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World Tourism Day Message
Celebrating Diversity
September 27, 2009

Halifax, N.S. (September 24th) – The Tourism Industry Association of Nova Scotia (TIANS) is pleased to announce the 30th annual United Nations World Tourism Day held each year on September 27th.

The main purpose of World Tourism Day is to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic values.

For Nova Scotia, World Tourism Day is an opportunity to celebrate the importance of tourism to the provincial economy. TIANS is pleased to be partnering with the Nova Scotia Community College (NSCC) and the Hotel Association of Nova Scotia (HANS) to mark this year's event.

Tourism is a key driver of economy and can be a supporter and protector of the culture and diversity of the province when managed sustainably. "Public awareness events increase the understanding of the business of tourism," says Danny Morton, TIANS Chair. "Tourism is a \$1.32 billion industry and employs over 40,000 Nova Scotians; it affects all industries and impacts greatly on the social, economic and environmental quality of life in Nova Scotia."

TIANS is committed to representing the best interests of the Industry; enhancing and supporting the development of a competitive business environment; advocating on issues critical to the Industry's success; and most importantly, leading Nova Scotia's most promising economic sector.

For more information on World Tourism Day (WTD) visit:
<http://www.unwto.org/wtd/index.php> or please contact the Tourism Industry Association of Nova Scotia.

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