



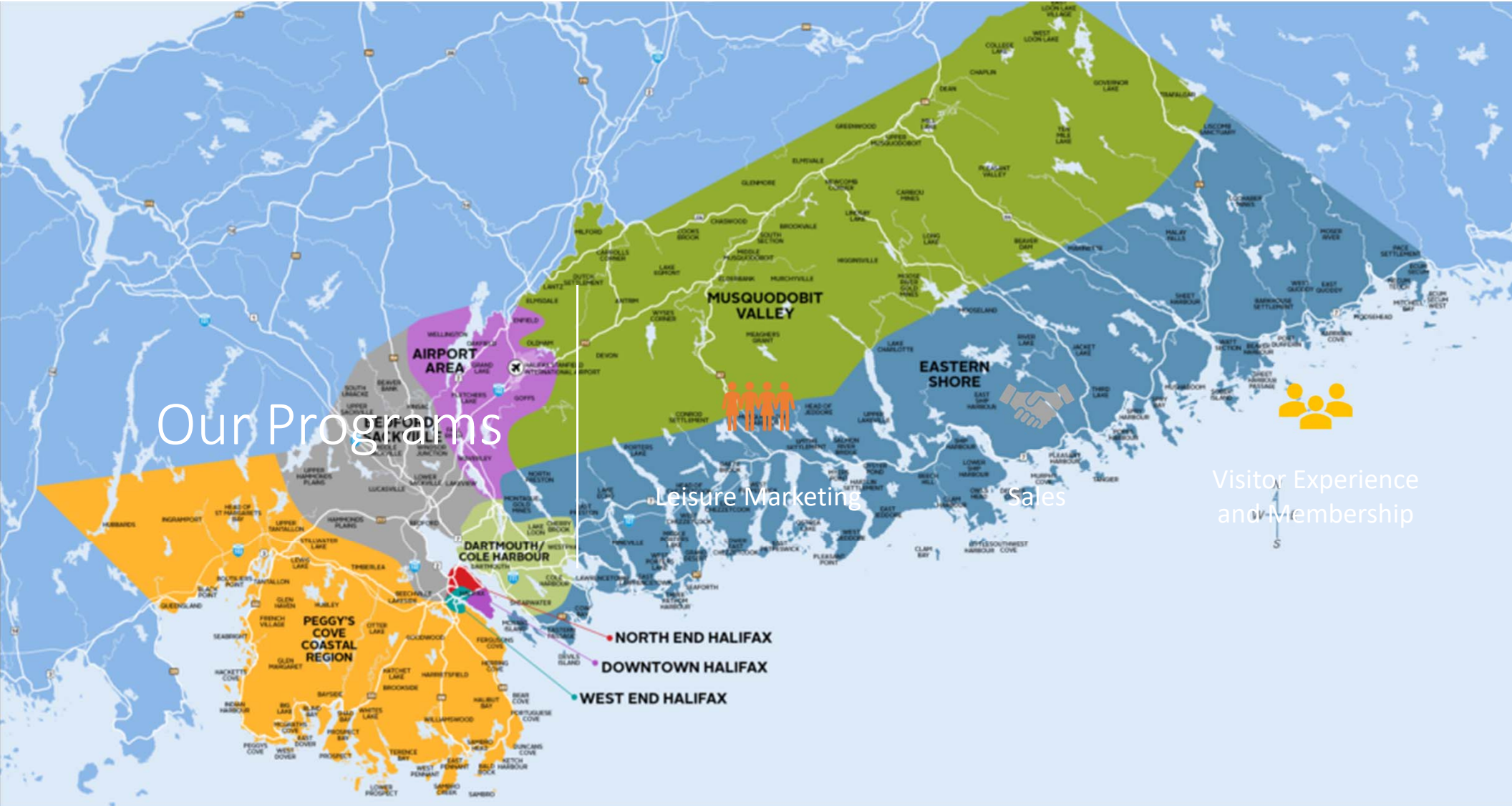
Special Events Advisory Committee: Overview of Programs and Event Related Activities

Mission

Maximize regional wealth and economic growth through the promotion of Halifax as the preferred destination to our highest ROI Markets

Events Specific (Contract)

1. Promote Halifax as Atlantic Canada's preeminent location for meetings, conventions and major events;
2. Foster marquee festivals and events that will provide an increased opportunity for destination animation and draw tourists to the Municipality.



