



# Yarmouth Acadian Shores

WHERE THE STARS ALIGN

Yarmouth and Acadian Shores  
Tourism Association  
P.O. Box 198 Hebron  
Nova Scotia  
B0W 1X0  
Ph: 902-307-2457

e-mail: [nmackenzie@yasta.ca](mailto:nmackenzie@yasta.ca)  
[yarmouthandacadianshores.com](http://yarmouthandacadianshores.com)

#visityas



March 30th, 2020

Attention: YASTA Partners

Town of Yarmouth - Jeff Gushue, Gerry Veran, Mayor Pam Mood and Wade Cleveland  
Municipality of the District of Yarmouth - Victoria Brooks, Greg Shay, Warden Leland Anthony and Gerard LeBlanc  
Municipality of the District of Argyle - Alain Muise, Warden Danny Muise and Calvin d'Entremont  
Marketing and Promotions Levy Advisory Committee - Brian Rodney, Tammy Murray and Devon Crowmwell, Patti Durkee

Dear YASTA partners.

The emergence of COVID-19 has created massive disruptions to the global tourism economy. As we all know, Yarmouth & Acadian Shores has not being spared the damage. Our regions tourism industry is currently seeing massive cancellations, temporary hotel closures and layoffs. This is extremely unfortunate for everyone involved and very much an unprecedented situation. Tourism is of course not the only industry suffering losses. All industries and economies are affected and the impact is global. Unfortunately, we do not have a clear picture of what the lasting repercussions will be to our tourism industry and our larger economy. We must assume that based on current trends, there will continue to be losses in revenue and temporary or permanent closures. These closures and layoffs will affect our accommodations, food and beverage and tourism operators hard. As most of you know, this is already happening.

Obviously, our tourism industry will need ongoing support and opportunities in the future. The goal of YASTA, as always, is to support our tourism industry as best we can and help plan for recovery when it eventually happens. From the start of this crisis, YASTA has been working collectively with our industry partners. These include, The Tourism Industry Association of Nova Scotia (TIANS), The Yarmouth Chamber of Commerce, Tourism Nova Scotia (TNS), The Tourism Industry Association of Canada (TIAC) and Destination Canada. We've also been working with you, our core municipal partners. By working collectively with our partners, YASTA plans to continue to measure the current and ongoing impact of the pandemic on the traveler economy, lobby government for industry specific support and plan for recovery.

Our partners are currently in agreement that marketing travel at this point would not only be wasteful but that it's not appropriate. They do agree that ongoing analysis of the market and visitor trends should continue so that we will know when best to start marketing our destinations again. When its appropriate to market travel again, our belief is that the marketplace will continue to be a very competitive one. The importance of being ready for recovery is essential work that needs to continue if we are to be ready to enter the market once it starts recovering. According to Destination Canada's report, COVID-19's Impact on Canadian Tourism (March 23rd), "The domestic market will likely drive the recovery. When the pandemic fades, there will be significant pent-up demand for leisure travel and (given that a severe recession does not follow the pandemic) we may see strong y/y increases. Short-haul travel will likely be the driver of this rebound due to consumers lingering wariness of booking long-haul trips."

Moving forward, YASTA will be temporarily shifting our priorities from marketing and product development to industry support and recovery. As always, YASTA will be leveraging support for these efforts not only from our core partners but also through provincial and federal partners.

In an effort to facilitate your budget discussions, please see our partner funding requirements for 2020-2021 fiscal.

Funding breakdown:

\$67,250 <sup>00</sup>	Core funding (0% increase vs. 2019-20)
\$10,500 <sup>00</sup>	Project funding (No increase vs. 2019-20)

**TOTAL: \$77,750<sup>00</sup> Per YASTA partner for 2020-21 budget.**

I will be providing a budget for you before the end of April, 2020. I am available to meet with you if you require any other information. Thank you for your continued partnership and support.

Sincerely

Neil Mackenzie  
Executive Director  
Yarmouth & Acadian Shores Tourism Association

Councillor Wade Cleveland  
Board Chair  
Yarmouth & Acadian Shores Tourism Association