommendations put forth by the National Coalition of Educators for a pilot that would serve as a temporary measure to help address critical labour shortages in Canada's tourism industry."

– Letter to The Honourable Lena Metlege Diab Minister of Immigration, Refugees and Citizenship Canada, July 2025

PROTECTING NOVA SCOTIA'S ENVIRONMENT AND BUILT HERITAGE

STEWARDSHIP OF NATURAL ASSETS

During the past year, TIANS reaffirmed our position regarding the value of Parks and Protected Areas to the Tourism Industry. TIANS continues to urge government to implement updates to the Provincial Parks Act, including defining the three different types of parks to protect native biodiversity, natural heritage and low-impact recreation.

"Strengthening the Provincial Parks Act to address these vulnerabilities has been a priority since that time. On September 24, 2025 your government in partnership with TIANS, launched a new Tourism Strategy that was over two years in the making, identifying our provincial parks and nature-based tourism as key assets in building a stronger tourism economy. Two of the key pillars in the strategy highlight the need for Policy Alignment and a focus on the Health and Well-Being of Communities. We believe this issue is an opportunity to demonstrate a new approach that endorses the principles of the key strategic pillars."

– Letter to Minister of Natural Resources, October 2025

WEST MABOU BEACH PROPOSED DEVELOPMENT

In response to another proposed development in West Mabou Provincial Park, TIANS reiterated concern with government continuing to entertain requests of this nature. While we welcome new investments in tourism, they cannot be made at the expense of our Protected Areas Network (PAN) and Public Parks. The PAN was established as a generational legacy by previous governments and thousands of Nova Scotians who understood the environmental and economic value of keeping these pristine and sensitive areas in their natural state.

"As the steward of Nova Scotia's natural assets, we urge the government to maintain its commitment to the Protected Areas Network that respects the decades work by many communities throughout Nova Scotia and ensure this generational legacy for residents and visitors alike. Not everything is for sale, nor should it be!"

– TIANS Provincial Parks Position

HERITAGE AT RISK

TIANS continues to support our partners from the Heritage Trust of Nova Scotia in their efforts to have the Heritage Property Act updated. The Tourism Strategic Plan highlights the intrinsic connection between heritage and a thriving tourism industry under the Community Wealth and Well-Being Pillar. Now, more than ever, we must protect our historical legacy for both visitors and residents.

MEMBER COMMUNICATIONS AND BENEFITS

BUILDING TIANS BRAND

To support elevating the brand of the Association and the value of membership, a new video, “Nova Scotia Needs Tourism”, was produced. The piece highlights how TIANS is advancing the business environment for the Tourism Industry and features remarks from Tourism leaders, such as Kevin Toth, President of Fox Harb’r Resort, David Dingwall, President and Vice-Chancellor of Cape Breton University and Chef Mathias Probst, Executive Chef with The Carleton Restaurant.

**NOVA SCOTIA
NEEDS TOURISM**



Be sure to visit the
Member Benefits page on
the tians.org website and
support fellow members
when sourcing products
or services!

EXCEEDING STANDARD DIGITAL REACH

TIANS digital communication continues to be in strong demand with Industry. Analytics reporting identify while most trade newsletters experience an average open rate of 40%, TIANS digital bulletins consistently hit over 55%, demonstrating the exceptionally high confidence of recipients on the value and relevance of our information.

GET CONNECTED AND BE SOCIAL

During the past year TIANS has significantly expanded viewer and followers online. Targeted campaigns on our LinkedIn page attracted over 32,000 views with a 110% increase in followers year over year. TIANS Facebook page also maintained a strong following with an average of 30,000 monthly views and the Voice of Tourism Instagram account reached 1000 followers in 2025.

Be Part of the Conversation – Follow Us [@voiceoftourism](https://www.instagram.com/voiceoftourism)

**Tourism isn't
just an industry;
it's a gateway
to growth.**



#NSNEEDSTOURISM

ENHANCING INNOVATION AND QUALITY

QUALITY BUSINESS MENTORSHIP

With support from the Atlantic Canada Opportunities Agency, TIANS delivered a Quality Business Mentorship Program for 32 operators, supporting enhanced quality, competitiveness and long-term sustainability of the tourism sector. The program connected business owner/operators with qualified mentors who provide professional expertise in targeted business topics. Areas of support ranged from General Quality Audits to Operational Efficiencies & Innovations, Management and Leadership Advice, Marketing and Social Media support, Business Models and Financial Planning and more.

