



tians
The voice of tourism

WELCOME



Nova Scotia Federal of Municipalities SPRING CONFERENCE MAY 9TH, 2024





The Nova Scotia Tourism Human Resource Council is a provincial sector council that promotes and enhances professionalism in the Nova Scotia tourism sector. The mission of the Council is to develop a skilled and professional workforce for the Nova Scotia Tourism Industry.



Working with partner associations and stakeholders, 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.

Atlantic Tourism Best Practice Mission Program



What is it?



PAN-ATLANTIC PARTNERSHIP

- ACOA Atlantic
- Four Tourism Industry Associations
- Respective Provincial Tourism Departments

What Are Best Practice Missions?



- ✓ Working **business trips** focused on themes relevant to **operators and destinations**
- ✓ Unique opportunity to **experience and learn** from other **industry leaders**
- ✓ Showcase of **innovative business models** or recognized, **competitive destinations**

What is the Impact?



Increased capacity, improved quality and innovation!

GOAL



Extending the Tourism Season

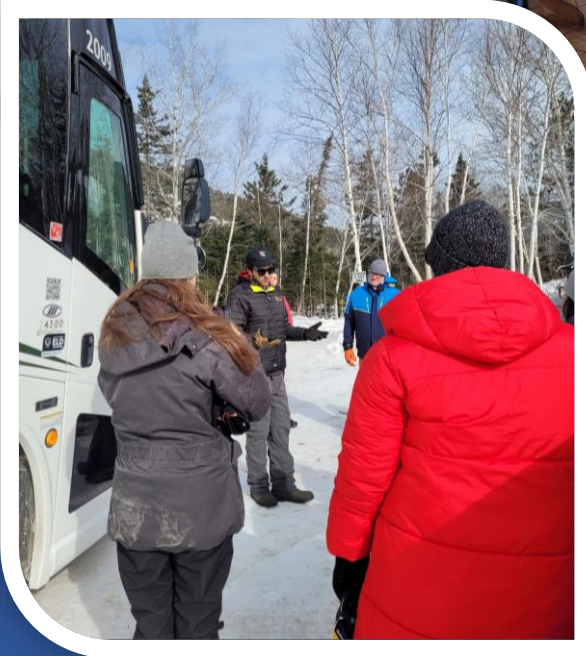


Leadership

Role of Municipalities



Lessons from Best Practice Mission to Charlevoix



QUESTIONS



THANK YOU

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