



2018 Year End Review

Community Planning & Economic
Development Committee

Ross Jefferson
President and CEO

Halifax Visitor Economy

- 5.3 million overnight stays/year and \$1 billion spending
- Approx. 4,000 businesses in Halifax's visitation economy employing 23,000 people
- Property Taxes to HRM Estimated at \$42 million
- One of the fastest growing industries (Globally and Nationally)



Customer

1. Grow Leisure Visitation
2. Grow Group Visitation
3. Grow Visitor Spend with Members



People

1. Right People Working on the Right Things
2. Support Training and Skills
3. Manage and Reward



Innovation

1. Align Strategy with Partners
2. Invest in Technology
3. Improve Processes



Financial

1. Leverage Funding
2. Improve ROI
3. Grow Investment

Balanced Scorecard: 4 Focus Areas





Industry Key Performance Indicators

	Five Year Value (2013)	Previous Year (2017)	Actual (2018)	% Change from Prior Year	% Change from 2013
Room Nights Sold (Traditional Hotels)	1,258,191	1,384,908	1,409,484	2%	12%
Room Nights Sold (Online Sharing Economy) (Note 1)	55,000	215,098	359,040	67%	553%
Combined Overnight Room Sold (Sharing & Traditional)	1,313,191	1,600,006	1,768,524	11%	35%
Daily Hotel Rooms Supply (measuring growth in new traditional hotels)	5,030	5,124	5,545	8%	10%
Cruise Visitation	252,121	292,722	316,859	8%	26%
Airport Enplaned / Deplaned Passengers	3,585,864	4,083,188	4,316,079	6%	20%

Trends and Notes:

Sixth consecutive year of growth in both hotel night stays and total night stays driven by leisure visitation

Record cruise season

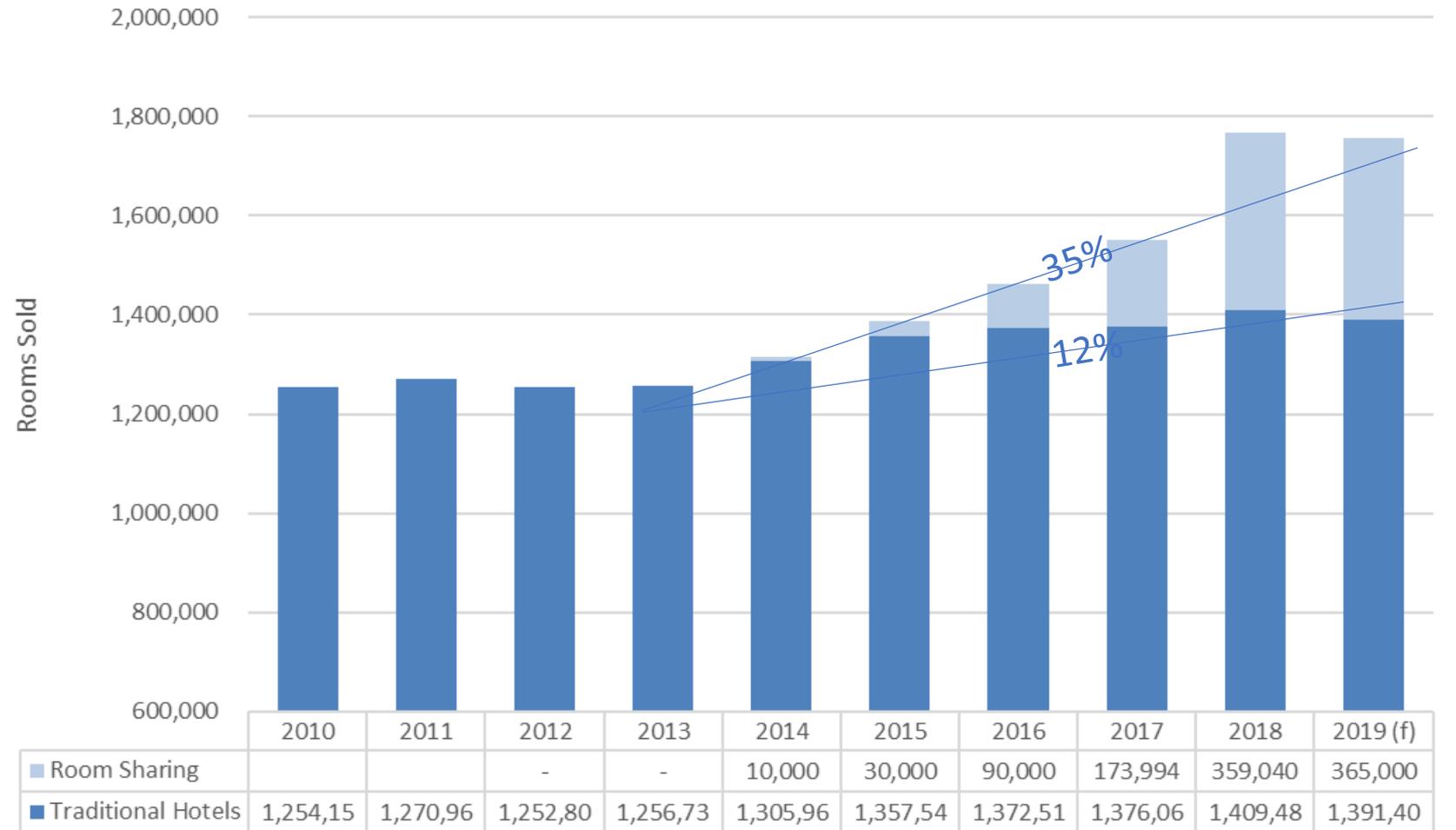
Most successful conference year in Halifax's history