Our Programs

Leisure Marketing

Sales

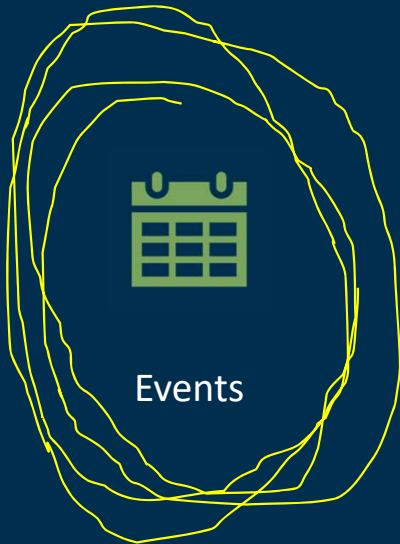
Visitor Experience and Membership



Leisure Marketing – Key Pillars



Culinary Experiences



Events

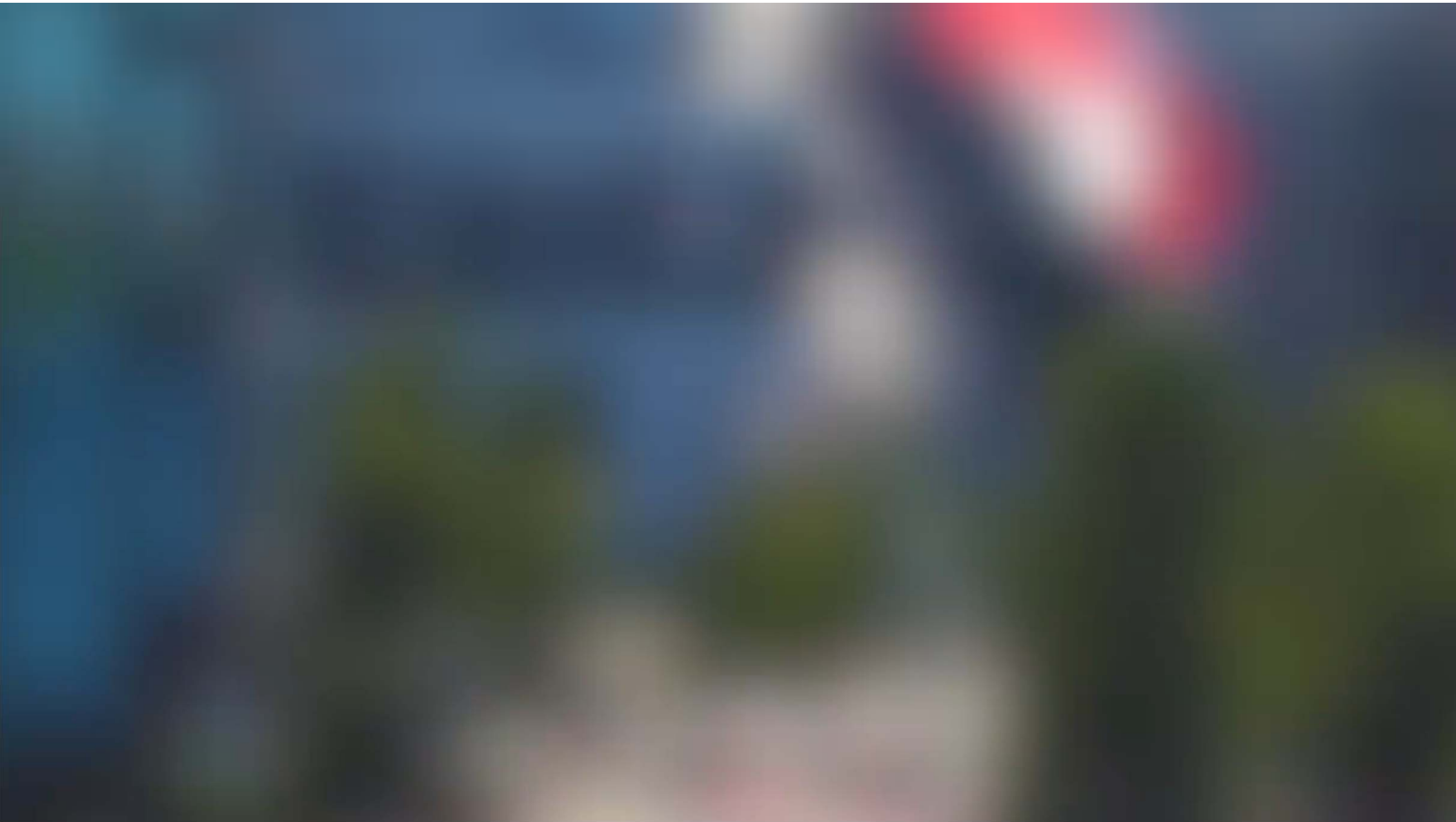


Shopping



Urban
Experiences

Our Team Needs A
Line Of Sight To
Events to Promote
them



EVENTS ▾

THINGS TO DO ▾

PLAN ▾

BLOG

DISCOVER HALIFAX

MEETINGS ▾

What are you looking for? 🔍



WELCOME TO HALIFAX

Named one of the Top 10 Global DESTINATIONS ON THE RISE in TripAdvisor's 2018 Travelers' Choice Awards - come find out why everyone's talking about Halifax.