"Thank you for this amazing opportunity! My mentor was able to uncover my issues almost immediately. His insight is exactly what I needed, we have already started implementing his suggestions. Priceless information that will really help my bottom line and move us forward."

– Owner, Jac's Burgers and Shakes

VOLUNTEER RESPONSIBLE BEVERAGE SERVICE RESOURCES

In response to demand from the volunteer sector for events and community organizations, TIANS developed a new supplementary resource as part of the Serve Right Responsible Beverage Service Program. The targeted handout outlines best practices for volunteers and provides practical tips and strategies to support safe alcohol service during local festivals and events. Over 7300 Managers and Servers across the province took part in Serve Right training during the past year.

RURAL HR SATELLITE SUPPORT

With support from the NS Department of Labour, Skills and Immigration, TIANS coordinated placement of an HR Advisor in the Cape Breton and Yarmouth regions. The advisors worked with operators in their respective regions to determine training, retention, and recruitment needs and then coordinated relevant workshops and HR resources at the local

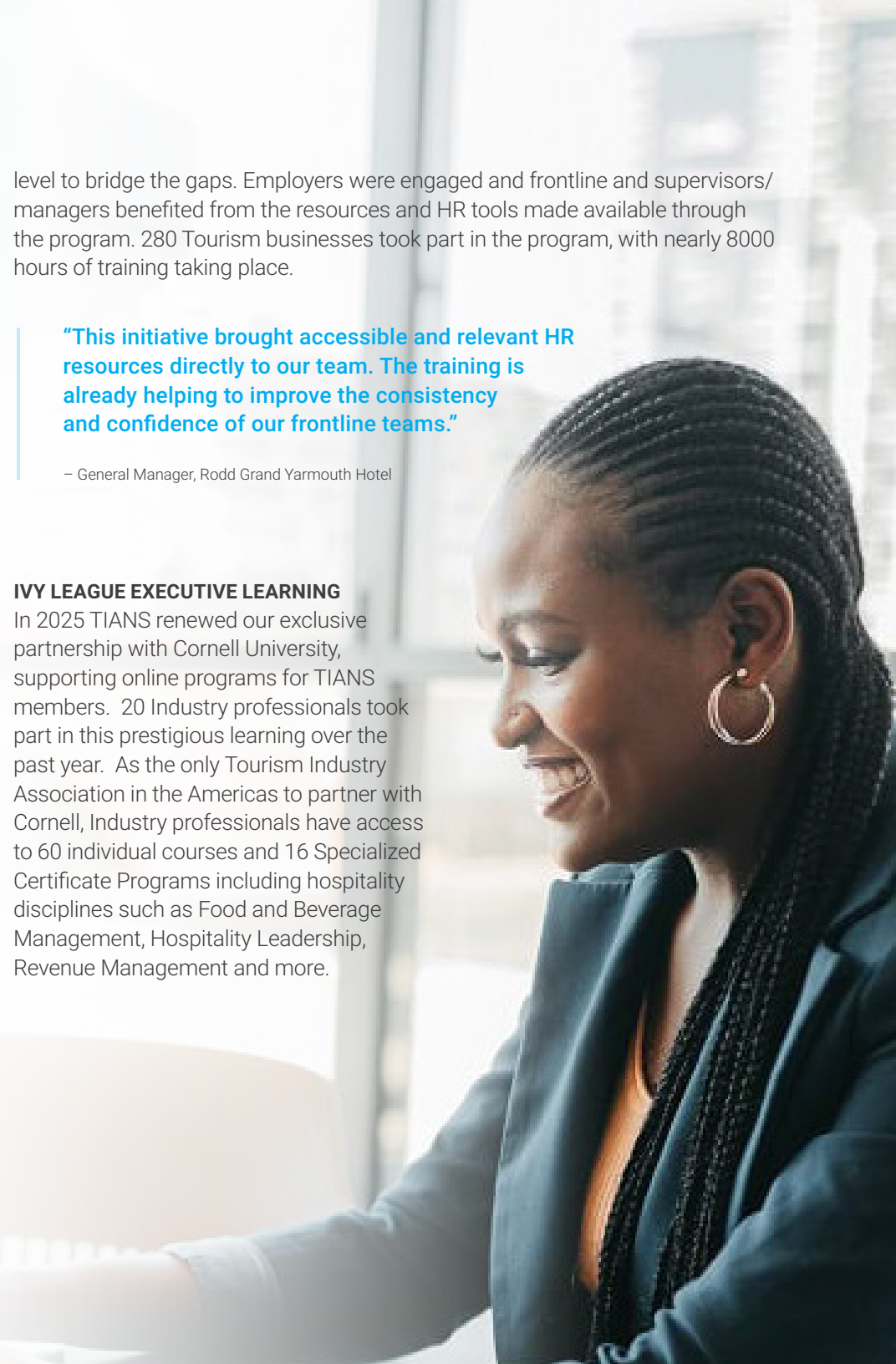
level to bridge the gaps. Employers were engaged and frontline and supervisors/managers benefited from the resources and HR tools made available through the program. 280 Tourism businesses took part in the program, with nearly 8000 hours of training taking place.

