



# Halifax Regional Tourism Master Plan



# What is Destination Management?

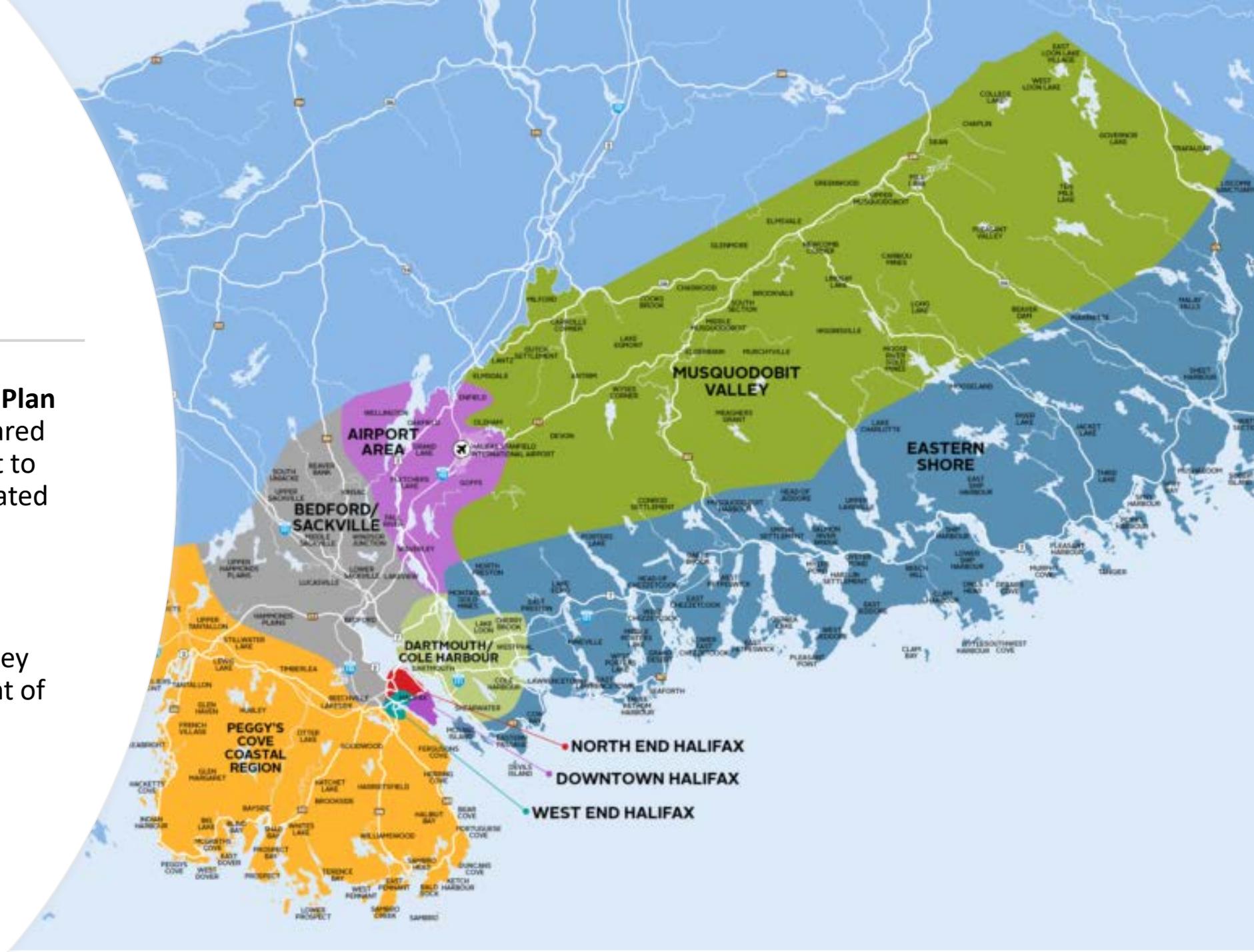
---

Destination Management is an ongoing process that engages delivery partners in a strong collaborative network to deliver on a clear vision for the future.



# What is a Tourism Master Plan?

- A **Destination Management Plan or Tourism Master Plan** is a shared statement of actions and intent to manage a destination over a stated period of time.
- It articulates the roles of the different stakeholders and identifying clear actions that they will take and the apportionment of resources.





Why do we need a plan?





# HALIFAX ECONOMIC GROWTH PLAN 2016-21

## Alignment with the Economic Growth Plan

1. Grow Halifax's GDP to \$22.5 billion by 2021.
2. Attract and retain talent. Grow Halifax's labour force to 271,000 by 2021.
3. Make Halifax a better place to live and work. Grow Halifax's population to 470,000 by 2021.
4. Align economic development  
Organize economic development actions.

**ACTION PLAN: YEARS 3-5**



# Project Team

---

**Michele McKenzie**  
McKenzie Business Strategies



# Key Deliverables

- Destination Current State Assessment
- Market Based Opportunities Assessment
- General Opportunities Assessment
  - Region wide review and opportunities
  - Regional and domain level opportunities and challenges
- Asset Mapping
- Destination Vision and Strategic Goals
- 5-year Implementation Plan
- Monitoring and Evaluation Plan

## Engagement: Town Halls

- Sheet Harbour Legion
- St. Margaret's Bay Oceanstone Resort
- Halifax Seaport
- 40 + Additional Engagement Sessions



# Public Engagement

- Project Webpage
- Public Survey
- Social Media & Media Outreach

