
Special Events Advisory Committee Events Presentation



‘Events enhance the cultural experience for residents and visitors, raise Halifax’s profile as a tourist and hosting destination, and a place in which to invest locally, nationally, and internationally’ - Sport Tourism Canada





Collective Effort

Discover Halifax wishes to extend a huge thank you to all partners and stakeholders for their help, support, and effort

- Halifax Regional Municipality
- Events East Group
- Events Nova Scotia
- Build Nova Scotia
- Hotel Association of Nova Scotia
- Business Improvement Districts
- Parks Canada
- Halifax Partnership
- Halifax International Airport Authority
- Tourism Nova Scotia



Discover Halifax Event Services & Supports





BID DEVELOPMENT

- Prospecting
- Information collection
- Bid organization
- Bid design
- Resource & content repository
- **Economic Impact Calculations**



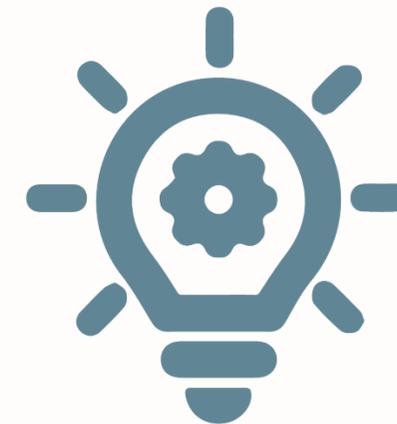
PARTNER COORDINATION

- Lead proposal creation
- Securing venues
- Accommodations blocks
- Site visit organization
- Group services



MARKETING SUPPORT

- Provision of centrally held events calendar for members and stakeholders shared through the monthly newsletter
- Advocating to partners the use of the Discover Halifax Events Portal for Event uploading
- Collaboration with the Marketing and Communications team, leveraging DH platforms, and socials to support events
- Sharing post-event analytics with rights holders



COMMUNICATION & EDUCATION

- Advocating and promoting the importance of the event industry
- Participation in Nova Scotia Sport Tourism Strategy
- Interpreting and utilizing STR reports to inform decision-making
- Post-event report writing
- Event Atlantic Board Member
- Host Committee JUNOS 2024
- Conference attendance



The DI Event Impact Calculator: Canada

EVENT **↑ IMPACT** EVENT CALCULATOR

Event types supported

Business Module

- Business Meetings
- Conventions
- Trade Shows

Sports Module

- Youth Amateur Sporting Events
- Adult Amateur Sporting Events
- Collegiate Sporting Events
- Professional Sporting Events
- Championship Sporting Events

Festivals & Cultural Events

- Performing arts
- Visual arts
- Film and awards ceremonies
- Food and drink
- Cultural / religious

Unique Sporting Event characteristics (data fields)

Choose event type	Define calculation method	Other characteristics
1. Youth Amateur	1. Direct	1. Elimination Tournament
2. Adult Amateur	2. Participant based	2. Events per visitor
3. Collegiate	3. Ticket based	3. Spectators per participant
4. Professional		
5. Championship		

Unique Festivals Cultural Events characteristics (data fields)

Choose event type	Define visitor reach	Artist residence
1. Performing arts	1. Primarily local visitors	1. Primarily local
2. Visual arts	2. Balanced	2. Balanced
3. Film	3. Primarily out-of-town	3. Primarily out-of-town
4. Food and drink		
5. Cultural / religious / identity		

Advantages Of the DI Model



CREDIBLE MODEL –
TOURISM ECONOMICS



WIDELY ADOPTED



HALIFAX SPECIFIC
CALCULATIONS



SPECIFIC EVENT TYPES
AND CROSS EVENT
TYPE COMPARISONS



PLUGS INTO DH CRM



NO NEW COST TO
IMPLEMENT

DI EIC asks proponents to provide the inputs to the model calculations.

This process creates potential variability and inconsistencies during evaluation:

1. Varying skill to calculate impacts
2. Varying ability to access good supporting data
3. Varying perspectives between proponents
4. Vested interest to be aggressive in estimates
5. Qualified vs Non-Qualified

Disclaimer Discover Halifax assumes no responsibility for the accuracy of the outputs and conclusions of the following event analysis.