"This initiative brought accessible and relevant HR resources directly to our team. The training is already helping to improve the consistency and confidence of our frontline teams."

– General Manager, Rodd Grand Yarmouth Hotel

IVY LEAGUE EXECUTIVE LEARNING

In 2025 TIANS renewed our exclusive partnership with Cornell University, supporting online programs for TIANS members. 20 Industry professionals took part in this prestigious learning over the past year. As the only Tourism Industry Association in the Americas to partner with Cornell, Industry professionals have access to 60 individual courses and 16 Specialized Certificate Programs including hospitality disciplines such as Food and Beverage Management, Hospitality Leadership, Revenue Management and more.





Tourism Builds Canada

NATIONAL PARTNERSHIPS/ENGAGEMENT

NATIONAL COLLABORATION

TIANS continued its efforts to influence the national agenda through participation in the Provincial and Territorial Industry Association (PTTIA), the Tourism Industry Association of Canada (TIAC) and Tourism HR Canada (THRC) to align on key issues to strengthen Canada's Tourism Industry. Nova Scotia's tourism voice was added to help influence policy decisions, support targeted budgetary decisions and build the resilience of the sector across the country. Some areas of focus included the launch of TourismCan.ca, bolstering Canada's International Marketing Capacity, resolving Tourism Workforce Challenges, Mitigating Tariff Impacts, Celebrating Tourism Awareness Week, and Aligned Coordination around Natural Disaster Response.

NEW CREDIT PROGRAMS IN HIGH SCHOOLS

In partnership with Tourism HR Canada, TIANS relaunched the Canadian Academy of Travel and Tourism (CATT). The enhanced online program provides a flexible suite of educational resources easily integrated into any high school curriculum. Nova Scotia has 14 high schools signed up, with more anticipated in Fall 2026.



**CANADIAN ACADEMY
OF TRAVEL & TOURISM**
A world of experiences

INDUSTRY CONNECTIONS AND COLLABORATION

NEW MEMBER 365 SYSTEM

Following a comprehensive review of system options, TIANS secured and implemented new membership software, Member 365 in 2025. The new system offers increased functionality to communicate and coordinate member information, bringing communication, membership file management and more all under one platform.

WEBINARS – BUILDING RESILIENT TOURISM BUSINESSES

Throughout the year, TIANS hosted webinars designed to strengthen the resilience of our tourism businesses. Over 250 Industry participants took part in various sessions with topics included strategies to target the domestic market, steps to enhance cybersecurity, equity and diversity, and crisis management and response for tourism operators.

EXPANDED CULINARY PARTNERSHIP

Building on the Partnership with Devour, The Food Film Festival, TIANS coordinated access for Serve it Up! (SiU!) students to this unique event. Devour was also a feature partner during the 2025 Tourism Summit closing lunch where the Student Graduates from SiU! And their employers were formally recognized.

MATURE WORKFORCE

TIANS expanded the Certified Age Friendly Program over the past year with three new organizations registering into the process. As part of our efforts to highlight the value of the mature workforce, TIANS also supported the Top 7 Over 70 in Atlantic Canada Inaugural event in Nova Scotia.

The logo for Devour! The Food Film Fest features the word "DEVOUR!" in a large, white, stylized font with a film reel icon integrated into the letter 'D'. Below it, "THE FOOD FILM FEST" is written in a smaller, blue, sans-serif font. A small maple leaf icon is positioned to the right of the word "DEVOUR!".