Five new hotels under construction and major renovations in most properties



Room Demand
10 Year Trend

Overnight Accommodations Room Demand





Global
Recognition



Top Destinations on the Rise — World

UNITED STATES WORLD REGIONS

[EXPAND LIST](#)

4 Halifax, Nova Scotia



Travelers say Halifax is best seen on foot, so park the car and start walking.... [more](#)

Don't miss

- [Halifax Public Gardens](#)
- [Halifax Citadel National Historic Site of Canada](#)
- [Canadian Museum of Immigration at Pier 21](#)

[All 234 things to do](#)



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Discover Halifax Programs



MUSQUODOBIT VALLEY

Leisure Marketing

Goal: Promote HRM to the World
\$650K Program Funding (net)
3 Staff



Sales

Goal: Prospect and Bid on Conferences and Travel Trade
\$350K Program Funding (net)
Significant Funding from Hotels



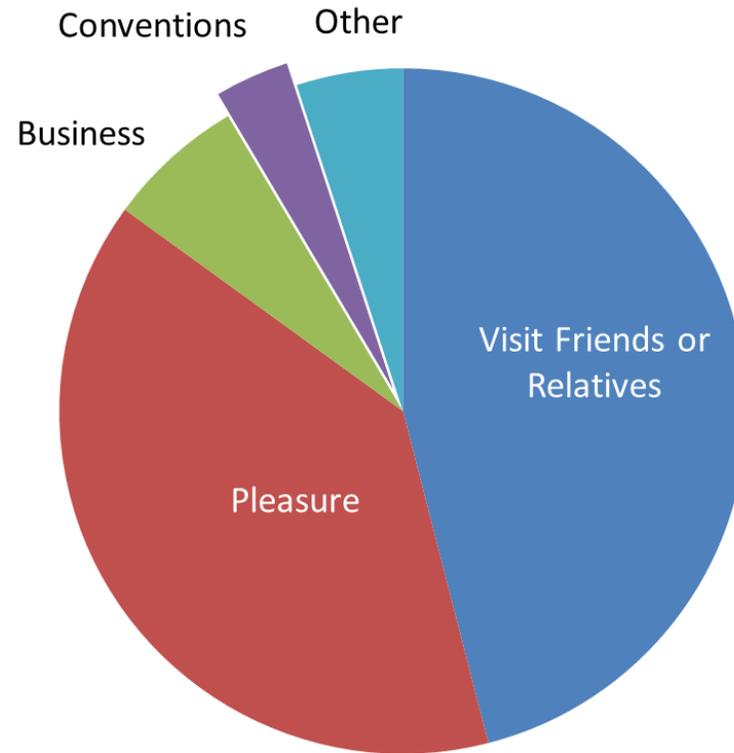
Visitor Experience and Membership

Goal: Helping Visitors Connect with Members
Majority of Funding from "Play to Play" programs
2 staff

• NORTH END HALIFAX
• DOWNTOWN HALIFAX
• WEST END HALIFAX

Traveler's Primary Motivations for Travel to Halifax

(Person visits)



Customer Focus Areas





Influence our story in all relevant channels
(Paid, Earned, Owned)



Grow Reach of our target visitor via strategic partnerships



Develop High Quality Content and Increase Engagement



Driving to Conversion

Goal #1 - Grow Leisure Visitation









HANDPICKED
HALIFAX

INTRODUCING A NEW WAY
TO EXPERIENCE HALIFAX

\$37

00:05

DISCOVER
HALIFAX

Goal #1 - Grow Leisure Visitation

	Five Year Value (2013)	Previous Year (2017)	Actual (2018)	% Change from Prior Year	% Change from 2013
Total Impressions From Campaigns	N/A	42,763,330	47,511,579	11%	N/A
Click Through Rate from Campaigns	N/A	0.27%	0.50%	85%	N/A
Total Website Visits (Note 3)	746,232	1,350,455	1,092,640	-19%	46%
Bounce Rate	70.3%	55%	N/A	N/A	N/A
Social Media Followers	42,194	128,141	161,487	26%	283%
Travel Media Ad Value (Note 3)	\$ 2,100,833	\$ 7,145,142	\$ 4,182,947	-41%	99%

Special Projects Undertaken

Successful major summer campaign

Continued development of digital assets

Successful partner campaigns (Attractions and Shopping)

Goal #1 - Grow leisure visitation





Prospecting, Partner
Coordination, and Bid
Development



Hotel Room Block
Reservations and Pricing



Support Services,
Delegate Attraction and
Marketing



Economic Impact and Post
Event Evaluations

Goal #2 - Grow group visitation



	Five Year Value (2013)	Previous Year (2017)	Actual (2018)	% Change from Prior Year	% Change from 2013
Direct Economic Impact from New Confirmed Conferences and Groups (Note 2)	N/A	63,117,000	76,832,000	22%	N/A
# of New Conferences and Groups Confirming Halifax (Discover Halifax Supported)	101	136	119	-13%	18%
Rooms Nights from Confirmed New Groups (Discover Halifax Supported)	39,007	82,539	82,688	0%	112%
New Tentative Bids (event count)	164	235	279	19%	70%
New Tentative Bids (room nights)	111,946	132,311	165,154	25%	48%
Client Site Inspections Held	31	36	47	31%	52%
Services - Delegate Websites Created	New KPI	New KPI	20	+20	+20

Goal #2 - Grow group visitation





Federation of Canadian Municipalities
Conservative Party of Canada
Liberal Party of Canada
Association of Faculties of Medicine of Canada
Diabetes Canada
Rendez-Vous Canada



Major Conferences Held In 2018





Rendez-Vous Canada (1,900 buyers & suppliers from 33 countries)

