



Service Delivery Update
and 2018 Year End Review
Halifax Regional Council

Ross Jefferson
President and CEO

Halifax Visitor Economy

- 5.3 million overnight stays/year and \$1.3 billion spending
- Approx. 4,000 businesses in Halifax's visitation economy employing 34,000 people
- Property Taxes to HRM Estimated at \$42 million
- One of the fastest growing industries (Globally and Nationally)

Halifax Visitor Economy



1 in 27 People In
Halifax is an
Overnight Visitor

Halifax Visitor Economy

	Tourism Businesses	Jobs
Dartmouth-Cole Harbour	515	7,516
Halifax	887	13,398
Halifax West	587	5,396
Kings-Hants	356	3,777
South Shore – St. Margaret's	488	3,863

Source: Tourism Industry Association of Canada



Tourism supports all types of businesses

(Even laundromats)



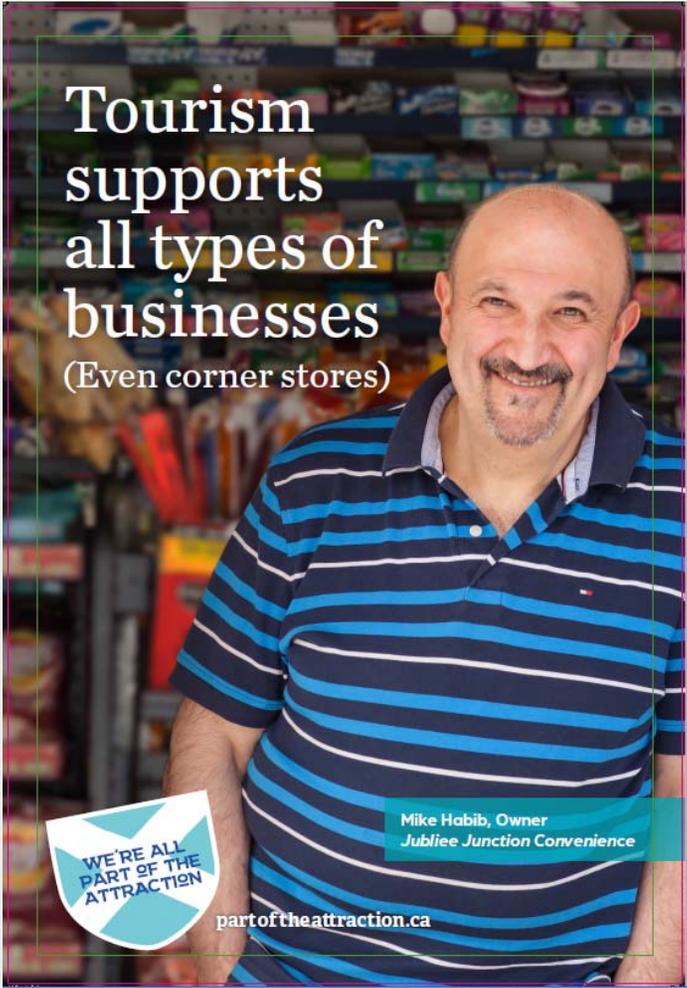
Maria Zelios, Owner
Bluenose Laundromat



partoftheattraction.ca

Tourism supports all types of businesses

(Even corner stores)