DEVOUR!
THE FOOD FILM FEST

Enjoy an exclusive screening of film shorts
from our Partners at **Devour! The Food Film Fest**
December 3, 2025

The TIANS logo consists of the word "tians" in a blue, lowercase, sans-serif font, with a stylized blue wave above the letters. Below the word, the tagline "The voice of tourism" is written in a smaller, blue, sans-serif font.

tians
The voice of tourism

TIANS IN THE COMMUNITY

2025 ANNUAL GENERAL MEETING

On May 26 and 27, TIANS Members and industry stakeholders gathered at the renowned Fox Harb'r Resort for the 2025 TIANS AGM. Industry Partner updates were provided by Halifax Convention Centre/Events East, Atlantic Canada Cruise Association/Ports of Sydney & Halifax, Nova Scotia Indigenous Tourism Enterprise Network (NSITEN) and TNS. The Honourable Dave Ritcey, Minister of Communities, Culture, Tourism and Heritage, addressed attendees at the industry dinner. Regional food & beverage supplies and local partners were showcased during the two-day event.

2025 TOURISM SUMMIT AND AWARDS OF EXCELLENCE

TIANS biennial Tourism Summit took place from December 1-3 at the Westin Nova Scotian in Halifax. Four hundred delegates took part in the three day event which kicked off with Welcome Reception at the historic Alexander Keiths Market. Educational sessions and keynote addresses aligned with the six key pillars of the Tourism Sector Strategic Plan for Nova Scotia. Tourism Awards of Excellence were presented to Lindsay Lake Farms, Teerling Family; Jess and Amy Tudor, Brier Island; and Captain Phil Watson, Bluenose II. Congratulations! The 2027 Tourism Summit is November 29 - December 1.

NOVA SCOTIA PINEAPPLE AWARDS

Launched in 1995, the Nova Scotia Pineapple Awards are a celebration of our pride in Service and a recognition of the individuals who go above and beyond to enrich a visitor's stay. In recognition of their collective commitment to service, TIANS presented the 2025 Awards to Cathy and Everett Lamey, Cabot Trail Motel; Kris Reid, Amherst Travelodge; Stephanie Wessoleck, Albert's Inn; and Stephen Thibault, Digby Pines Golf Resort and Spa. If you know a special, deserving candidate, we would love to hear your story – nominate online:

tians.org/industry-resources/pineapple-awards.



COMMUNITIES IN BLOOM ATLANTIC – GROWING FLOWERS, PRIDE AND VOLUNTEERISM ONE COMMUNITY AT A TIME!

TIANS is proud to be a sponsor of the Communities in Bloom Program. This program enables towns and villages throughout Nova Scotia to demonstrate their civic pride, environmental responsibility and community beautification. Pride of Place is a key attribute for a healthy and sustainable tourism economy. If your community is interested, please reach out to tanice@tourism.ca for direct CIB contact information.



SUPPORT FOR LOCAL SPORT

Community sport is an important economic generator for tourism. TIANS continued its investment in community sport during the summer of 2025 with live coverage of youth baseball, incorporating messaging in the broadcasts on the value of local sporting events to tourism in Nova Scotia.

LAUNCH OF COMMUNITY CHAMPIONS PODCAST

They say tourism is local and we believe that. TIANS was proud to launch the Community Champions podcast this year, highlighting the incredible work of tourism champions throughout Nova Scotia. This podcast series focuses on those who are contributing to why Nova Scotia is such an incredible place to live and visit!





TIANS ATHLETE SPOTLIGHT

Anthony McKinley
Dartmouth, NS
#27 - P/DH
Dartmouth Dry

You're invited...

TIANS 48th Annual General Meeting
May 26 & 27 at the renowned Fox Harb'r Resort

Register Online at Eventbrite
2025TIANSAGM.eventbrite.ca



tians
The voice of tourism

**NSSBL Game
Of The Week**



National Communities in Bloom
Participant – Yarmouth

Message From NSTHRC Chair



Sean Doucet, NSTHRC Chair

As Chair of the Nova Scotia Tourism Human Resource Council, I am pleased to present highlights of work undertaken during the past year related to the tourism workforce.

