

HALIFAX Item 13.1.2  DISCOVER  
HALIFAX

# ITMP 2030

Halifax Regional Integrated Tourism Master Plan



# GUIDING PRINCIPLES

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**COMMUNITY  
FIRST FOCUS**



**ROI-DRIVEN  
CRITERIA**



**IMPACTS  
BEYOND HRM**



**COLLABORATE  
AT ALL LEVELS**

# VISION

To be everyone's favourite Canadian city.

## GOALS

- Grow GDP by growing the travel industry
- Build the Halifax brand and support population growth
- Enrich the lives of residents

## STRATEGIC THEMES



Make it easy to get here and visit



Build and enhance Halifax's key demand generators



Attract highest yield and growth markets



Develop responsible tourism

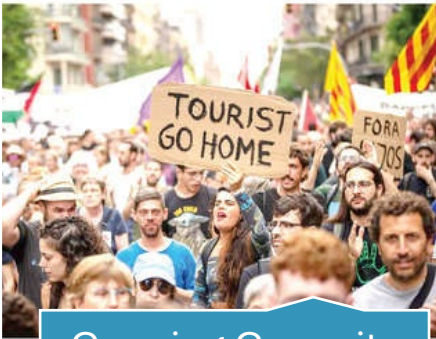


Establish, identify, and appoint tourism leadership



Be vibrant and alive, 365