2023 Event Recap Highlights



2023 East Coast Music Festival & Awards

Tuesday, May 2nd to Sunday, May 7th

*Data Provided by ECMA post-event



Total Delegates	1,576
Total Spectators	15,000
Total Participation	16,576
Estimated % of from Out of Town	20% (3,315)
Estimated % of Out-of-Town Staying Overnight	80% (2,652)
Total Room Nights	4,066 (1,362 peak)
Total Budget	1.6M
Total Direct Economic Impact Calculation	\$3,631,343.00
2024 Host	Charlottetown, PEI
Potential Return	4-6 years

Considerations:

- Unique Spectators
- % out of town & % staying overnight
- Local Budget Spend

The Great Outdoor Comedy Festival

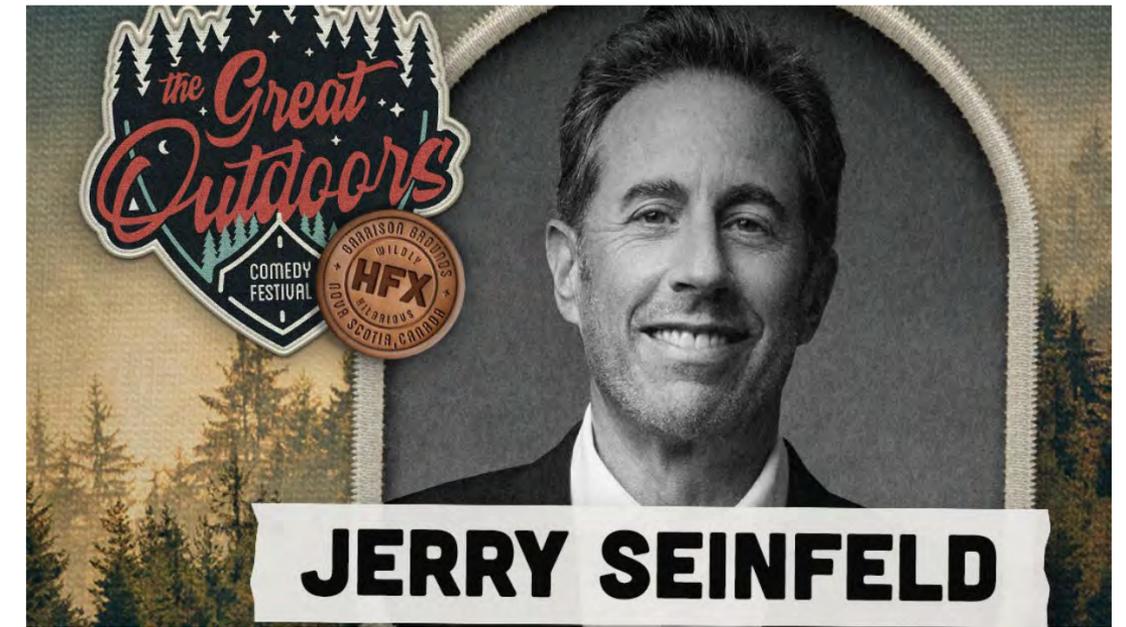
August 11th to 13th @ Garrison Grounds

*Data Provided by Trixstar Entertainment post-event

Total Attendance	23,170 (average = 7,723)	
Friday = 9,760	Saturday = 3,534	Sunday = 9,876
Estimated Total Unique Spectators	11,585 (Total x Events / 2)	
% of from Out of Town	26% (3,021)	
Estimated % of Out-of-Town Staying Overnight	50% (886)	
Total Room Nights	2,099 (1,264 peak)	
Event Budget	1.5M	
Total Direct Economic Impact Calculation	\$2,359,363.00	
2024 Host	Halifax	

Considerations:

- Unique Spectators
- % Staying Overnight
- Local Budget Spend



2023 TD Halifax Jazz Festival

Tuesday, July 11th to Sunday, 16th @ Salter Lot

*Post Event Data TBC



Total Estimated Spectators	20,000 (Avg = 3,333)
Estimated Total Unique Spectators	10,000 (Total x Events / 2)
Estimated % of from Out of Town	20% (2,000)
Estimated % of Out-of-Town Staying Overnight	50% (1,000)
Total Room Nights	2,382 (588 peak)
Total Estimated Budget	300k
Total Direct Economic Impact Calculation	\$1,400,264.00
2024 Host	Signature Event Status

Considerations:

- Unique Spectators
- % out of town & % staying overnight
- Budget



2023 North American Indigenous Games

Friday, July 15th to Sunday, 23rd

*Post Event Survey Results TBC



Total Athletes	5,000
Total Friends & Family	4,000
Total Participation	9,000
% of from Out of Town	100%
% of Out-of-Town Staying Overnight	100%
Event Budget	10M
Direct Economic Impact Calculation	\$27,353,582.29
2027 Host	Calgary, Alberta
Potential Return	15-20 years