During 2025, we saw a significant rebound in employment since the impact of COVID, with the latest figure indicating 59,000 Nova Scotians are employed in tourism in Nova Scotia (Stats Canada). While some of the recruitment challenges were not as prevalent this past year, addressing these issues remains a core part of our workplan. With cuts to post-secondary programs and increased sector competition, we anticipate the challenges to escalate over the coming years. One of the best ways we can address recruitment is to address retention. Tourism businesses can play a key role in building sustainable workforce by focusing on retaining current employees; workplace practices, compensation and policies that support workers will be a defining factor. During 2025 in partnership with Tourism HR Canada the Council relaunched the revamped Discover Tourism Portal to reposition messaging around work in the sector.

We continue to be encouraged by the increase in employee training. Last year more than 9000 individuals took part in training and professional development opportunities. NSTHRC renewed its exclusive partnership with Cornell University, North America's preeminent tourism education leader; 20 Nova Scotia employers took part in their exclusive online tourism programming.

NSTHRC continues to work on strategies for older worker engagement, and we were pleased to continue our partnership with the Age Friendly Institute. Our work with youth through our career exploration activities remains foundational for us. In 2025, our Culinary Career Exploration Program - Serve it Up! -saw continued expansion with 17 students gaining skills and credentials through mentorship from Red Seal Cooks.

Our Scholarship program continues to have an impact on students, employees and employers; in 2025 more than \$17,000 was awarded.

Going forward, our focus will be on advancing the labour pillar (Human Excellence and Tech Innovation) from the Tourism Strategy. We are updating our Labour Market Priorities, as we do our part to expedite the goals outlined in this important piece of work. We look forward to continuing our service, as we work to build a professional and sustainable tourism workforce for Nova Scotia.

Sean Doucet, NSTHRC Chair

Human Excellence and Tech Innovation

“There is an opportunity to address ongoing labour challenges and support business viability through a commitment to workforce development and technology adoption.”

The Nova Scotia Tourism Human Resource Council's Labour Market Strategy is aligned with the Labour priorities identified in the Tourism Sector Strategy Plan. With a focus on the five areas of strategic priorities, we will also address digital transformation and how it is influencing marketing, sales, and guest experiences. Artificial intelligence and digital data management hold the promise of boosting productivity, bridging cultural gaps, and elevating visitor satisfaction, yet the irreplaceable personal touch remains at the heart of unforgettable travel experiences.

Human Excellence and Tech Innovation



Metrics for Success

Growth in employment, retention rates, employment diversity, GDP per job, Enrollment in post-secondary, percentage of skilled certified workers, improved image of work, adoption rates of new technology, increase in productivity and profitability.

CAREER PATHWAYS

EXPANDING TOURISM EDUCATION

- » Supported Tourism 11 & 12 curriculum at 26 different High Schools
- » Delivered Service Excellence Courses to Students
- » Developed new career awareness presentations for junior and senior high schools
- » Highlighted diverse careers through Discover Tourism
- » Supported professional development for teachers during Tourism Summit
- » Led discussions with post-secondary institutions around enrollment, curriculum offerings and learning outcomes relevancy related to Industry
- » Supported Mount Saint Vincent University towards recognition of Tourism High School Credit
- » Delivered Credentials such as Serve Right, Responsible Beverage Service
- » Advocated around federal policy changes related to the Post-Graduation Work Permit (PGWP) program
- » Advocated on behalf of Industry on cuts to Tourism, Hospitality & Culinary programs across the province

TOURISMTALENT.COM

TourismTalent.com continues to serve as the exclusive recruitment platform for the tourism sector, providing users with streamlined access to news, resources, research, and links to other relevant sites and information. During 2025, the portal recorded its highest number of unique visitors to date, reflecting its growing importance as a central hub for talent acquisition, industry insights, and professional development within the tourism community.

This year also saw the addition of a new feature for employers: a direct link to Tourism HR Canada's Propel Student Work Placement Program, which connects post-secondary students with paid, hands-on work experience in tourism, fostering the next generation of industry professionals.

INDUSTRY TRAINING

During 2025–2026, more than 9,000 tourism professionals completed skills development and training courses offered through NSTHRC. Participation in Diversity training more than doubled, representing a 163% increase over the previous year, while Mental Health First Aid also saw notable growth. Over 500 participants completed the Clean it Right program, with the Accommodations Module recording the highest registration. These results demonstrate a strong commitment within the tourism sector to continuous professional development, inclusive practices, and maintaining high standards of health, safety, and service excellence.