# Companion Studies



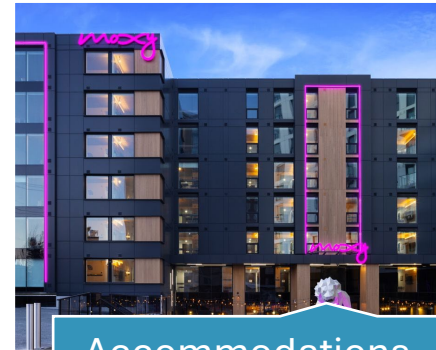
Carrying Capacity Study



Cruise Demand Study



Car Rental Study



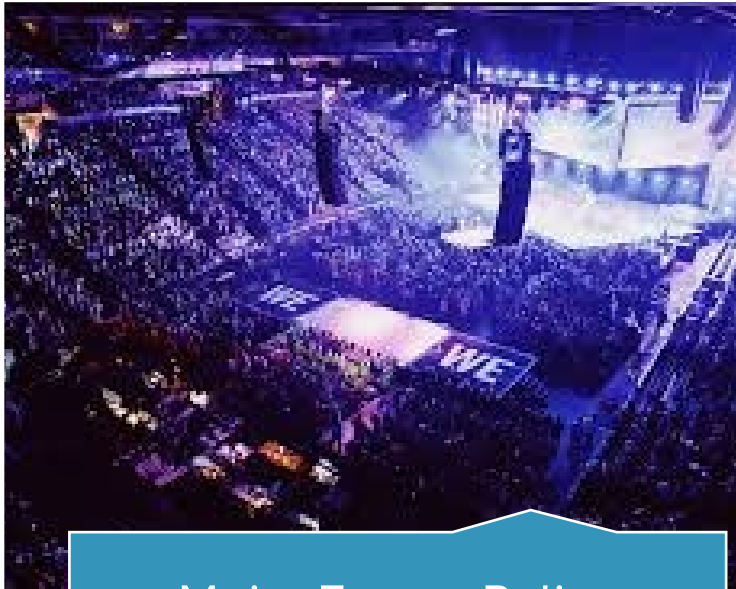
Accommodations Study



Accessibility Study



# Strategic Planning Events



Major Events Policy Framework



Event & Venue Assessment



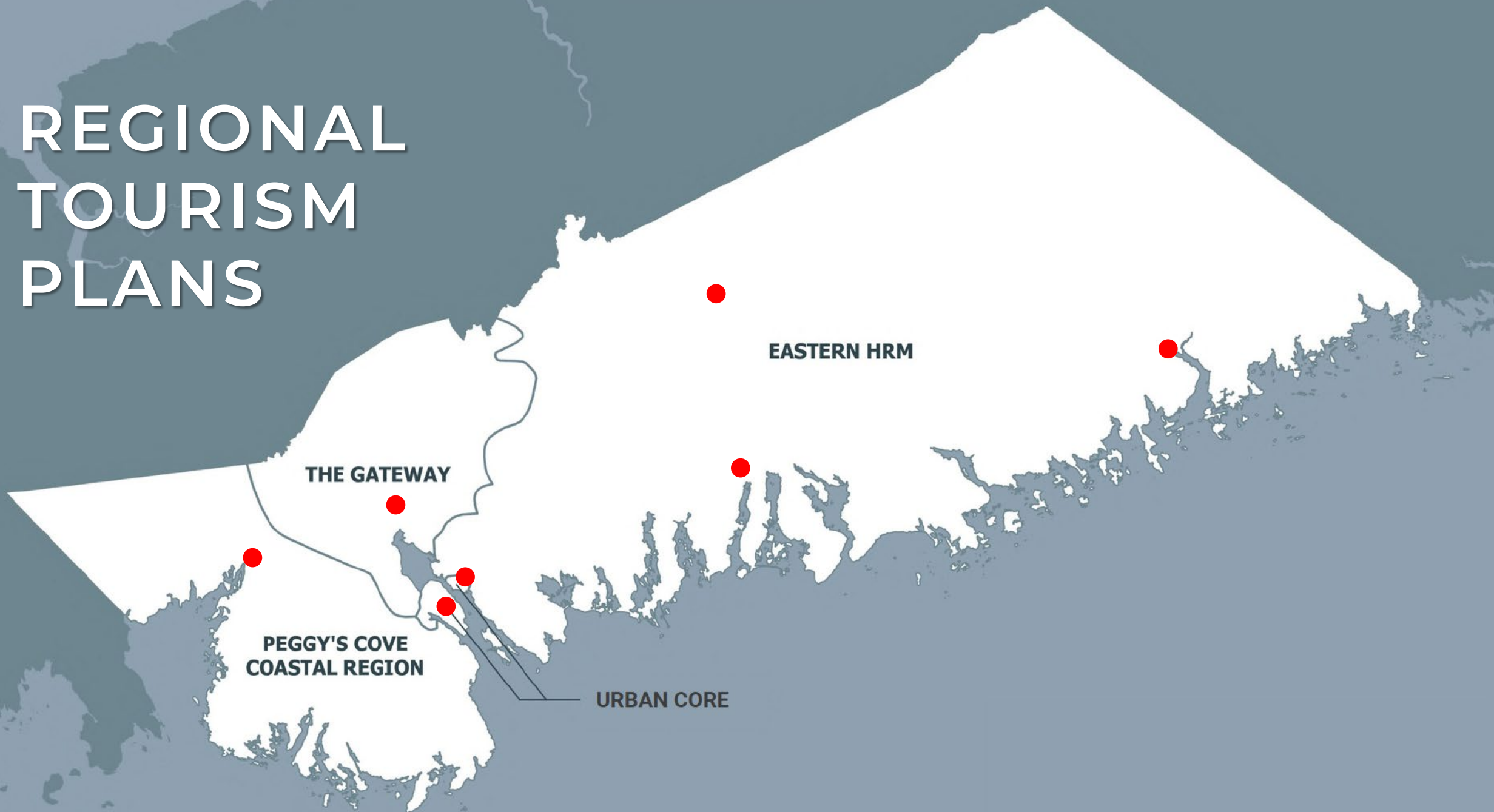
Regional Events Strategy



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# Community and Industry Engagement

# REGIONAL TOURISM PLANS





# URBAN CORE: HALIFAX, DARTMOUTH, COLE HARBOUR, AND EASTERN PASSAGE



## VISION

To establish the Urban Core as a vibrant, inclusive, year-round tourism destination that showcases Halifax's rich cultural heritage, dynamic waterfronts, and urban experiences — drawing locals and visitors alike into an interconnected and inspiring cityscape.

