



## Destination Southwest Nova Association

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*For Immediate Release*

### **Ferry Cancellation Devastating to Tourism Industry**

**LUNENBURG, NS (December 18, 2008) – Destination Southwest Nova Association (DSWNA)** sees the recent announcement regarding the end to the CAT Ferry service in and out of the Town of Yarmouth as a short-sighted judgment call.

Even if the number of American visitors is declining, it is still a substantial number that has a significant impact on the economy in Nova Scotia. “The decision of the government of Nova Scotia to simply discontinue the support of the service is alarming” says Dan Myers, President of DSWNA. “We are beginning to see a moderate turn around to the economic crisis and then we get another blow from those who should be looking out for our best interests.”

This decision comes before the results of a transportation survey and does not seem to consider the number of businesses that will be affected and the potential for increased unemployment should those businesses close.

“The elimination of the service will have rippling effects felt province wide” says Myers. “Tourism operators and their staff will be affected from Yarmouth to Sydney.”

As a Destination Marketing Organization, DSWNA works to increase visitation to the three touring regions: South Shore, Yarmouth & Acadian Shores and Annapolis Valley & Fundy Shores. Limiting the access to the regions and province is a tremendous burden on any initiatives being undertaken throughout New England and other US markets.

DSWNA urges all of its partners to make their comments heard. “We must find a solution to this situation that all parties can agree upon. The future of tourism throughout Destination Southwest Nova and Nova Scotia as a whole depends upon it.” Please visit [www.destinationsouthwestnova.com](http://www.destinationsouthwestnova.com) and click on the “Keep the Cat Ferry” button at bottom to provide your valuable input.

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