



NEWS RELEASE

Truro, Colchester, Millbrook and Stewiacke Continue Regional Tourism Efforts with the Establishment of a new Central Nova Scotia Tourism Development Society

[Truro, NS, August 27, 2025] – The Municipality of Colchester, Town of Truro, Town of Stewiacke, and Millbrook First Nation are pleased to announce the formation of the new Central Nova Scotia Tourism Development Society. This regional partnership is a major step forward in supporting and growing the tourism sector in the region. The Society has been created to lead the implementation of the Strategic Tourism Expansion Plan (STEP), a regional roadmap for tourism growth developed throughout 2024 and early 2025. This plan outlines how the region can work together to attract more visitors, extend the tourism season, and support local businesses.

The work of the Society will be funded by revenue collected through the regional marketing levy, a small accommodation fee applied to stays in hotels, inns, and other short-term accommodations across the region. This levy was introduced to help reinvest in tourism marketing and development, and the new Society will guide the use of those funds.

Although the Society will be officially registered this fall, the Board of Directors has already had an initial meeting to lay the groundwork for success. The newly formed Board includes a diverse group of business owners, community leaders, and elected officials from across the region. Members include:

- Sam Abushenaf, owner of Libcan Properties;
- Miriah Kearney, owner of Seek Wilderness Accommodations;
- Mark Laughlin, owner of Wicked Hops;
- Gillian Lorraine, owner of Riverbreeze Farm;
- Kristine Stallman, owner of Pink Lemonade Creative Media and founder/editor of Sunrise Trail Magazine; Heather Stevens, Manager of the Millbrook Culture and Heritage Centre;
- Chantel Wilson, General Manager of the Hampton Inn & Suites;
- Carley Gloade, Councillor for Millbrook First Nation;
- Debra Pryor, Councillor for the Town of Truro;
- Tim Johnson, Councillor for the Municipality of Colchester; and
- Pam Osborne, Councillor for the Town of Stewiacke.

The Board is currently focused on building the structure and tools the Society needs to move forward. One of the next major steps will be hiring a full-time Executive Director. This person will lead the day-to-day work of the Society, putting the tourism plan into action and working under the direction of the Board.

Even in these early stages, progress is already underway. The region is being actively promoted through the Explore Central NS brand, which includes a website and social media presence showcasing the region's unique experiences and attractions. Tourism development sessions for operators and businesses are also being planned for early fall, to help build stronger tourism experiences across the region and support local business growth.

While the Society is still new, the formation of this group marks a major milestone. It shows a shared commitment by all four municipalities to work together and make tourism a stronger, more sustainable part of the region's economy. The Society's work will help ensure that this region continues to grow as a vibrant, welcoming destination for visitors and residents alike.

More information about the levy, including a copy of the STEP Plan and tourism strategy, can be found at tcmarketinglevy.ca.

For additional information, please contact:

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