## STRATEGIC PRIORITIES

**Waterfront enhancement:** Strengthen infrastructure and programming on both sides of the harbour.

**Connectivity and wayfinding:** Improve signage, transportation, and active transit links.

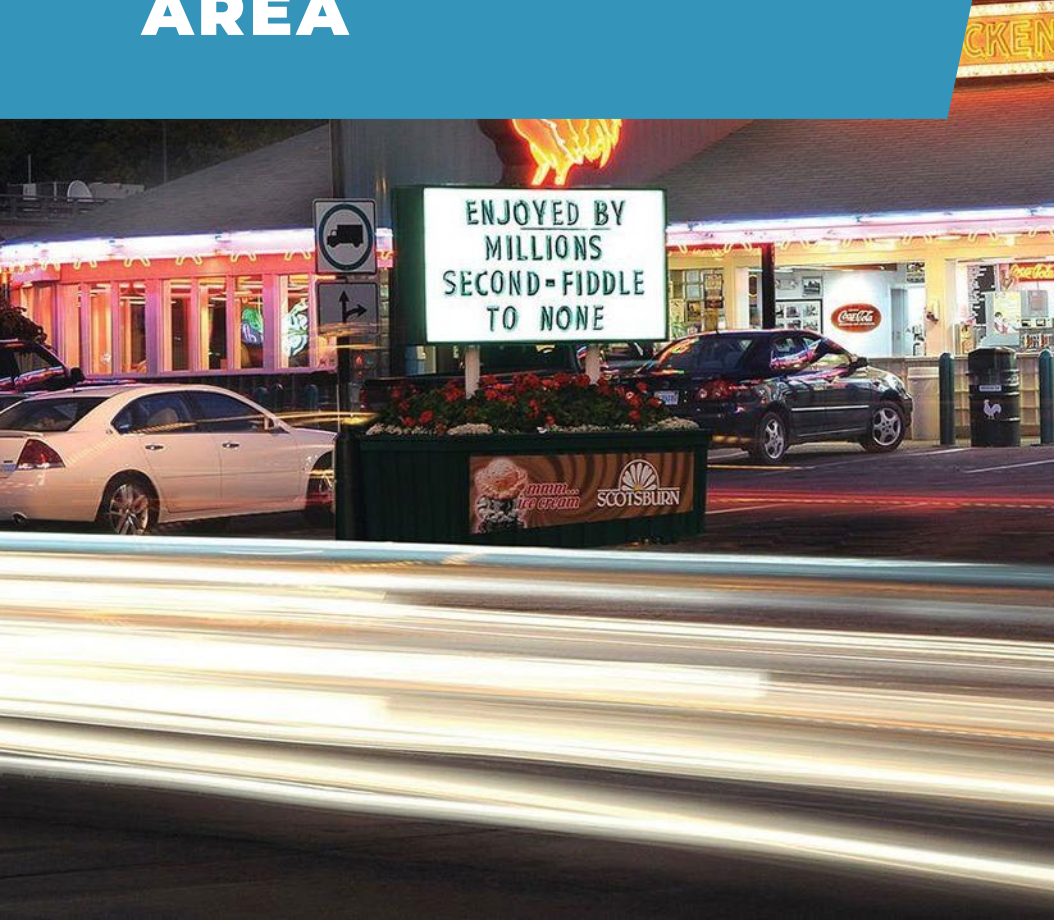
**Evening economy and retail activation:** Encourage later retail hours and after-dark attractions to support vibrant downtowns.

**Venue and event infrastructure:** Address gaps in performance venues to support a broader spectrum of events and cultural programming.

**Cultural representation and storytelling:** Amplify Mi'kmaq and diverse cultural histories.



# THE GATEWAY: BEDFORD, SACKVILLE, AND THE AIRPORT AREA



## VISION

To position The Gateway as Halifax's front door—welcoming, well-connected, and increasingly vibrant—serving as a memorable entry and departure point for visitors, and a thriving suburban region rich in hospitality, cultural, and recreational offerings.

## STRATEGIC PRIORITIES

**Integrated mobility and transit:** Enhance connections between the airport, ferry terminals, and broader regions of HRM to streamline visitor movement.

**Family and stopover travel:** Develop experiences that appeal to short-stay, family-oriented, and local travelers.

**Accommodation growth:** Support the development of diverse lodging options, especially in under-served areas like Sackville.

**Suburban tourism promotion:** Elevate awareness of local attractions—museums, parks, restaurants—through storytelling and marketing.

**Niche event and festival diversification:** Bring music, food, and cultural programming to community venues and green spaces outside the core.