Mike Habib, Owner
Jubilee Junction Convenience

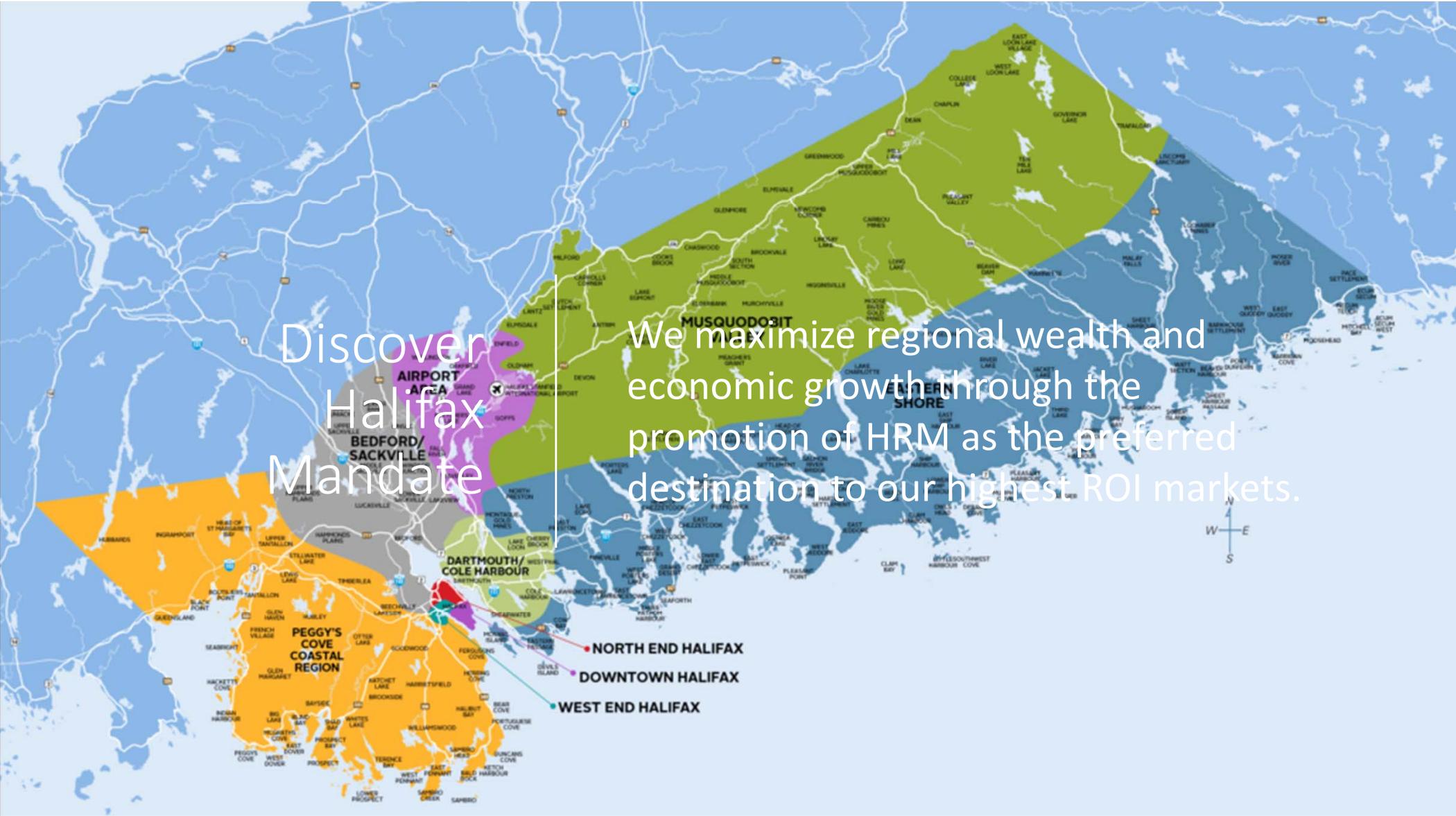


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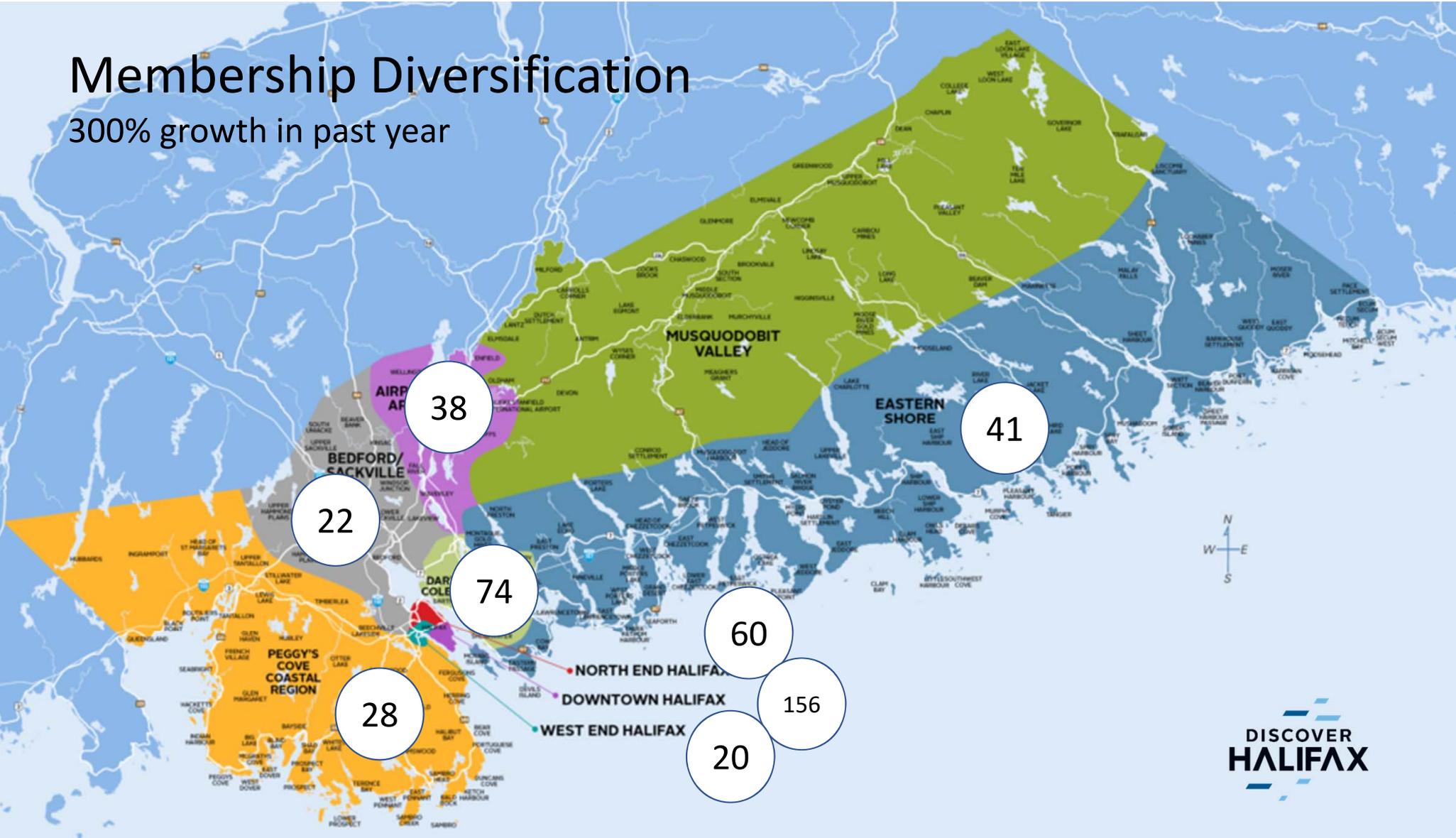
Discover Halifax Mandate

We maximize regional wealth and economic growth through the promotion of HRM as the preferred destination to our highest ROI markets.



