

This Week in Tourism

June 29 – July 3, 2026

The latest sector news, resources and announcements

INFRASTRUCTURE & INVESTMENT

[Ocean Lake Wind Project Approved](#) - On July 2nd, the Department of Environment and Climate Change announced in a media release that the Ocean Lake Wind Project in Guysborough County received its environmental assessment. Ocean Lake, which will have up to 158 turbines, is the largest wind energy project approved in Nova Scotia to date. Construction of the wind farm is expected to begin in 2029 and take about five years. Between 400 and 500 construction jobs will be created, and another 40 to 50 people will be hired for operations. The project is expected to generate about \$11 million in annual tax revenue for the Municipality of the District of Guysborough.

[Contract awarded to design replacement ferry terminal in Digby](#) - The federal government has awarded the contract to design a new ferry terminal in Digby. An Ontario architectural firm has been awarded a four-year contract to design a new ferry terminal in Digby. Arcadis Architects was awarded the \$868,384.83 design contract by Public Services and Procurement Canada and Transport Canada, following a competitive process, to serve as the prime consultant for the design of a new terminal building and integrated toll booth. "The new facility will replace the existing terminal building and is intended to modernize operations, improve user experience, and align with current standards for sustainability, accessibility and security," reads the notice of contract award.

INNOVATION IN REGIONAL TOURISM

[Experience-driven tourism initiative strengthens destination status for southwestern Nova Scotia](#) - Two innovative Yarmouth-based startups are redefining what visitors experience when they arrive in southwest Nova Scotia. Y Town Tours and Café Caye Mangé, Nova Scotia's first Afro-Caribbean vegan restaurant, have partnered to launch a new tourism initiative combining transportation, cultural exploration, and nutrient-dense Caribbean cuisine. "This collaboration is about more than transportation and food; it's about creating meaningful experiences," said chef Pamela Leonforde, Café Caye Mangé owner. "Together, Y Town Tours and Café Caye Mangé are helping visitors discover the beauty, culture, and hospitality of our region while supporting local businesses and strengthening our tourism economy. We are proud to offer CAT ferry passengers an opportunity to experience southwest Nova Scotia in a way that is authentic, welcoming, and unforgettable."

[Halifax Joins St. John's and Charlottetown in an Atlantic Canada Cruise Boom as Major Luxury Liners Divert to the Eastern Seaboard to Offer Quieter Coastal Alternatives to Crowded Mainland Cities](#) - The era of mega-ships cramming into overheated, overpopulated ports is facing a profound reckoning. As the peak of the 2026 cruise season takes hold, the global travel industry is witnessing a phenomenon dubbed the "Great Northern Pivot." At the heart of this maritime renaissance is a definitive Atlantic Canada cruise boom anchored by three historic, culturally rich ports: Halifax, St. John's and Charlottetown. This shift is not merely a temporary post-pandemic detour; it represents a fundamental change in traveler preferences, prioritizing immersive, quieter coastal alternatives over the frenetic energy of traditional tourist traps.

INTERNATIONAL EVENTS

[Royal Nova Scotia International Tattoo celebrates Canada-Germany ties](#) -The Royal Nova Scotia International Tattoo kicked off this week, and is marking some significant milestones for Canada's military history. The Maritime tradition has invited performers from around the world since 1979. This year, the show is celebrating the 75th anniversary of Canadian and German diplomatic relations after the Second World War. "Our German friends have brought a very large group over this year to help commemorate that anniversary," said Scott Long, the tattoo's executive producer and managing director. "So we're looking forward to seeing the German participation in the show."



[Semifinal showdown at Lake Banook, N.S., as World Junior paddlers race to finals](#) - The field is tightening and the pressure is rising at Lake Banook, N.S., as the Junior and U-23 Canoe Sprint World Championships moved into semifinal action on Thursday. After a high-energy opening day that drew large Canada Day crowds to the shoreline, day two saw athletes return to the water, fighting for places in Friday's finals. Organizers are projecting 17,000 visitors over the course of the week. "Right from the first race, there were tons of Canadians, some German fans and Brazilian fans, and they were cheering right away," said Mark James, executive director of Canoe 26.

NATIONAL SPOTLIGHT

[Canada Keep Exploring – Halifax Waterfront Showcased on National Platform](#) - "Halifax's harbourfront became home to fans from everywhere for our Natural Watch Party, with Scotland and Brazil supporters bringing the energy. 🏈 Ocean views, open air, and the beautiful game bringing people together on the East Coast. Moments like this are why we love hosting the world, long after the final whistle blows."

RESEARCH

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[National Tourism Indicators, Q1 2026](#) - Statistics Canada has released data indicating the tourism gross domestic product (GDP) grew 0.5% in the first quarter of 2026, following a 1.4% increase in the fourth quarter of 2025. By comparison, [economy-wide real GDP by industry](#) increased 0.1% in the first quarter of 2026, while [real GDP by expenditure](#) was flat. Tourism GDP accounted for 1.80% of nominal GDP in the first quarter, up from 1.77% in the fourth quarter of 2025. Tourism spending in Canada (+0.1%) edged up in the first quarter of 2026, as increased spending by international visitors (+0.9%) more than offset lower tourism spending by Canadians in Canada (-0.2%).