# PEGGY'S COVE COASTAL REGION; PEGGY'S COVE, ST. MARGARET'S BAY, HUBBARDS, AND SAMBRO



## VISION

To preserve and evolve the Peggy's Cove Coastal Region as a world-class, environmentally responsible coastal destination that celebrates artistic culture, maritime heritage, and the extraordinary natural beauty of Nova Scotia's Atlantic shoreline.

## STRATEGIC PRIORITIES

**Destination dispersal:** Expand visitor experience beyond Peggy's Cove to include surrounding trails, communities, and coastal attractions.

**Environmental stewardship:** Adopt planning approaches that protect sensitive coastal areas and manage visitor capacity sustainably.

**Sustainable transportation:** Introduce low-impact transport options, such as seasonal shuttles, EV infrastructure, and ferry services.

**Trail and coastal infrastructure:** Invest in the upkeep and promotion of trails, scenic lookouts, and recreational access points.

**Cultural and artistic tourism:** Elevate the visibility and accessibility of artist studios, local galleries, and historic sites.



# EASTERN HRM: EASTERN SHORE AND MUSQUODOBOIT VALLEY



## VISION

To transform Eastern HRM into Halifax's signature rural escape — a destination defined by pristine nature, adventure experiences, Acadian and agricultural heritage, and peaceful coastal living, offering visitors a chance to unplug and reconnect.

## STRATEGIC PRIORITIES

**Basic infrastructure investment:** Address foundational needs, such as public washrooms, EV chargers, boat launches, and accessible recreation areas.

**Experience packaging and connectivity:** Create bookable itineraries, improve signage, transit access, and regional trail networks.

**Adventure and nature tourism:** Develop world-class offerings in hiking, paddling, surfing, glamping, and dark-sky.

**Cultural and heritage interpretation:** Celebrate Acadian, Mi'kmaw, and rural farming histories through immersive events and museum experiences.

**Agritourism and culinary trails:** Encourage farm visits, local food tours, and seasonal events that connect visitors to local producers.