EXPANSION OF ONLINE ACCESSIBILITY PROGRAMS

This year, the Council enhanced its online diversity training by incorporating Tourism HR Canada's Belong: Accessible Tourism Workplaces eLearning modules. These modules are now available for all levels of staff, including Front Line employees, Managers and Supervisors, Senior Leaders, and All Modules.

RESPONSIBLE BEVERAGE SERVICE FOR EVENTS & COMMUNITY ORGANIZATIONS

NSTHRC continued to support the tourism industry by offering special pricing for online and in-person Serve Right Responsible Beverage Service training, helping community groups and events manage costs while maintaining high standards of service. In addition, a Best Practice Guide was developed to provide operators with practical strategies and recommendations for responsible beverage service, reinforcing safety, compliance, and professionalism across the sector. During the past year, over 7374 Servers and Managers have received their certification.



Best Practices in Responsible Beverage Service for Community Groups/Events

*Depending on the event and the venue, some best practices may be altered or adapted.

TOURISM LEADERSHIP

During the past year, TIANS provided tourism leaders with Executive Education through our exclusive Distance Learning portal. Courses offered included Developing a Culture of Empowerment, Introduction to Hotel Revenue Management, Pricing and Revenue Management Essentials, Driving Engagement for HR, Financing Your Business, Leading Strategic Change Initiatives, and Decision Analysis. This program equipped established leaders with the skills, knowledge, and strategic insights needed to drive innovation, enhance operational performance, and foster effective leadership across the tourism sector.

TOURISM SECTOR SKILLSPASS PORTAL

The Council's Tourism Sector SkillsPass Portal continues to serve as a valuable, no cost resource for operators across the province. This year, in response to demand a new program, Working Alone – Safety Awareness, was added to the portal's offerings. In addition, NSTHRC webinars are now integrated into the portal, providing operators with seamless access to a wide range of training and professional development resources. These enhancements strengthen the portal's role as a central hub for skills development, safety, and operational excellence in the tourism sector.



TECH TUESDAY WEBINAR SERIES

During 2025–2026, TIANS delivered a series of webinars focused on artificial intelligence (AI) and cybersecurity. This programming helped equip tourism businesses with the knowledge and skills needed to adapt to emerging technologies and operate securely in a rapidly evolving environment. There was a total of 72 registrations, reflecting strong interest in building digital capacity and resilience across the tourism sector.



CRISIS MANAGEMENT WEBINAR

As climate conditions continue to evolve, it is increasingly important for tourism operators to implement proactive strategies to ensure business continuity and resilience. In response, TIANS delivered a comprehensive webinar this year focused on developing effective internal communication tools and staff training programs. The session guided tourism businesses in aligning their messaging, enhancing team coordination, and preparing staff to respond confidently to unforeseen situations during the upcoming season. By equipping operators with practical strategies and resources, this initiative reinforced TIANS' commitment to supporting the sector's adaptability and long-term sustainability in the face of changing environmental and global conditions.

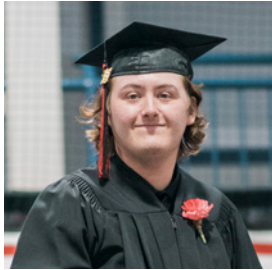


LEGACY THROUGH APPRENTICESHIP

Serve it Up!, a youth culinary exploration program attracted 67 high school student applicants from across the province in 2025. 22 successful students were mentored by 17 employers for a 200-hour paid summer placement. Serve it Up! gained traction within school presentations, a creative social media campaign and in person visits to perspective employers. Serve it Up! Students gained real life industry experience over the summer while collecting 3.0 Cooperative Education Credits and 300 Pre-apprenticeship hours. The 2025 Tourism Summit hosted by TIANS reconnected and celebrated Serve it Up! graduates and mentors in front of industry. We thank all new and returning employers and program partners as Serve it Up! continues to grow across all Regional Centres for Education in Nova Scotia.

Tourism Scholarships

During the past year, NSTHRC/TIANS awarded over \$17,000 in tourism scholarships, supporting initiatives such as the Walter H. Johnson Jr. High School Scholarship, the Judith B. Cabrita Professional Scholarship, and the newly established Building Up Tourism Employer Investment Fund. These awards have enabled recipients to pursue professional development opportunities, including wine education, certificate programs, and participation in industry conferences, helping to strengthen skills and advance careers across the tourism sector.



