

TIANS Applauds Proposed Ingram River Wilderness Area Designation

Halifax, N.S. (June 11, 2021) – The Tourism Industry Association of Nova Scotia (TIANS) applauds the June 10th announcement by the Nova Scotia Department of Environment, proposing the addition of the Ingram River Wilderness Area to Nova Scotia’s Protected Areas Network.

“This is a significant and positive example of government leadership responding to feedback regarding the protected areas network,” says Darlene Grant Fiander, President of TIANS. “As we rebuild from the devastation of COVID-19, public policy that supports the protection of these special places is critical for both residents and visitors, as people seek places that value pristine wilderness areas such as Ingram River. Our natural environment is our greatest asset and adventure and recreation is one of the fastest growing segments within Nova Scotia’s tourism industry.”

The Ingram River area holds tremendous recreational and conservation value, including some of the oldest trees in the Maritimes, as well as being home for numerous species at risk. The area is ideally situated for a proposed Bay-to-Bay Trail which would run from Windsor to St. Margaret’s Bay; providing eco-tourism activity opportunities and generating associated economic impact.

As a member of the Public Lands Coalition, TIANS is urging the public to participate in the virtual open consultations, which will begin July 12th. Consultations will support the completion of the formal designation for Ingram River, along with a number of other previously identified areas.

The Nova Scotia tourism industry lost \$1.6 billion in revenue in 2020 as a result of COVID-19. TIANS is the provincial advocate for Nova Scotia’s tourism industry with a mandate to lead, support, represent and enhance the sector. TIANS strives to enhance the industry's competitiveness and prosperity through increased professionalism and product development, and fostering good public policy.

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