

## **Marketing Levies**

The Tourism Industry Association conditionally supports the principle of marketing levies provided the following tenets apply:

The levy is applied only at the request and with the support of a minimum of 51% of the operators in the region concerned.

Funds generated are for the exclusive purpose of providing incremental external tourism marketing opportunities for the region.

An evaluation process must exist to measure the effectiveness of expenditures.

The rate of the levy and the size of operation to which the levy applies should be consistent across the entire Province.

A contractual agreement needs to be in place between the local tourism associations and the respective Municipality which outlines all terms and conditions, the collection method, administrative costs etc. and enshrines the understanding of the levy agreement.



**1099 Marginal Road, Suite 201, Halifax, NS B3H 4P7**

***“To lead, support, represent, and enhance Nova Scotia’s Tourism Industry”***

Toll Free: 1-800-948-4267 Tel: (902) 423-4480 Fax: (902) 422-0184

Email: [tians@tians.org](mailto:tians@tians.org) [www.tians.org](http://www.tians.org)