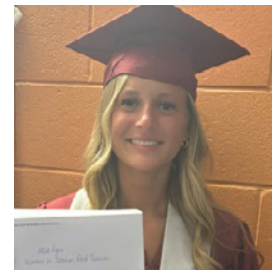
Zach Abbott
Culinary Scholarship
Glace Bay High School



Emma MacDonald
JustaMere Cafe Front of
House Manager, Judith B.
Cabrita Scholarship



Brian Passmore
Food & Beverage
Server, Judith B. Cabrita
Scholarship



Mia Ryan
Gold Scholarship Winner 2025
Yarmouth Memorial HS



Kim Williams
Bar Manager, Judith B.
Cabrita Scholarship

COMMUNITY SUPPORT

In a further demonstration of community commitment, donations of \$2500 were made to two impactful community-based organizations in lieu of speaker gifts at the 2025 Tourism Summit.



Annapolis Basin
Outdoor Rec Society



Sunset Thrift Stores,
Laundry Services & Social Hub

**Four additional organizations were awarded \$500
in recognition of their positive community impact:**

Port Hastings Historical Society
Sandy Point Community Centre
Sunset Community Pugwash
Town of Lunenburg – Board of Trade

HOTELIER

THE MAGAZINE FOR HOTEL EXECUTIVES / SEPTEMBER

PLUS
The 2019
Hospitality
Market

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The voice of tourism

BY
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**NOVA SCOTIA
 NEEDS TOURISM**
 The Westin Nova Scotian | Dec 1-3, 2025



Nova Scotia Tourism Human Resources
 Your Trusted Training Solutions

Investing in training for your staff is crucial for a vibrant tourism sector. A skilled workforce is essential for creating exceptional visitor experiences. It reinforces the Nova Scotia brand and helps attract new and repeat visitors.

Invest in your great people.

Nova Scotia Recognizes Tourism Excellence
 During the 2025 Tourism Summit in Halifax - December 1-3, 2025



Alastair and Francis Campbell Tourism Achievement Award
Captain Phil Watson, Bluenose II



Tourism Champion Award
Jess and Amy Tudor, Brier Island



Parks Canada Sustainable Tourism Award
Lindsay Lake Farms, Teerling Family

2025 Tourism Awards of Excellence presented by TIANS Chair, Kevin Toth; NS Dept of Opportunities and Social Development, Ministerial Assistant, Susan Corkum-Greek; Parks Canada Mainland, Field Unit Superintendent, Alannah Phillips

**NOVA SCOTIA
 PINEAPPLE
 AWARDS**

Pineapple Award Recipients—a celebration of our pride in service and of individuals who go above and beyond to enrich a visitor's stay in Nova Scotia.

- Cathy and Everett Lamey – Cabot Trail Motel
- Kris Reid – Amherst Travelodge
- Stephanie Wessoleck – Albert's Inn (Shelburne)
- Stephen Thibault – Digby Pines Golf Resort and Spa



the Most Anticipated
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Summit 2025

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Nov Scotian, Halifax

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From Service Excellence
 Front Line to Sustainable
 Development; from
 to exclusive Communities
 have transformed

em

When in Halifax, stop by and visit TIANS Headquarters,
located at 6589 Chebucto Road, Suite 201.

TIANS extends sincere appreciation to the Nova Scotia Department of Labour, Skills and Immigration, the Nova Scotia Apprenticeship Agency, Tourism Nova Scotia and the Atlantic Canada Opportunities Agency (ACOA) for their support of a healthy, sustainable Tourism Industry.

TIANS BOARD OF DIRECTORS

Champions for Change 2025/2026

Your Board of Directors is composed of Tourism owners, leaders and experts from across Nova Scotia.

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John Simon
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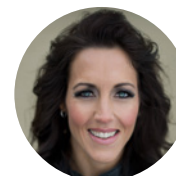
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BW Liverpool & Woodstock,
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Juanita Peters
Executive Director,
Africville Museum

Mark your Calendars for the 2027 Tourism Summit being held at the Westin Nova Scotian from November 29th – December 1st. TIANS Board and Staff look forward to hosting you in 2027!



LET'S GET SOCIAL



TIANS



voiceoftourism

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