

This Week in Tourism

July 6-10, 2026

The latest sector news, resources and announcements

CLOSE TO HOME

[Premier to Begin Summer Tour](#) - Premier Tim Houston will spend the next several weeks speaking to Nova Scotians across the province about the challenges and opportunities ahead. He will speak to chambers of commerce and visit with Nova Scotian business owners in July and August. Scheduled events open to the media will be held between July 15 and August 13. A separate public engagement process, run by the Department of Finance and Treasury Board and specific to the 2027-28 budget, will take place in the fall.

[Proposed N.S. whale sanctuary gets support](#) - The Assembly of Nova Scotia Mi'kmaw Chiefs (Assembly) and Whale Sanctuary Project have formalized their commitment to working together by signing a MOU, with commitments to collaborating on educational outreach and research opportunities, while recognizing the Mi'kmaw principle of Etuaptmunk (Two-eyed seeing) and confirming opportunities for future collaboration. The Assembly and the Whale Sanctuary Project hope to facilitate employment and skill-based training opportunities, as well as the integration and amplification of Mi'kmaw knowledge in education and outreach related to the sanctuary.

[Watch CTV's July 9th news coverage](#)

[Opinions clash over N.S. plan to grow aquaculture in 3-year seafood strategy](#) - An associate director for a Halifax environmental group says there are reasons to both celebrate and be skeptical of the province's approach to aquaculture in its recently unveiled seafood sector strategy. Rolled out last month, Nova Scotia's strategy outlines goals for both government and industry players for the next three years and includes plans to grow the province's aquaculture sector.

[German company to build \\$100-million rocket launch facility at Spaceport Nova Scotia in Canso](#) - A German aerospace company has signed a deal with Spaceport Nova Scotia to launch rockets from Canso. ISAR Aerospace will lease one of the four pads at the Guysborough County facility being built by Maritime Launch Services. The deal will see ISAR build a \$100-million facility around its pad for the launch of its Spectrum rockets. ISAR will pay \$15 million upfront, then have up to 30 months without lease payments as it builds the facility. Once it begins operations, it will pay \$15 million annually to lease the site. Maritime Launch president Steven Matier said a technical team from ISAR will arrive in Canso next week.

INFRASTRUCTURE & INVESTMENT

[Support for Public Transit Across Nova Scotia](#) - Public transit services in towns across Nova Scotia are receiving provincial funding to make it easier for residents to get to work and school, and meet other transportation needs. A total of \$925,000 from the Public Transit Assistance Program will help six municipalities and community organizations operating a fixed-route service buy vehicles, bus terminals, shelters and other capital assets.

[Province Invests in Rural Development, Innovation Across Nova Scotia](#) - The Province is supporting rural economic development projects that include an initiative to connect employers with skilled international post-secondary graduates, a pop-up business zone and a startup competition for entrepreneurs. Seven organizations have received nearly \$890,000 total from two provincial funding streams that aim to help communities and sectors become more competitive through innovation and collaboration.



NATIONAL & INTERNATIONAL

[Blois tells World Economic Forum that Canada has what the world wants](#) - Kody Blois welcomed the opportunity to speak to some of the world's top business, government, and academic leaders recently in China. The Kings-Hants MP represented Canada at the World Economic Forum's Annual Meeting of the New Champions, also known as the Summer Davos, in Dalian, China, June 23-25. "It's a great opportunity for myself – both on behalf of the government, but also in a professional sense – to be able to talk about Canada's vision for our own economic resiliency at home," Blois said upon returning to Nova Scotia.

[Minister Valdez signs Canada–Philippines memorandum of understanding on tourism cooperation](#) - Tourism is a powerful economic driver that creates jobs, supports small businesses and strengthens communities. It also brings people together, encourages investment and deepens the partnerships that help economies grow. On July 3, in Vancouver, the Honourable Rechie Valdez, Minister of Women and Gender Equality and Secretary of State (Small Business and Tourism), and Her Excellency Ma. Theresa P. Lazaro, Secretary of Foreign Affairs of the Republic of the Philippines, signed a MOU on cooperation in the field of tourism. The agreement establishes a framework for Canada and the Philippines to exchange information, data and best practices to support tourism growth in both countries. It also reinforces tourism's role in driving economic growth, creating opportunities for businesses and workers, and strengthening people-to-people ties.

[Canada Hotel Boom Gains New Power as IHG Surpasses Two Hundred Open Properties and Prepares Wider Expansion](#) - IHG Hotels & Resorts is strengthening its position in Canada with a major portfolio milestone, as the global hotel group now operates more than two hundred open hotels across the country. The expansion arrives at a crucial moment for the Canadian tourism economy, with visitor spending expected to rise in 2026 and demand growing across major cities, suburban corridors and secondary travel markets. Destination Canada expects visitor spending to increase by six percent year-on-year in 2026 and reach more than one hundred and forty billion dollars in value. This outlook points to a stronger travel economy, supported by domestic movement, business travel, leisure breaks, meetings, events and regional tourism recovery.

[Air Canada Shrinks US Routes – 8 Flights Are Dropped or Delayed](#) - Air Canada is making fresh changes to its U.S. network, scaling back eight transborder routes ahead of the Winter 2026 season. The move comes as airlines continue adjusting capacity amid weaker Canada-U.S. demand and higher operating costs. Three Midwest routes will now end on October 24, despite originally being scheduled to operate throughout winter. Those services include Montreal-Detroit, Montreal-Minneapolis-St. Paul and Toronto-Indianapolis.



[Canada, US both roll back welcome mat for international students](#) - Stricter immigration policies, tightening visa allowances and political rhetoric have impacted international enrolment in both Canadian and U.S. universities. The United States still hosts the most international students globally, but both Ottawa and Washington have signaled in recent years that they are less open to foreign students.

RESOURCES

[Nova Scotia Labour Market Dashboard](#) - Interact with the latest employment, unemployment, industry, wage, and job vacancy data on the LMI Dashboard, from the NS Department of Skills, Labour and Immigration. If you don't already receive LMI releases and updates, you can subscribe to stay connected: <https://lmi.novascotia.ca/subscribe>

OPINION

[Opinion: Private sector needs quicker decisions from Nova Scotia government](#)

Canada's economic engine has been showing more signs of strain lately. Judging by recent data from the Canadian Federation of Independent Business, the country is experiencing an entrepreneurial drought, with business exits outpacing new entries for six consecutive quarters since early 2024. While the Nova Scotia government has taken aim at red tape through recent legislative changes and the digitization of municipal planning portals, such measures mostly treat the symptoms of a deeper problem. Moving a bureaucratic process to a web portal isn't the same as removing gatekeepers. Nova Scotia boasts the raw resource wealth, geographic positioning and intellectual talent to realize its full economic potential. Yet building a 21st-century competitive economy isn't doable with a 20th-century waiting list and toolbox. It would thus behoove Halifax to get out of its own way and let builders build. *Mitch Sabbagh, Halifax*