2023 North American Indigenous Games July 15th to 23rd

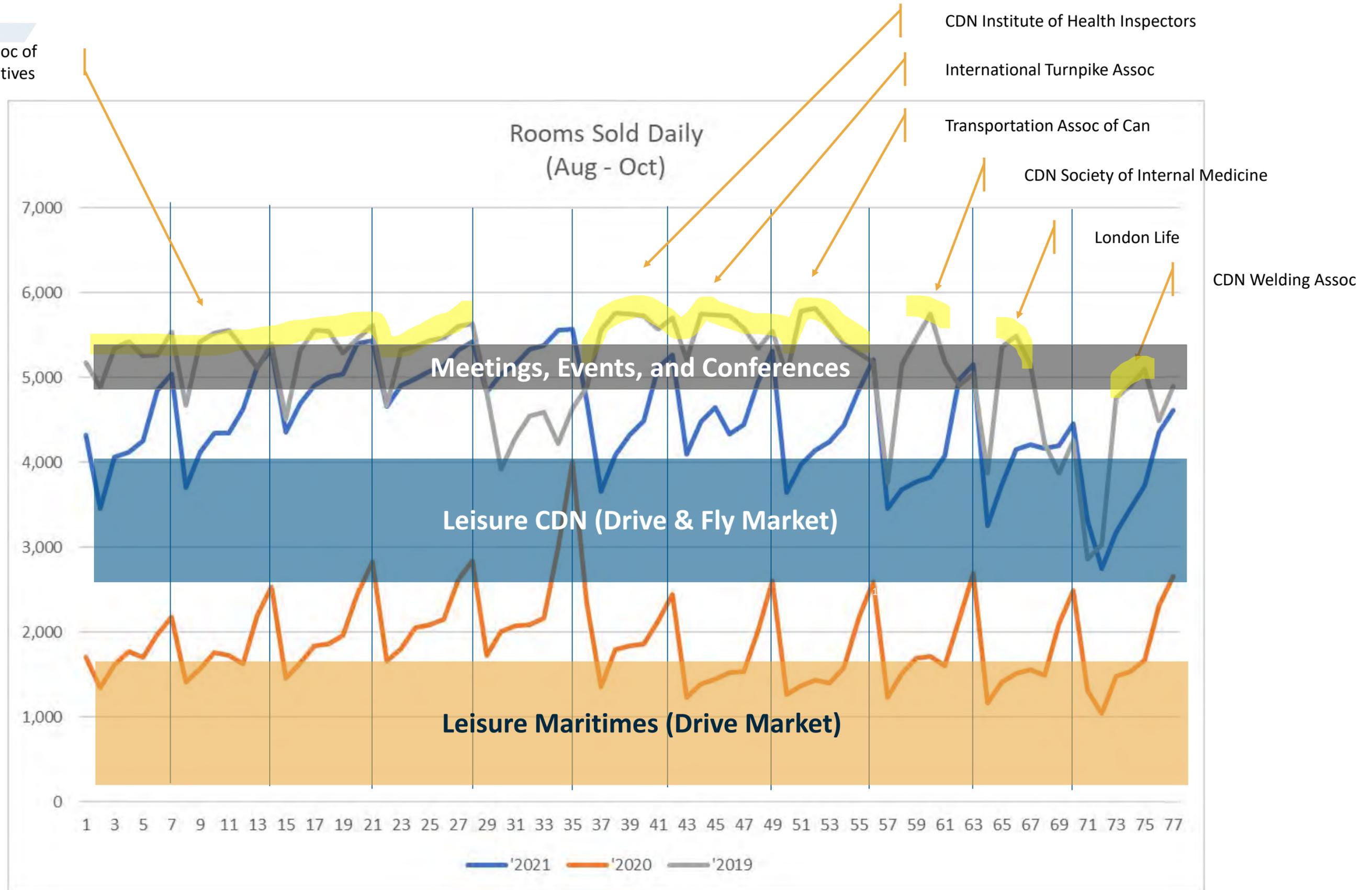


Occupancy % 2022 vs 2023

Date	2022	2023
Saturday, July 15 th	91.3%	94.5%
Sunday, July 16 th	78.2%	94%
Monday, July 17 th	81.7%	97.1%
Tuesday, July 18 th	82%	97.4%
Wednesday, July 19 th	85.4%	97.5%
Thursday, July 20 th	88.2%	97.2%
Friday, July 21 st	89%	96.6%
Saturday, July 22 nd	91.8%	95.6%
Sunday, July 23 rd	77.3%	72.9%