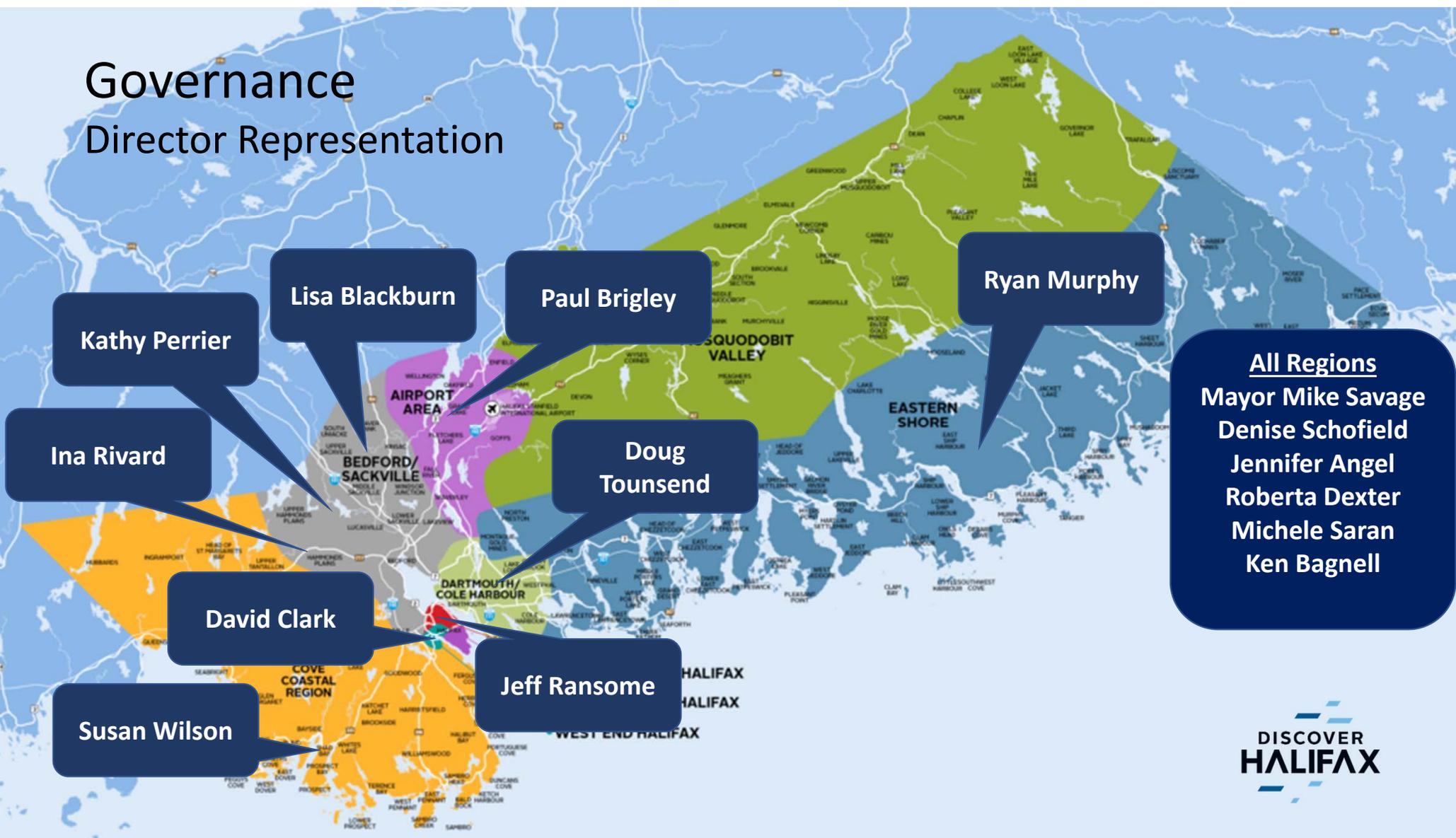
Membership Diversification

300% growth in past year



Governance

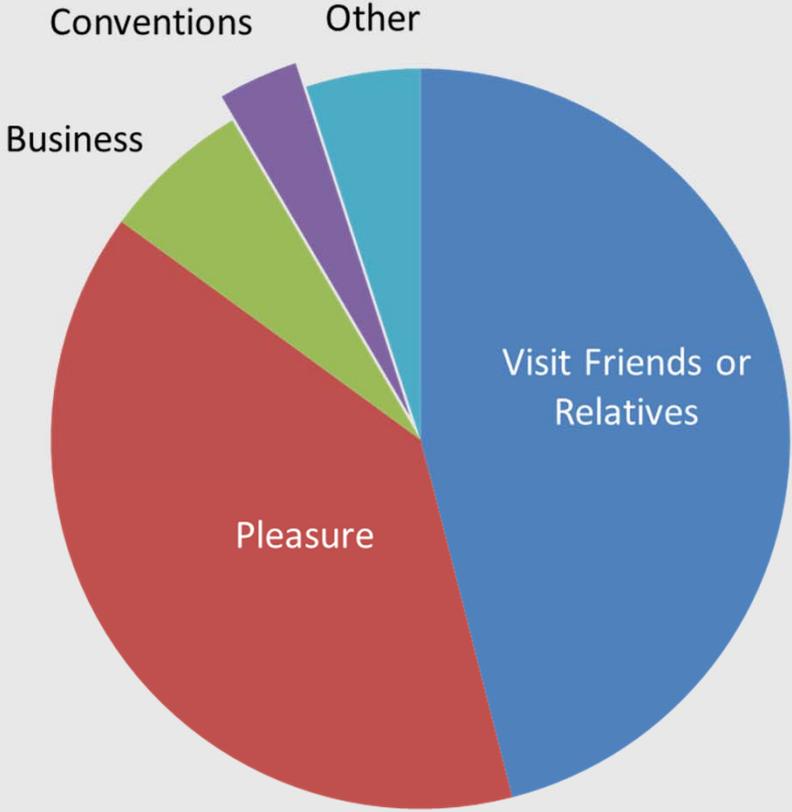
Director Representation



All Regions
Mayor Mike Savage
Denise Schofield
Jennifer Angel
Roberta Dexter
Michele Saran
Ken Bagnell



Travelers Motivations



Resourced

Not Currently Resourced



Group Sales

Grow our Meetings
and Conventions
Business



**Destination
Marketing**

Promote HRM
to the World



**Visitor
Experience**

Promote our
Member Businesses
to Qualified Visitors



**Destination
Management**

NEW 2019



**Events
Attraction &
Development**

Pending and In
Progress

Service Contract and Program Overview





Group Sales

Grow our Meetings
and Conventions
Business and Travel
Trade

- Approximately 200 bids/RFPs supported annually with 50% win ratio
- Coordinate over 60 partners in promoting the destination
 - Convention spaces
 - Hotel blocks
 - Services
 - Delegate welcome support
- Investment \$950k:
 - Staff of 7
 - Partner Revenue \$225K (25% of budget)
- Approximately \$77 million economic impact annually



Group Sales

**Grow our Meetings
and Conventions
Business and Travel
Trade**

2018 Key Performance Indicators

	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



Destination Marketing

Promote HRM to
the World



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





Destination Marketing

Promote HRM to the World

2018 Key Performance Indicators

	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)





Visitor Experience

Promote our Member Businesses to Qualified Visitors