# STRATEGIC THEMES AND INITIATIVES



Make it  
easy  
to get here  
and visit



Build and enhance  
Halifax's key  
demand generators



Attract highest  
yield and growth  
markets



Develop  
responsible  
tourism

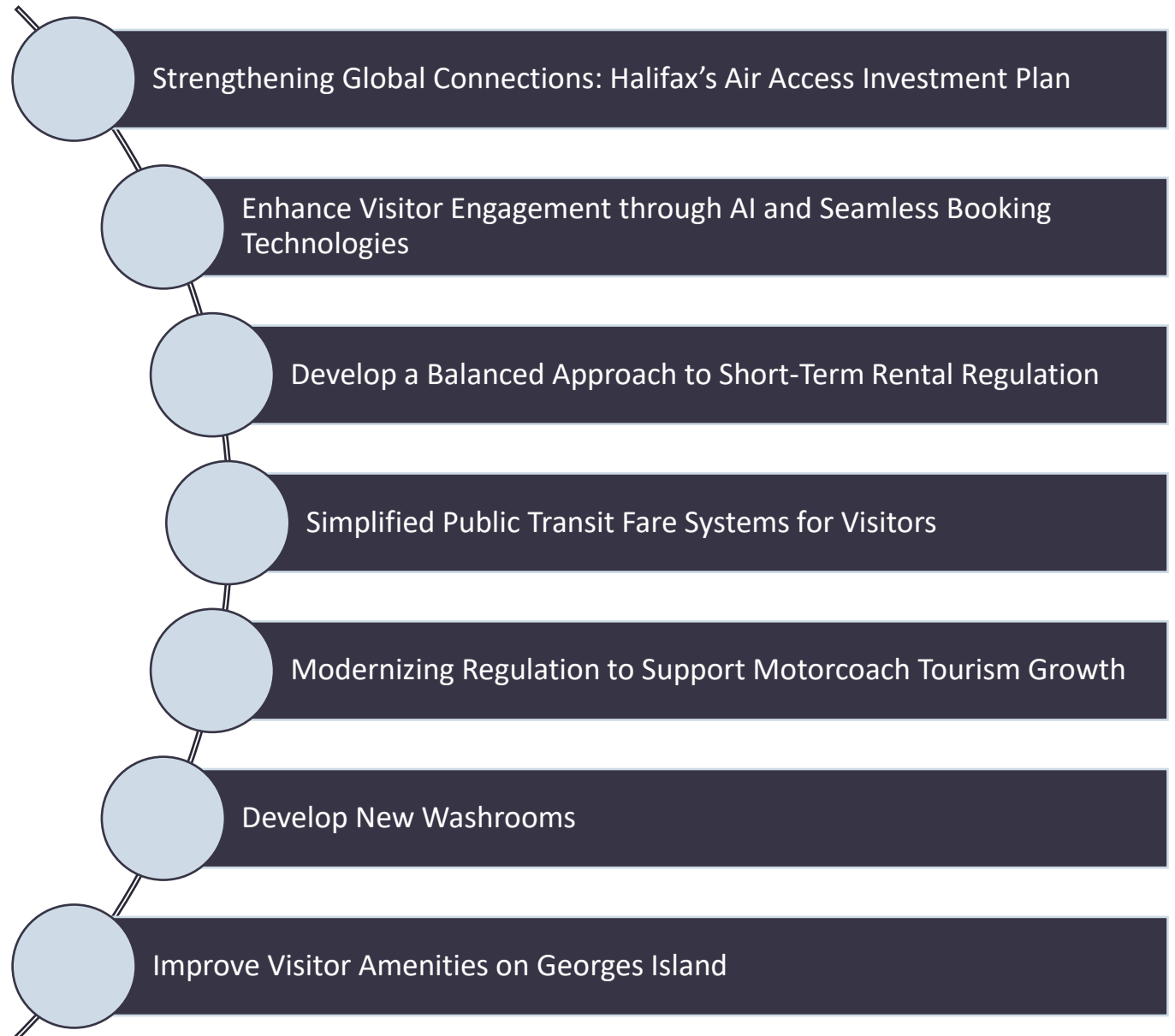


Establish, identify,  
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tourism leadership



Be vibrant  
and alive, 365

**Make it easy  
to get here  
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# Build and enhance key demand generators



Downtown Dartmouth Waterfront Revitalization Project

Develop Corridor Strategies – Rum Runner Trail, Wild Islands Coast, Acadian Coastal Scenic Route

Establish a National Urban Park in the Halifax Region

Improve Visitor Amenities on Georges Island

Create Artistic Nighttime Lighting Installations to Feature Landmarks

Strategic Investment in Event Tourism Infrastructure





# Attract the highest yield and growth markets

Position Halifax as a Shopping Destination

Develop a Corridor Strategy – Rum Runner Trail

Develop a Regional Events Strategy

Pursue Targeted Approach for Modernization of Sport Venues to Support Hosting Competitive Events

Develop a Large-Scale Outdoor Event Space

Strengthening Global Connections: Halifax's Air Access Investment Plan



**Be vibrant  
and alive, 365**



Develop a Regional Events Strategy

Create Artistic Nighttime Lighting Installations to Feature Landmarks

Develop a Business Case Framework for a Large-Scale Professional Performing Arts Venue