Rendezvous Canada in Halifax





North American Indigenous Games - Bid Committee

Jehovah's Witness Convention 2019
North American Indigenous Games 2020
Canoe Kayak Sprint Championships
Intl Soc for Pharmacoepidemiology
Canadian Anesthesiologists Society
Canadian Public Health Association
Geological Association of Canada
Pentecostal Assemblies of Canada
Colleges & Institute Canada
World Muscle Society
Canadian Pediatric Society
National Metropolis Conférence on Immigration
International Bridge Tunnel and Turnpike
Canoe Kayak - World Masters
Canadian Association of Emergency Physicians
Military & Veteran Health Research Forum 2020
Canadian Ophthalmological Society
Canadian Orthopedic Association

New Events and Conferences Secured in 2018





Entice visitors to stay longer, spend more, and repeat visitation



Make it easy for visitors to buy our member experiences



Grow our membership base, monetize channels, and leverage

Goal #3 – Membership and Visitor Experience





5.3 Million
Visitors



Hotel Room



Visitor Guides



Kiosks



Free Wifi



400+ Members

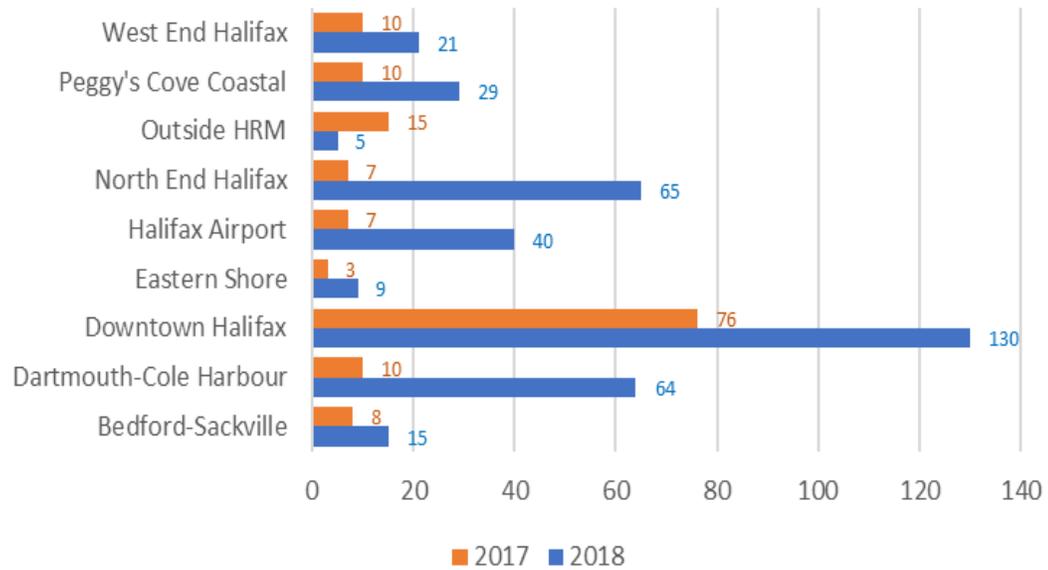


Mobile

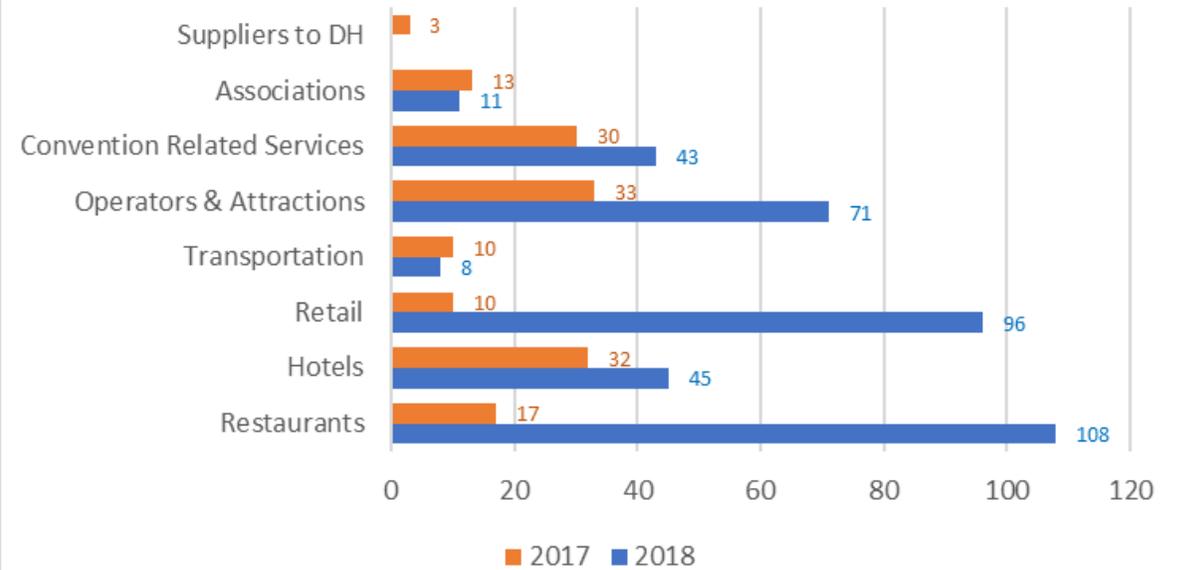


Website

Membership by Location



Membership by Business

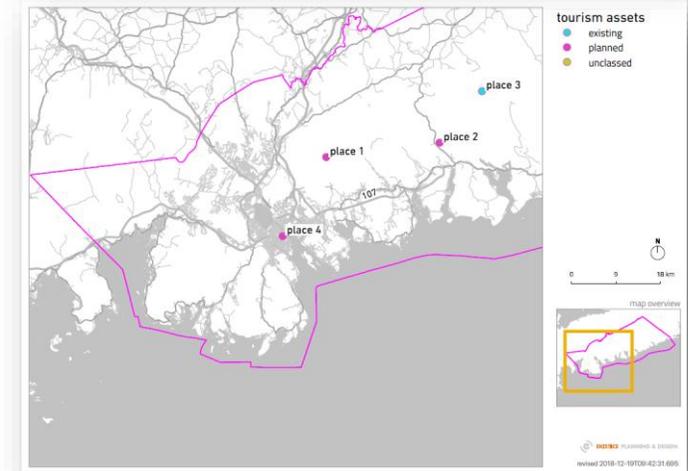


Membership Growth and Diversification



Tourism Master Plan - 2019

- Development of a common vision for growth and framework for the advancement of initiatives
- Working with HRM Staff, Halifax Partnership, and community leaders on the scope and project plan
- Funding request to ACOA
- Future presentation to CPED