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



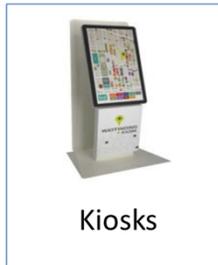
5.3 Million
Visitors



Hotel Room



Visitor Guides



Kiosks



Free Wifi



Mobile



Website



400+ Members



Visitor Experience

Promote our Member Businesses to Qualified Visitors

2018 Key Performance Indicators

Growth Indicators

Membership Growth 300% in 1 year to 450 members

Diversification of members in all regions of HRM and business types

Significant increase in “pay to play” revenue

Special Projects Undertaken

New Digital Kiosks

Visitor Guide and Maps

Hotel TV Channel Launch



**Destination
Planning**
NEW 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
- Governance: Significant changes and representation now on DH Board
- 5 distinct regions of HRM require special consideration
- Currently no permanent funding or dedicated staff - Special project for 2019 (pending funding request with ACOA)



Events
Attraction &
Development

Pending and In
Progress

- Cooperative model in place in HRM with many partners supporting. Currently no lead agency.
- Strong reliance on volunteer leadership
- Discover Halifax currently no funding or staff dedicated, but some limited support provided by meetings and conventions sales team
- Pending review of alternatives for improved strategic approach

2018 Industry KPIs

	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

2018 Industry KPIs



Top Destinations on the Rise — World

UNITED STATES WORLD REGIONS

EXPAND LIST

4 Halifax, Nova Scotia



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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

