

Atlantic Canada Tourism Caucus

Working Together for Tourism Success in Atlantic Canada

Ensemble pour assurer le succès du tourisme au Canada Atlantique

December 22, 2009

Honorable Darrell Dexter
Premier of Nova Scotia
PO Box 726
Halifax, NS
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Dear Premier Dexter:

I am writing on behalf of the Atlantic Canada Tourism Caucus, a coalition formed by the Executive Directors of the four Atlantic Canadian Tourism Industry Associations to enhance the tourism industry and its operators in Atlantic Canada. Together, we represent over 3,000 tourism operators in the four Atlantic Canadian Provinces.

The recent announcement by Bay Ferries to discontinue their service into Yarmouth from the State of Maine is of grave concern to the entire tourism sector in Atlantic Canada. In 2007, visitors from the US mid-Atlantic and New England coming to Atlantic Canada, generated \$184.4 million in revenues and a significant amount of this revenue entered Atlantic Canada through the Yarmouth, Nova Scotia terminal. Although our US market has experienced a decline in recent years due to economic conditions, our research tells us that this market will return to previous levels and passenger numbers on the ferry services will follow suit.

This Nova Scotia gateway is very important to Nova Scotia, New Brunswick and Prince Edward Island as well as Newfoundland and Labrador through its North Sydney/Port aux Basques ferry service. This important entry point has been recognized as a gateway for Atlantic Canada and we are extremely concerned that this access point has been abruptly cancelled. We understand the decision is based on the lack of operating support by the Nova Scotia government. We urge your government to re-consider this decision and undertake a strategic approach that sustains this important access point into Atlantic Canada from the United States. Any time one of our pathways to the US is negatively impacted, there are consequences which translate to fewer visitors, less revenues and reduced tax dollars generated.

We would appreciate any reconsideration that can be given to this landmark decision and look forward to your response in the near future.

Yours truly,

Don Cudmore, Chair – Atlantic Canada Tourism Caucus

cc: Honorable Peter MacKay, Federal Minister – Atlantic Gateway



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