

Economic Growth Through Partnerships

Hotel Association of Nova Scotia

Presentation to Halifax Community Planning and
Economic Development Committee



TOURISM ECONOMY



HALIFAX

IMPACT OF TOURISM



5.3 MILLION
OVERNIGHT STAYS PER YEAR



1 BILLION SPENT BY VISITORS IN HALIFAX EVERY YEAR

HALIFAX = 
54%
OF TOTAL PROVINCIAL VISITATION

23,000
PEOPLE EMPLOYED AND OVER
4,000
BUSINESSES



1 IN 27 PEOPLE IN HALIFAX ARE VISITORS

MEANING TOURISM ALSO IMPACTS
RETAIL STORES • SERVICES • DRY CLEANERS
CABS • DRUGSTORES • COFFEE SHOPS



MUNICIPAL TAX BENEFITS OF TOURISM



ESTIMATED
\$45.2 MILLION



LEVY TAX
\$3.2 MILLION
SUPPORTING MARKETING,
FESTIVALS AND EVENTS

PROPERTY TAXES FROM HOTELS



\$14 MILLION

PROPERTY TAXES FROM

1,600 OTHER BUSINESSES
WHERE VISITORS SPEND **70%** OF THEIR MONEY



PROPERTY TAXES FROM

23,000 +
EMPLOYED BY TOURISM



TOURISM IS THE **5TH** FASTEST GROWING INDUSTRY IN THE WORLD OVER 5% ANNUALLY (UNITED NATIONS WORLD TOURISM ORGANIZATION)

INVESTMENT IN TOURISM MARKETING HAS A HALO EFFECT BY PROMOTING HALIFAX AS A GREAT PLACE TO:

LIVE GO TO SCHOOL INVEST

5-YEAR STRATEGIC GOALS & OBJECTIVES



Promote & Maximize Growth

Grow Halifax's GDP to **\$22.5 billion** by 2021

- Tourism in Halifax is a \$1 Billion Industry
- Tourism is the world's 5th fastest growing industry at 5%/year (UNWTO)
- Province has set a goal to double this by 2024



Attract & Retain Talent

Grow Halifax's labour force to **271,000** by 2021

- Over 4,000 businesses
- 55 Major Hotels, 1100 Restaurants, 1,500 Retail
- 23,290 Employed



Make Halifax a Better Place to Live and Work

Grow Halifax's population to **470,000** by 2021

- Municipal Taxes from tourism estimated at \$45.2 million supports all forms of services
- Festivals and Events contribute to quality of life for citizens
- Marketing Halifax as a place to visit is the same:
 - A Place to Live
 - A Place to go to School
 - A Place to Invest



Align Economic Development

Organize Economic Development Actions

- HANS and Industry as Financial Partner
- Broad agreement from key stakeholders on Festivals and Events Solution with DH
- Strong alignment with DH strategy

Hotel Association of Nova Scotia

- Your Private Sector Partner
- Leadership in implementation of Halifax Levy
- Formation of SEAC and Destination Halifax
- Pressing need for Events Leadership

HALIFAX



Competitive Environment

- Destination Marketing
 - Halifax is underfunded
 - Convention incentives
 - Funds to leverage marketing opportunities
- Events Leadership
 - Strategy & Execution
 - Resource Sales & bid leadership
 - Funding for events



An Effective Events Model



HALIFAX



Events ROI

STEAM								
Event	Combined Spending	HRM Econ	HRM Jobs	Fed Tax	NS Tax	Other City	HRM Tax	Grant Award
Cheer Expo	3,346,920	5,091,872	56.4	693,856	765,536	407,476	377,320	30,000
Hal-Con	1,004,946	1,440,829	10.8	154,819	160,084	33,302	250,079	45,000
SEDMAH	3,404,933	5,119,721	46.9	662,543	715,985	178,429	147,839	25,000
Tattoo	19,411,801	29,292,455	291.4	3,755,412	4,041,806	1,008,573	834,749	100,000
Total	27,168,600	40,944,877	406	5,266,630	5,683,411	1,627,780	1,609,987	200,000
Skate Canada	3,120,475	4,675,536	41.8	581,241	592,998	132,903	96,746	44,250
Canoe Kayak	3,260,964	4,800,179	44.9	605,164	633,418	162,716	135,693	41,000
CIS Hockey	762,148	1,203,885	13.9	152,751	159,001	36,728	29,930	88,500
Web.com	1,897,413	1,286,269	23.2	350,205	347,643	20,371	61,251	300,000
Special Olympics	6,948,238	10,559,314	96.2	1,327,795	1,401,840	350,912	283,063	300,000
Total	15,989,238	22,525,183	220	3,017,156	3,134,900	703,630	606,683	773,750
Grand Total	43,157,838	63,470,060	626	8,283,786	8,818,311	2,331,410	2,216,670	973,750

Path Forward

- HRM to commit \$1.5 million additional funding
- HANS Member Hotels to increase Marketing Levy by 1%
- \$3 Million to be split 60%/40% DMO/Events
- Destination Halifax to be Lead Events agency for HRM



Next Steps

- HRM to negotiate MOU with HANS
- HRM/HANS lobby for Provincial legislation modification
- Funding and structure for 2018