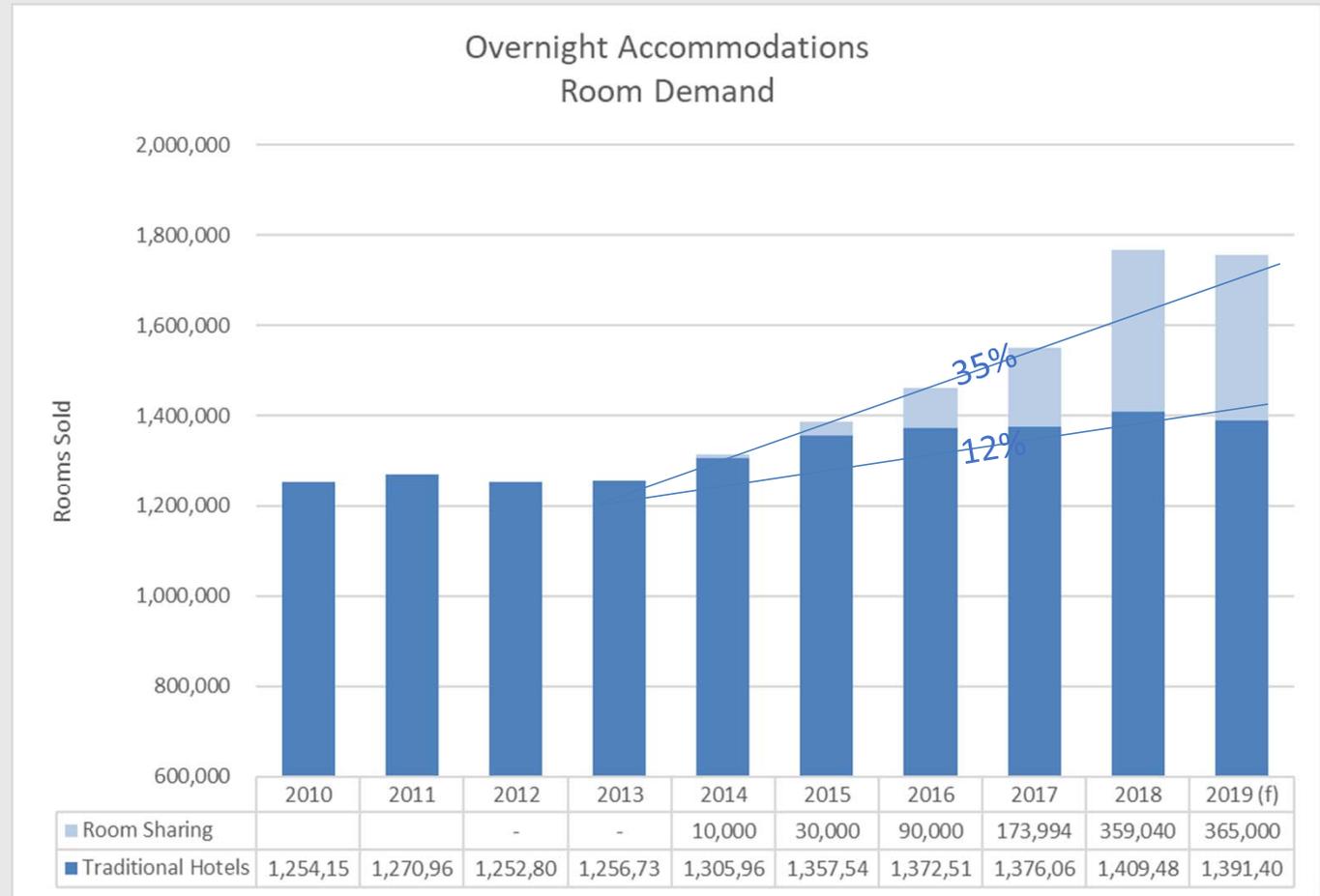
All 234 things to do



5 of 10



2018 Industry KPIs



2018 Industry KPIs

New Hotel Development (under construction)

1. Sutton Place
2. Marriott Courtyard and Residence Inn
3. Holiday Inn Express Suites (John Savage)
4. Best Western Expansion Dartmouth
5. Sandman (Dartmouth Crossing)
6. Queens Marque

New Hotels Proposed

1. Jag Halifax Hotel - 1872 Brunswick Street Downtown
2. Alt Hotel Z Brand Downtown
3. Cosmos Properties (Bayers Lake) Bayers Lake
4. Other (Confidential)

*“A great tourism marketing program doesn’t just bring tourists, it helps tell the story of a place; **to visit, go to school, raise a family, and invest in**”*

Final Thought



Thank You and Questions