

April 12, 2018

Honourable Stephen McNeil  
Office of the Premier  
7th Floor, One Government Place  
1700 Granville Street, P.O. Box 726  
Halifax, NS B3J 2T3

Dear Premier McNeil:

On behalf of the following members of the Atlantic Canada Tourism Caucus - the Tourism Industry Association of Nova Scotia (TIANS), the Tourism Industry Association of Prince Edward Island (TIAPEI), and the Tourism Industry Association of New Brunswick (TIANB) - we are writing with regards to the situation in Pictou Country involving Northern Pulp. From a tourism, environmental, and economic perspective, we have grave concerns over the proposed replacement treatment plant, which will include a pipeline to move the treated effluent directly into the Northumberland Strait.

We are seeing exceptional tourism growth in Canada and we expect that conditions will remain in our favour for the next few years. In 2016, visitation was up by 11% and tourism contributed 2.8% to Canada's GDP - an impressive gain of 1.2%.

The Atlantic Canada tourism economy is growing, representing over \$5 Billion in revenue during 2017. Tourism in Atlantic Canada is a significant tax generator for all levels of government, funding essential services such as healthcare, education and infrastructure. In 2017 the federal Government announced a renewed commitment to the Atlantic Canada Growth Strategy with a significant focus on tourism.

Our strategic location on the Atlantic Coast has provided us with tremendous opportunities, as we utilize our seacoast location to build our brand and develop products and services which provide unique experiences and access to the sea. Adventure tourism and recreation is one of the fastest growing segments of tourism and many of the new products rely on a healthy and sustainable marine environment.

We are extremely concerned with the proposal which would result in effluent from the Pictou Mill being discarded into the Northumberland Strait. Not only does this threaten the marine environment, it puts at risk other important sectors, including tourism and fisheries.

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Tourism is transforming the Atlantic Canada economy and its continued success is reliant on a healthy environment. There are growing fears that the current environmental assessment process is not sufficient for a project of this scope. We urge your government to establish a more rigorous environmental assessment process, which will provide the appropriate consideration of unintended consequences and the impact on other critical sectors.

We look forward to working with the Indigenous communities affected, as well as the fisheries sector to ensure the broad interests of all are considered and protected for a healthy and sustainable economy.

On behalf the undersigned Atlantic Canada Tourism Caucus members, we respectfully request a response to our concerns and also your perspective on possible impact to the tourism economy in Atlantic Canada.

Sincerely,

*Darlene Grant Fiander - Tourism Industry Association of Nova Scotia*  
*Kevin Mouflrier - Tourism Industry of Prince Edward Island*  
*Ronald Drisdelle - Tourism Industry of New Brunswick*

cc Premier Brian Gallant, New Brunswick  
Premier Wade MacLauchlan, Prince Edward Island  
Federal Members of Parliament, Atlantic Canada