Tourism Industry Master Plan



Distinct Opportunities and Challenges



Rural Halifax: Offer from Destination
Canada for Matching Funding



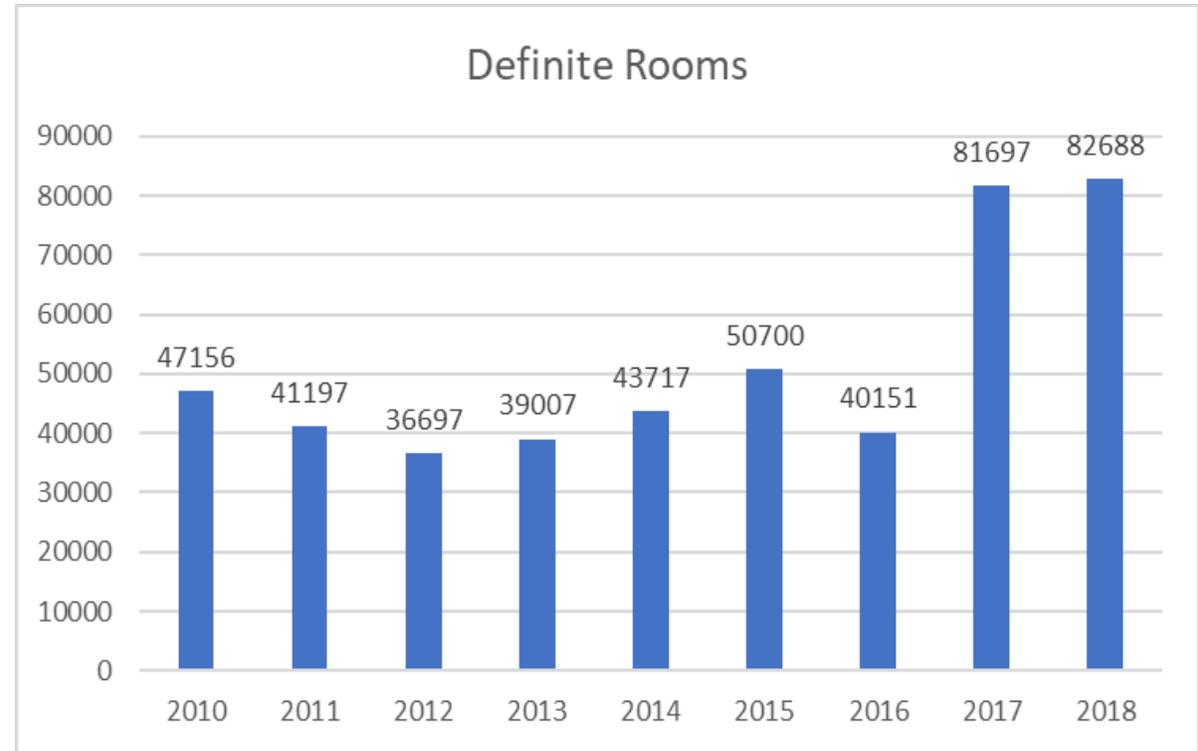
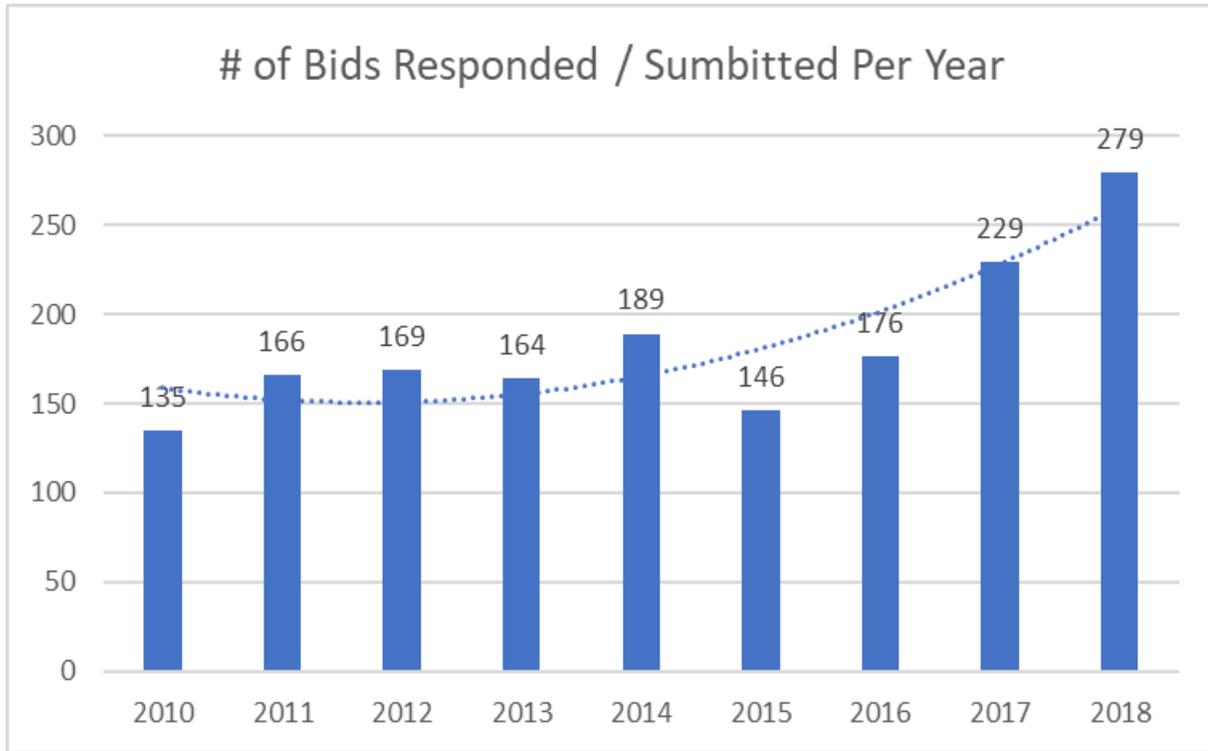
Increased Competition in Conventions
Business