American Assoc of Airport Executives



Start Date	End Date	Event Name	Type	Location
June 2, 2023	June 5, 2023	CHLA/ABSC Conference 2023	Business	Downtown Hotel
June 3, 2023		Eastern Shore Cold Waters Seafood Festival	Cultural	Memory Lane Heritage Village
June 5, 2023	June 7, 2023	Credit Union Technology Forum	Business	Halifax Convention Center
June 6, 2023	June 10, 2023	Confidential Event	Business	Downtown Hotel
June 7, 2023	June 10, 2023	Quilt Canada 2023	Business	Halifax Convention Center
June 9, 2023		Wonder Woman Conference	Business	Halifax Convention Center
June 9, 2023	June 13, 2023	Confidential AGM	Business	Downtown Hotel
June 10, 2023		Philippine Fiesta!	Cultural	Halifax Waterfront
June 10, 2023		Halifax Wanderers Game	Sport	Wanderers Grounds
June 10, 2023		Ocean Week Celebration	Cultural	Queen's Marque Courtyard
June 11, 2023	June 16, 2023	CSA IGAC + Annual Conference & Committee Week 2023	Business	Halifax Convention Center
June 12, 2023		Shania Twain Concert	Music	Scotiabank Centre
June 12, 2023	June 13, 2023	H2O Exhibition & Conference	Business	Halifax Convention Center
June 14, 2023	June 17, 2023	Confidential Annual Conference	Business	University
June 14, 2023	June 17, 2023	Air Cadent League AGM 2023	Business	Downtown Hotel
June 14, 2023	June 16, 2023	CECA Annual Conference 2023	Business	Halifax Convention Center
June 15, 2023	June 16, 2023	CIA Annual Conference	Business	Halifax Convention Center
June 15, 2023		TAP Resources Network Gathering	Business	Downtown Hotel
June 15, 2023	June 17, 2023	ICCS Course 2023	Business	Halifax Convention Center
June 16, 2023	June 17, 2023	International Children's Continenence Society	Business	Halifax Convention Center
June 17, 2023		Halifax Wanderers Game	Sport	Wanderers Grounds
June 18, 2023	June 21, 2023	Confidential Conference	Business	Downtown Hotel
June 20, 2023	June 22, 2023	United - CPHR Atlantic Concerence & Trade Show	Business	Halifax Convention Center
June 21, 2023	June 22, 2023	Altitude East	Business	Halifax Convention Center
June 21, 2023		Private Event	Business	Halifax Convention Center
June 22, 2023		Canadian Medical Hall of Fame	Business	Halifax Convention Center
June 23, 2023	June 24, 2023	Heritable Aortic Diseases Symposium	Business	Halifax Convention Center
June 24, 2023	June 29, 2023	Subaru National Dealers Meeting	Business	Halifax Convention Center
June 24, 2023	June 27, 2023	Confidential Meeting	Business	Downtown Hotel
June 24, 2023		ABBA Tribute Concert	Music	Rebecca Cohn
June 25, 2023	June 28, 2023	CSM - 72nd Annual Conference	Business	Dalhousie University
June 25, 2023		Rumours - The Ultimate Fleetwood Mac Tribute	Music	Rebecca Cohn
June 26, 2023	June 28, 2023	Confidential Conference	Business	Downtown Hotel
June 28, 2023	June 30, 2023	Canadian Institute of Planners National Conference 2023	Business	Halifax Convention Center
June 30, 2023		Halifax Wanderers Game	Sport	Wanderers Grounds
June 30, 2023	July 3, 2023	Royal Nova Scotia International Tattoo	Cultural	Scotiabank Centre
July 1, 2023		Canada Day	Cultural	Grand Parade
July 2, 2023	July 6, 2023	ScotDance Canada Championship Series 2023	Sport	Halifax Convention Center
July 3, 2023	July 9, 2023	Halifax Mural Festival	Cultural	Downtown
July 7, 2023	July 9, 2023	Paint Peggy's Cover	Cultural	Peggy's Cove
July 7, 2023	July 8, 2023	Dave Sampson Band	Music	Shore Club
July 8, 2023		Summer Vintage Show	Cultural	The Light House Arts Centre
July 9, 2023	July 13, 2023	AFN Annual General Assembly	Business	Halifax Convention Center
July 11, 2023		Halifax Wanderers Game	Sport	Wanderers Grounds
July 11, 2023	July 16, 2023	TD Halifax Jazz Festival	Music	Halifax Waterfront

