



Yarmouth and Acadian Shores Tourism Assoc.  
(YASTA)  
932 Hwy 1 Hebron  
Yarmouth, Nova Scotia  
B0W 1X0  
Canada

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Oct. 18th, 2023

**Attention:** YASTA Partners

**The Town of Yarmouth** - Jeff Gushue, Gerry Veran and Mayor Pam Mood

**The Municipality of the District of Yarmouth** - Victoria Brooks, Greg Shay and Warden John Cunningham

**The Municipality of the District of Argyle** - Alain Muise, Scott Surette and Warden Danny Muise

Since 2010, the Yarmouth & Acadian Shores Tourism Association (YASTA), with crucial support from our founding municipal partners, has been focused on building demand for travel to the region.

YASTA is a recognized tourism organization in Atlantic Canada and has provided a model example of destination leadership. Despite the many challenges over the past ten years, your DMO has helped increase awareness and interest in Yarmouth & Acadian shores as a travel destination. YASTA delivers valuable work and has helped increase visitation and related sector spending. Municipal and private sector partnerships have ensured that the essential and ongoing work of destination marketing, event attraction, and business development has contributed to the region's economic growth.

As destinations compete for more visitors, YASTA must explore more ways to drive business to operators and increase visitation. To that end, YASTA requests that our municipal partners review and accept the following report, [Driving Destination Competitiveness - Accommodation Levy for Yarmouth County](#).

Additionally, to ensure long-term destination competitiveness, the board of YASTA requests the Town of Yarmouth, The Municipality of the District of Yarmouth, and The Municipality of the District of Argyle, in accordance with The Municipal Government Act, Bill 204 (as passed), enact equivalent by-laws that impose a marketing levy on persons buying short-term accommodation in their respective municipalities, and

- (a) Set levy rates of 3% of the total purchase price of the accommodation.
- (b) Grant levy funds collected to the Yarmouth & Acadian Shores Tourism Association to promote regional tourism.
- (c) Agree that levy funds directed to YASTA are in addition to municipal core funding granted to YASTA.
- (d) Develop an inter-municipal agreement between YASTA municipal partners to ensure that each municipality understand their role in the YASTA partnership.



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As our tourism economy grows, we will face increased competition from other destinations in Nova Scotia, Atlantic Canada and around the globe. YASTA is committed to ensuring our destination continues to grow and that we can compete for visitors. YASTA has shown that a regional approach to tourism marketing and destination development is the most effective way to support this effort and the local tourism economy. Stabilizing YASTA's budget through implementing a marketing levy will provide a massive opportunity for the destination to differentiate itself from its competitors and deploy long-term strategies for economic growth.

We look forward to meeting with you to discuss an action plan and the next steps. Thank you for your continued partnership and support.

Sincerely

Neil MacKenzie  
CEO - YASTA

Councillor Calvin d'Entremont  
Municipality of the District of Argyle  
Board Chair - YASTA

Councillor Patti Durkee  
Municipality of the District of Yarmouth  
Vice Chair - YASTA

Councillor Wade Cleveland  
Town of Yarmouth  
Past Chair - YASTA

## Relevant Legislation and Reports

- [Bill 204 - An Act to Amend Chapter 18 of the Acts of 1998, the Municipal Government Act Respecting Marketing Levies](#)
- [Driving Destination Competitiveness - Accommodation Levy for Yarmouth County 2023](#)
- [Visitor Exit Survey 2022/23 - Visitors Who Used the Maine - Nova Scotia Ferry](#)
- [Nova Scotia Tourism Accommodation Statistics YTD July 2023](#)
- [Canadian Resident Sentiment 2022](#)
- [Canadian Destination Leadership Council - The Importance of Visitor-Based Assessments on the Canadian Economy 2023](#)
- [YASTA Year End Report 2022](#)
- [Enhancing Winter/Shoulder Season Tourism in YAS: 3-year Strategy 2021](#)
- [YAS Tourism Destination Management Plan 2018](#)

YASTA is a member of the following organizations





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