

Re: Item 7.3.6

Halifax
PRIDE

Signature Events Application 24/25





Fiona Kerr
she/her
Executive Director



Connor McKiggan
they/he/her
Board Chair

Halifax Pride Festival

Who We Are

Halifax Pride is a non-profit organization dedicated to celebrating and advocating for 2SLGBTQI+ communities through our annual 11-day Pride Festival and year-round programming.

Halifax Pride was founded in 1988, making us one of the oldest Pride Festivals in Canada, and the fourth largest.



Halifax Pride Festival

What We Do

Organize **Atlantic Canada's largest Pride Festival**, attracting thousands of locals and visitors.

Provide **safe, inclusive spaces** for education, advocacy, and celebration.

Foster economic, cultural, and social benefits for the **broader Halifax community**.



Halifax Pride Festival

Why it Matters

The Halifax Pride Festival is a major draw for tourism, attracting thousands with its vibrant celebration of 2SLGBTQI+ culture.

As Atlantic Canada's largest Pride event, it boosts local businesses and showcases Halifax as a welcoming, inclusive destination.



Increased Capacity & Growing Programming

Since 2019

- 11 Days of Programming
- 35+ Festival Events Across HRM
- 90,000+ Attendees
- 15+ Festival Staff
- 80+ Queer Performers
- 30% Increase in National Attendance
- \$19.5 M economic impact over six years



2SLGBTQI+ Tourism in Canada

In 2020, the Global 2SLGBTQI+ travel market was worth \$200 billion. It is projected to reach \$500 billion by 2030.

North American 2SLGBTQI+ travellers: Spend over \$70 billion USD on travel annually.

In 2020 Canadian 2SLGBTQI+ travellers were spending \$12 billion annually—a 43% increase since 2014.

In 2023, over 75 anti-2SLGBTQI+ bills were signed into law in the U.S.

Halifax can attract U.S. 2SLGBTQI+ travelers seeking safer, inclusive destinations, driving economic gains in tourism, hospitality, and beyond.



Festival-driven travel is a major motivator, with over 33% of U.S. 2SLGBTQI+ travellers attending trips specifically for LGBTQ+ events.

Toronto Pride generates \$319 million in regional GDP—Halifax can achieve a similar economic boom by continuing to scale up the festival.

Mid-sized cities like Halifax are increasingly attracting 2SLGBTQI+ tourists, presenting a huge economic opportunity.

Economic Impact

2022

- \$300,000 to local businesses & suppliers
- \$70,000 to local artists
- **Attendees:** 45,000
- **Average Visitor Spend (per day):** \$150-\$250
- **Total Economic Impact:** \$7.5 Million

2025

- \$500,000 to local businesses & suppliers
- \$100,000 to local artists
- **Attendees:** 90,000
- **Average Visitor Spend (per day):** \$200-\$450
- **Total Economic Impact:** \$18 Million

2024

- 45,000 attendees
- 20 festival events
- 3 day Festival Site
- 15% increase in regional attendance

2027

Canada Pride

- 200,000 attendees
- 40% increase in national/international attendance
- 40 festival events
- Human Rights Conference
- 25% increase in hotel occupancy
- Projected 50M+ economic impact

2019

- 80,000 attendees
- 30 festival events
- 3 day Festival Site
- Approx \$6M in economic impact

2021

- 15,000 attendees
- 20 festival events
- Only large scale COVID-safe Pride festival in Canada

2025

- 100,000 attendees
- 35 festival events
- 7 day Festival Site
- Projected \$18M in economic impact

Quick Facts

- Average ticket price for large cultural show in Halifax: **\$105**
- Average ticket price for Halifax Pride Signature Event (international headliner): **\$10**
- Average Pride Festival Programming (across Canada): **4 days**
- Halifax Pride Festival Programming: **11 days**
- **100+ Community Organized Pride Events**
- **National Leader in Festival Accessibility**

Pride by the Numbers

30,000
SOCIAL MEDIA
FOLLOWERS

300,000
SOCIAL MEDIA
IMPRESSIONS

290,000
SOCIAL MEDIA
ENGAGEMENTS

95,000
INSTAGRAM
STORY VIEWS

90,000+
WEBSITE
VISITS

4000
VOLUNTEER
HOURS WORKED

A large, out-of-focus crowd of people is visible in the background, many holding flags. A prominent rainbow flag is seen in the upper right, and a bisexual flag (purple, pink, and blue horizontal stripes) is on the left. The overall atmosphere is festive and celebratory.

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PRIDE