Events Prospecting and
Leadership



Thank You and Questions

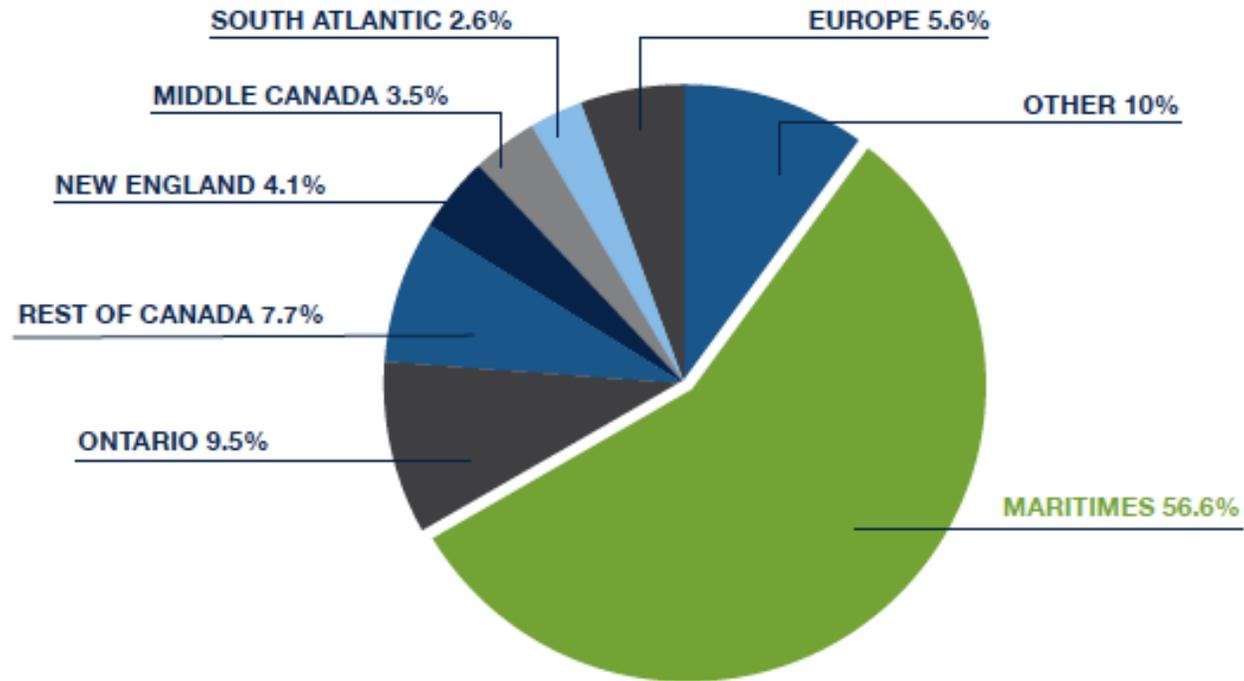


New Events and Conferences Secured in 2018



Primary Markets

(Person visits)



Goal #1 - Grow Leisure Visitation

