

**Sheralee Mitchell-MacEwan**

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**Subject:** FW: See the New Nova Scotia Tourism Sector Strategic Plan

----- Original message -----

From: Tourism Nova Scotia <[tns@novascotia.ca](mailto:tns@novascotia.ca)>

Date: 2025-09-24 12:24 p.m. (GMT-04:00)

To: Eleanor Roulston <[eroulston@easthants.ca](mailto:eroulston@easthants.ca)>

Subject: See the New Nova Scotia Tourism Sector Strategic Plan

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## **Nova Scotia Tourism Sector Strategic Plan**

Dear Tourism Partners,

We are proud to officially launch the new Nova Scotia Tourism Sector Strategic Plan. The plan sets a vision for a tourism industry in Nova Scotia that is thriving in all seasons, in all regions.

The [Tourism Industry Association of Nova Scotia](#) and [Tourism Nova Scotia](#) have co-led the

development of a five-year roadmap for sustainable tourism growth in the province. This strategy represents the shared vision and collective voice of our province's tourism sector and sets clear direction for sustainable, inclusive tourism growth that benefits communities across the province. It recognizes tourism's vital role in our economic growth and in providing a high quality of life for the people who visit and live in Nova Scotia



See the [Tourism Sector Strategic Plan Summary](#)

The Tourism Sector Strategic Plan identifies goals under six themes:

- Destination Sustainability/365
- Investment Readiness
- Policy Alignment
- Community Wealth and Wellbeing
- Human Excellence and Tech Innovation
- Global Competitiveness

Thank you to everyone who contributed to this important work through attending regional engagement sessions, completing surveys, joining interviews or sharing feedback. Your input ensured the strategy reflects the priorities and opportunities for operators, tourism organizations and communities across the province.

The success of this strategic plan depends on our continued collaboration. We all have a role to play.

The strategy outlines priority areas, goals and actions that we can all work towards as operators, policy-makers, community members, and sector associations. We will be inviting you to engagement sessions to help identify ways you and your organization can help advance the strategic plan goals.

Visit the [Nova Scotia Tourism Sector Strategy](#) website to read the full strategy and learn how you get can get involved.

We look forward to working with you to make this strategic plan a success.

Darlene Grant Fiander, President of the Tourism Industry Association of Nova Scotia

Darlene MacDonald, Executive Director of Tourism Nova Scotia



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