July 14, 2023		Peggy's Cover Area Festival of the Arts	Cultural	Peggy's Cove
July 14, 2023		Rawlings Cross	Music	Shore Club
July 15, 2023	July 23, 2023	North American Indigenous Games	Sport	Various
July 16, 2023		NAIG Opening Ceremones	Cultural	Scotiabank Centre
July 18, 2023	July 23, 2023	Broadway in Halifax: Book of Mormon	Music	Scotiabank Centre
July 20, 2023	July 30, 2023	Halifax Pride Festival	Cultural	Garrison Grounds
July 21, 2023	July 23, 2023	Nova Mulifest	Cultural	Alderney Landing
July 22, 2023		Halifax Wanderers Game	Sport	Wanderers Grounds
July 20, 2023	July 23, 2023	Confidential Event	Business	Halifax Convention Center
July 24, 2023	July 28, 2023	Canadian Women's Amateur Championship 2023	Sport	Ashburn Golf Club
July 24, 2023	July 27, 2023	Confidential Tour	Other	Downtown Hotel
July 26, 2023	July 31, 2023	Confidential Conference	Business	University
July 29, 2023	July 30, 2023	Private Event	Business	Halifax Convention Center
July 29, 2023		CFL Touchdown Atlantic	Sport	St Mary's University
July 30, 2023	August 4, 2023	Global Fisheries Enforcement Workshop 2023	Business	Halifax Convention Center
August 2, 2023		Career Fair Canada	Business	Halifax Convention Center
August 2, 2023	August 7, 2023	Halifax International Busker Festival	Cultural	Halifax & Dartmouth Waterfront
August 4, 2023	August 7, 2023	Hopscotch Arts Festival	Music	The Light House Arts Centre
August 5, 2023		OPM Summer Fest Concert	Music	The Light House Arts Centre
August 7, 2023		Halifax Wanderers Game	Sport	Wanderers Grounds
August 8, 2023	August 11, 2023	Castle Building Centres 60th Anniversay	Business	Halifax Convention Center
August 9, 2023	August 11, 2023	Confidential Meeting	Business	Downtown Hotel
August 10, 2023	August 12, 2023	Halifax Seaport Cider & Beerfest	Cultural	Halifax Seaport
August 11, 2023	August 13, 2023	The Great Outdoor Comedy Festival	Comedy	Garrison Grounds
August 12, 2023		Halifax Wanderers Game	Sport	Garrison Grounds
August 12, 2023		The Barr Brothers	Music	The Light House Arts Centre
August 13, 2023		Friends of Parker Street 5km Run/Walk	Sport	Point Pleasant Park
August 13, 2023		43rd Clam Harbour Beach Sandcastle Competition	Cultural	Lake Charlotte
August 13, 2023	August 20, 2023	Private Event	Business	Halifax Convention Center
August 17, 2023	August 20, 2023	Canadian Council Meeting 2023	Business	Halifax Convention Center
August 18, 2023	August 20, 2023	Vision Therapy Canada Conference 2023	Business	Downtown Hotel
August 18, 2023	August 20, 2023	Rock the Harbour Festival	Music	Alderney Landing
August 18, 2023		Rich Aucoin	Music	The Shore Club
August 19, 2023		Highway of Heroes Tribute	Cultural	Various
August 23, 2023	August 27, 2023	ISPE Annual Conference 2023	Business	Halifax Convention Center
August 26, 2023		Halifax Wanderers Game	Sport	Wanderers Grounds
August 29, 2023	September 2, 2023	Canoe/Kayak Spring National Championships	Sport	Lake Banook
September 4, 2023		Halifax Wanderers Game	Sport	Wanderers Grounds
September 5, 2023	September 9, 2023	Confidential Conference	Business	Downtown Hotel
September 6, 2023	September 9, 2023	Confidential Group	Other	Downtown Hotel
September 8, 2023	September 10, 2023	NAPA Autopro 40th National Convention	Business	Halifax Convention Center
September 9, 2023		Magnetic World Music Festival	Music	Halifax Waterfront
September 9, 2023		Joel Plaskett	Music	The Shore Club
September 10, 2023		Daniel Lanois Trio	Music	The Light House Arts Centre
September 12, 2023		Halifax Wanderers Game	Sport	Wanderers Grounds
September 12, 2023	September 16, 2023	Confidential Event	Sport	Other Facility
September 11, 2023	September 13, 2023	CPA The ONE 2023	Business	Halifax Convention Center

Discover Halifax New Festival & Event Support Office