Visitor Experience Program - Goals



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



Make it easy for visitors to buy our member experiences



Improve the Delegate and Visitor Welcome Experience



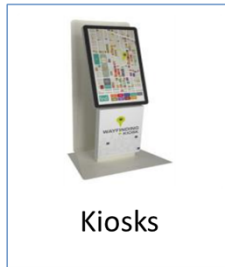
5.3 Million
Visitors



Hotel Room



Visitor Guides



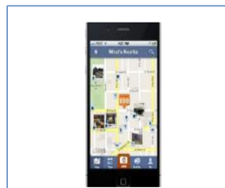
Kiosks



Free Wifi



400+ Members



Mobile



Website



MAIN VIDEO ZONE

- Price: \$350/Month
- 30 Second Video
- Format: MP4
- Size: 1280x720 progressive

BANNER ZONE

- Price: \$200/Month
- Size: 880 x 290 px
- Format: Jpeg

BANNER LISTING AND EVENTS – FREE WITH YOUR MEMBERSHIP

Discover Halifax frequently updates the channel with upcoming events and engaging content on the events listing and ticker at the bottom. Please ensure your profile is up-to-date with events for a chance to be featured in this area.

Sales Program – Primary Markets



Canadian
Association



Canadian
Corporate



International
Association



3rd Party (Canadian
and International)

Sales Program – Value Added Services



Prospecting & Partner
Coordination



Economic Impact and
Post Event Evaluations



Event Proposals and
Bidding



Hotel Room Block
Reservations and
Pricing



Delegate Attraction
and Marketing

Hotel Room Block Management

- Coordination across multiple partners via one CRM
- Hotel room holds
- Rates for Bid Submissions

DISCOVER HALIFAX

Search for accounts, c...

Women's World Hockey | Lead list | IHF Womens World Championship 2020 (Definite)

Lead Name: IHF Womens World Championship 2020
 Lead Status: Definite
 Website:
 IDSS Lead ID: 71828
 Primary Market: SMERF
 3rd Party: Conference Direct MASTER

Info | Main | Dates | Lead | Response | EIC | DI EIC | Mint | Activity | Sales | Svc | Details | Exp | Itineraries | Lost/Hist | Connect | Files | Survey

Event dates Allow event planner to view full grid Allow event planner to view accepted only Active only

Session name	Start	End	First room	Last room
Fixed Dates	3/25/2020	4/6/2020	3/25/2020	4/6/2020

Average daily rate

All hotels: 151.70
 Selected hotels (HQ+Overflow): 0.00

Fixed Dates Accommodations Blocked Rooms

Partner	Wed 3/25 2020	Thu 3/26 2020	Fri 3/27 2020	Sat 3/28 2020	Sun 3/29 2020
Atlantica Hotel Halifax	57	57	57	57	57
Cambridge Suites Hotel Halifax	102	102	102	102	102
Four Points by Sheraton Halifax	57	57	57	57	57
Halifax Marriott Harbourfront	200	200	200	200	200
Hampton Inn by Hilton - Halifax Downtown	57	57	57	57	57
Homewood Suites by Hilton Halifax Downtown	Declined.				
Hotel Halifax	200	200	200	200	200
Lord Nelson Hotel & Suites	76	76	76	76	76
Prince George Hotel	120	120	120	120	120
The Barrington Hotel	100	100	100	100	100
The Sutton Place Hotel Halifax	200	200	200	200	200
Westin Nova Scotian Hotel	150	150	150	150	150
Totals	1319	1319	1319	1319	1319
Grand Total					

Economic Impact Calculator (NEW)

- Project initiated by Destinations International
- Created in partnership with Tourism Economics and Oxford Economics
- Standardization with over 280 destinations now using this calculator
- Localized data unique to each destination (tax, wages, economic impacts)
- Plug in to our Existing CRM

DISCOVER HALIFAX

Search for accounts, contacts, leads

Women's World Hockey | Lead list | IIHF Womens World Championship 2020 (Definite)

Lead Name	IIHF Womens World Championship 2020	iDSS Lead ID	71828
Lead Status	Definite	Primary Market	SMERF
Website		3rd Party	Conference Direct MASTER

Info | Main | Dates | Lead | Response | EIC | DI EIC | Mint | Activity | Sales | Svc | Details | Exp | Itineraries | Lost/Hist | Connect | File

Economic impact | Economic Impact DMAI Input

Lead name	IIHF Womens World Championship 2020	EIC event type	
Account name	Women's World Hockey	Location	
DMS lead type	Convention		
Start date	3/25/2020		
End date	4/6/2020		
Current estimated EI	\$6,612,687.34		
Current actual EI	\$0.00		

