

Tourism Sector Strategic Plan for Nova Scotia

2025–2030 / A Roadmap for Sustainable Growth

5-YEAR PLAN FOR SUSTAINABLE TOURISM GROWTH

The Tourism Industry Association of Nova Scotia (TIANS) and Tourism Nova Scotia (TNS) co-led the development of a new sector strategic plan to guide community, industry and government actions to support sustainable tourism growth over the next five years. The plan is based on an in-depth analysis of challenges, opportunities and best practices from other jurisdictions. Plan development also included extensive industry and community engagement through virtual and in-person meetings, interviews and an online survey.

CALL TO ACTION AND KEY PLAYERS

The Sector Strategic Plan is a call to all tourism partners to work together to create a year-round destination where communities feel the full economic and social benefits of a strong tourism sector. Tourism businesses, organizations and governments can use this framework to guide their actions and investments to achieve the collective goals.

Key partners in the implementation of the strategic plan include:

- Tourism businesses
- Tourism sector associations
- Destination marketing organizations
- Federal, provincial and municipal governments
- Transportation providers
- Educational institutions
- Investment attraction agencies
- Mi'kmaw communities
- Cultural organizations



Sugar Moon Farm, Earltown ◀

WHY WE NEED A SECTOR-WIDE STRATEGY

Tourism is a critical driver of economic and social wellbeing in Nova Scotia. The industry is positioned to evolve in the global tourism economy and is a leading service export for the province.

- \$3.5 billion in tourism revenues (2024)
- Over 55,000 jobs supported province-wide
- Strengthens communities and celebrates Nova Scotia's diverse cultural heritage

A sector-wide strategy provides a framework for collaborative and collective action to address challenges and seize the full potential of tourism in Nova Scotia.

The Vision

TOURISM IN NOVA SCOTIA: THRIVING IN ALL REGIONS. IN ALL SEASONS.

Nova Scotia's people, environment, and economy are flourishing in a year-round destination, and all regions have capacity to host and attract visitors.

Strategic Themes & Goals

DESTINATION SUSTAINABILITY / 365

Taking collective action to address seasonality, and to protect the province's natural assets, will make a positive contribution to communities across Nova Scotia.

Goals:

- Align resources to support off-peak product development and marketing
- Foster housing capacity and embrace innovation to support year-round employment
- Leverage environmental stewardship in four-season product development
- Adopt an open-for-business mindset and policy alignment

INVESTMENT READINESS

Through development of transportation access, tourism infrastructure, and sector development, there is an opportunity to improve conditions to encourage and retain investment in the provincial tourism industry and cultivate business viability.

Goals:

- Improve year-round access around the province (road, air, marine)
- Enhance traveller services and transportation across the province
- Invest in tourism infrastructure and cultivate business access to capital

HUMAN EXCELLENCE & TECH INNOVATION

There is an opportunity to address ongoing labour challenges and support business viability through a commitment to workforce development and technology adoption.

Goals:

- Improve workforce development initiatives to enhance retention and the image of tourism as a rewarding career path
- Accelerate the talent pipeline by leveraging innovative and best-in-class education models and fostering strong industry partnerships
- Leverage digital tools to enhance productivity, business models, and the visitor experience, while maintaining the highest quality service culture

POLICY ALIGNMENT

Collaboration between communities, government, and industry is necessary to support sustainable tourism growth, maximize resource effectiveness, and avoid duplication of effort. Applying a tourism lens to decision making and planning will ensure investments and initiatives support strategic tourism goals.

Goals:

- Integrate a tourism lens across planning
- Align marketing efforts for maximum reach and duplication reduction
- Increase collaboration across government, industry and communities

COMMUNITY WEALTH & WELLBEING

This is a community-first approach. Tourism development and marketing must be grounded in Nova Scotia's natural and cultural strengths and prioritize resident and community wellbeing.

Goals:

- Develop culture-based tourism
- Demonstrate commitment to reconciliation by building Mi'kmaw cultural tourism capacity
- Ground tourism development in Nova Scotia's natural, cultural and historical strengths
- Prioritize community wellbeing in decision making

GLOBAL COMPETITIVENESS

Sustainable tourism growth requires nurturing an economic climate that future-proofs the tourism industry and cultivates business profitability.

Goals:

- Ensure data-driven decision making to strengthen tourism planning and improve experience quality
- Develop and promote best-in-class, immersive tourism experiences that respect local cultures and the environment
- Nurture an economic climate that future-proofs the tourism industry and improves business profitability
- Expand domestic and international market share

TRACKING PROGRESS

Tourism Nova Scotia will track and report the Strategic Plan's progress with metrics that include but are not limited to:

- Seasonal and regional distribution of visitation and tourism revenues
- The number of accommodations that are open year-round
- The number of tourism business start ups and business survival rates
- How much value Nova Scotians place on tourism's contribution to their quality of life
- Government and private investment
- Tourism GDP
- Tourism employment and employee retention

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