Develop a Large-Scale Outdoor Event Space

Provide Marketing Support to Elevate Community Events into Tourism Drivers





**Establish,  
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tourism leadership**



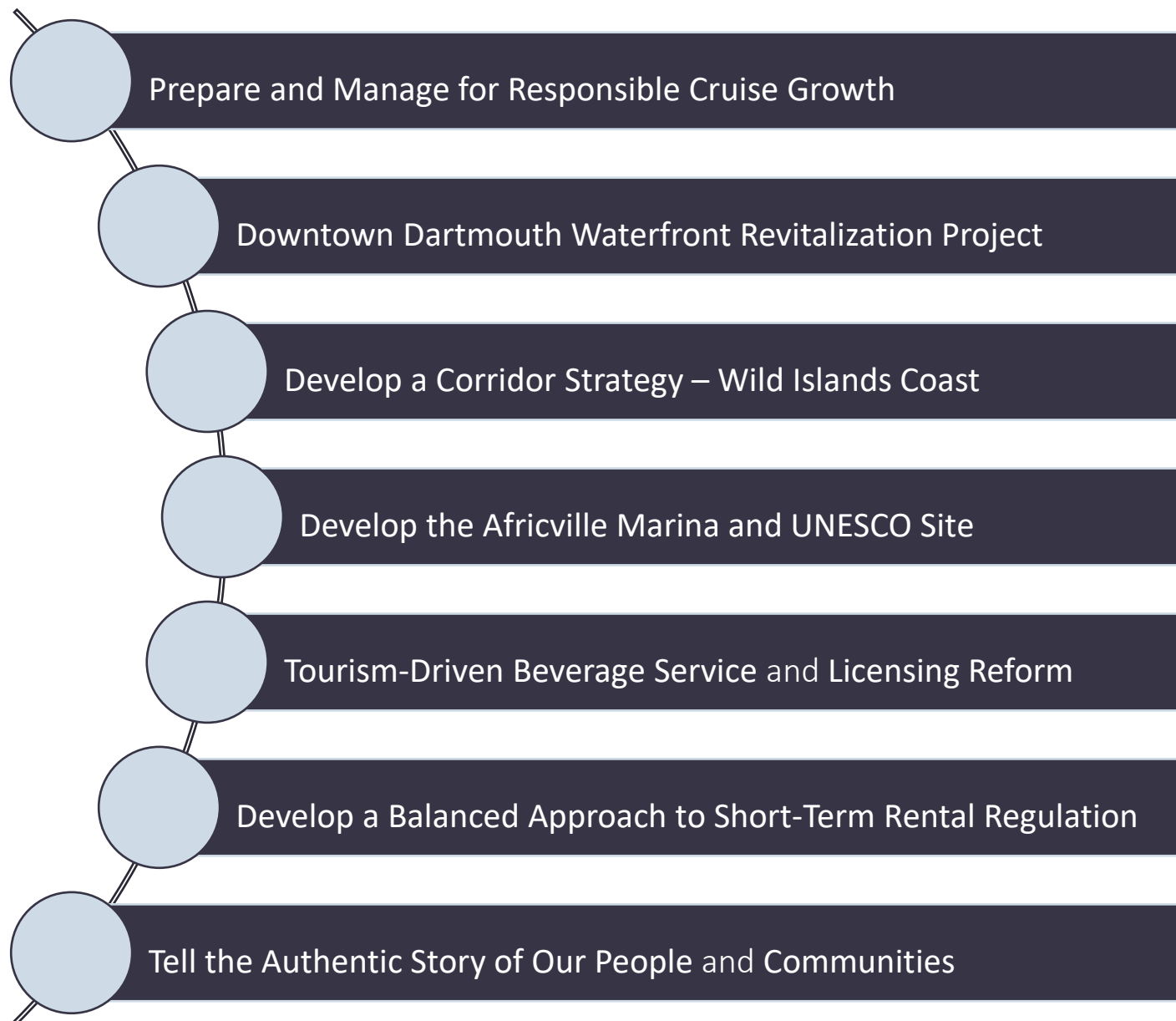
Develop a Corridor Strategy –  
Wild Islands Coast

Develop a Regional Events  
Strategy

Establishing Governance for the  
Music and Tourism Economy



# Develop responsible tourism



Initiative	Lead Organization(s)
Downtown Dartmouth Waterfront Revitalization Project	HRM
Pursue Targeted Approach of Sport Venues to Support Hosting Competitive Events	HRM
Simplified Public Transit Fare Systems for Visitors	HRM
Develop New Washrooms	HRM, Discover Halifax
Create Artistic Nighttime Lighting Installations to Feature Landmarks	Discover Halifax, HRM
Develop a Regional Events Strategy	Discover Halifax, HRM
Develop a Nationally Recognized Marquee Event	Discover Halifax, HRM
Develop a Business Case Framework for a Large-Scale Professional Performing Arts Venue	Discover Halifax, HRM
Develop a Large-Scale Outdoor Event Space	HRM, Discover Halifax
Strategic Investment in Event Tourism Infrastructure	HRM, Events East Group
Develop a Balanced Approach to Short-Term Rental Regulation	HRM, Province of Nova Scotia
Establish a National Urban Park in the Halifax Region	Parks Canada, HRM, Sipekne'katik First Nation, Kwilmu'kw Maw-klusuaqn, Province of Nova Scotia, Nova Scotia Nature Trust



**THANK YOU**