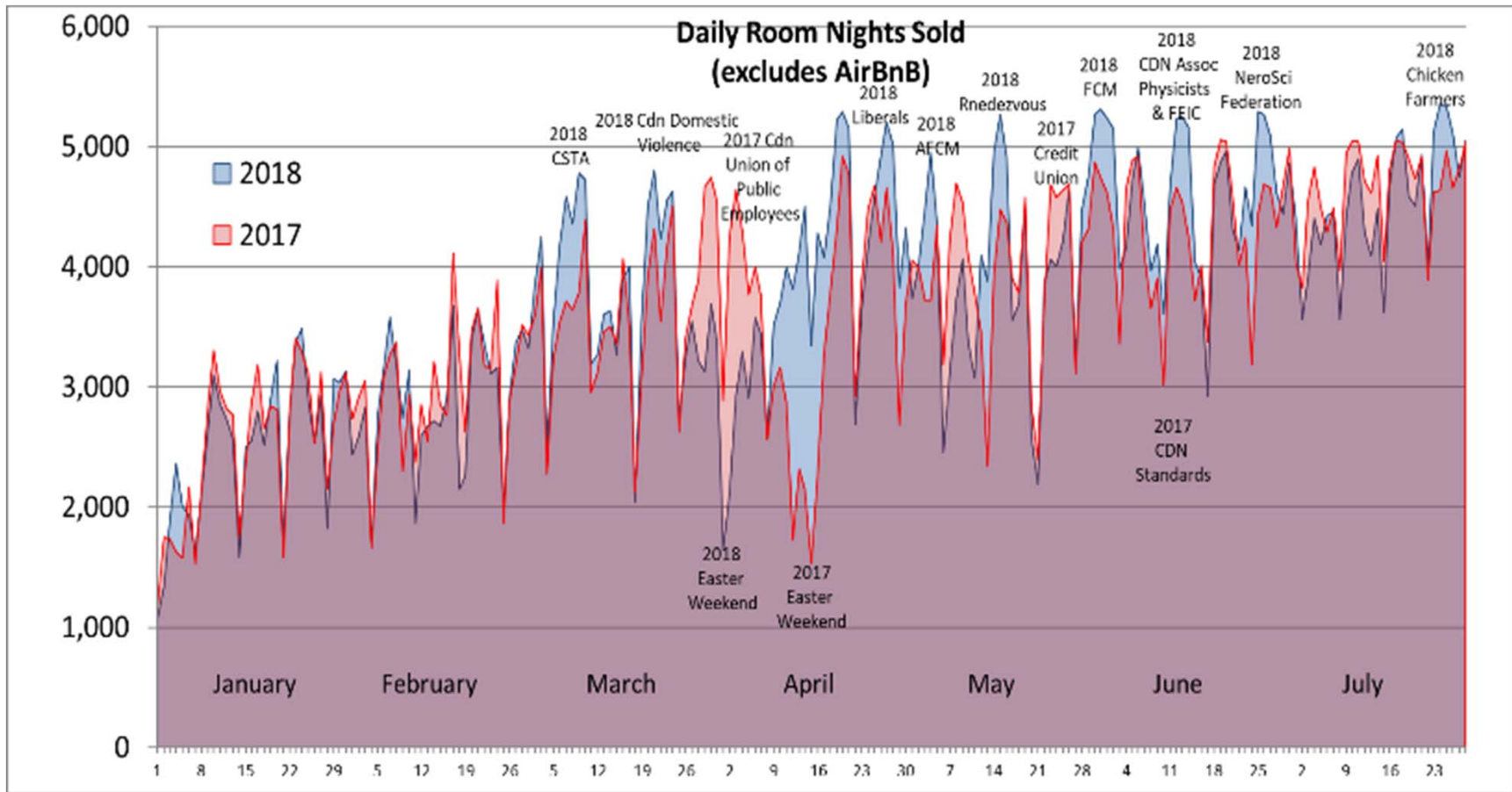
Sports - Estimated

Is elimination tournament	<input checked="" type="checkbox"/>
Sports calculation method	Admission
Admission per event	2,500
Number of events	31
Events per visitor	12.00
Unique spectators	6,458

Sports - Actual

Is elimination tournament	
Sports calculation method	
Admission per event	
Number of events	
Events per visitor	
Discreet spectators	

Post Event Evaluation – STR Analysis



Opportunities

1. Integrated Events Strategy
2. Dedicated Full Time Events Office with Prospecting Team
3. Post Event Evaluation with integration to actual visitation data
4. Common Ticketing Platform
5. Shared Services Environment