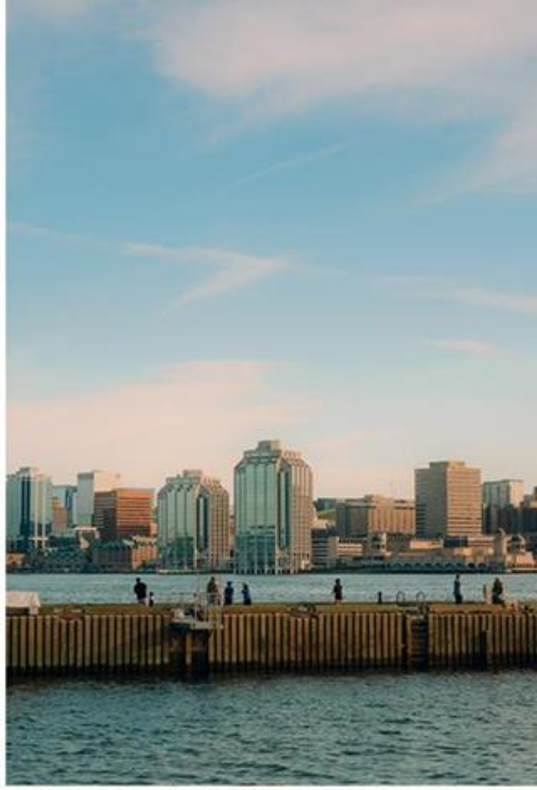



HALIFAX REGIONAL

INTEGRATED TOURISM MASTER PLAN

ITMP 2030







INTRODUCTION

Land Acknowledgement

Halifax is in Mi'kma'ki, the ancestral and unceded territory of the Mi’kmaq people. The people of the Mi’kmaw Nation have lived on this territory for millennia, and we acknowledge them as the past, present, and future caretakers of this land.

AGENDA

1. Welcome & Introductions
2. ITMP Background & Context
3. What We Heard (so far!)
4. Tonight’s Objectives & Activities
5. What’s Next?



WELCOME & INTRODUCTIONS



About Us

Discover Halifax is a non-profit, aiming to maximize economic and social benefits resulting from the tourism industry for the benefit of the people who live, visit, and invest in our region.

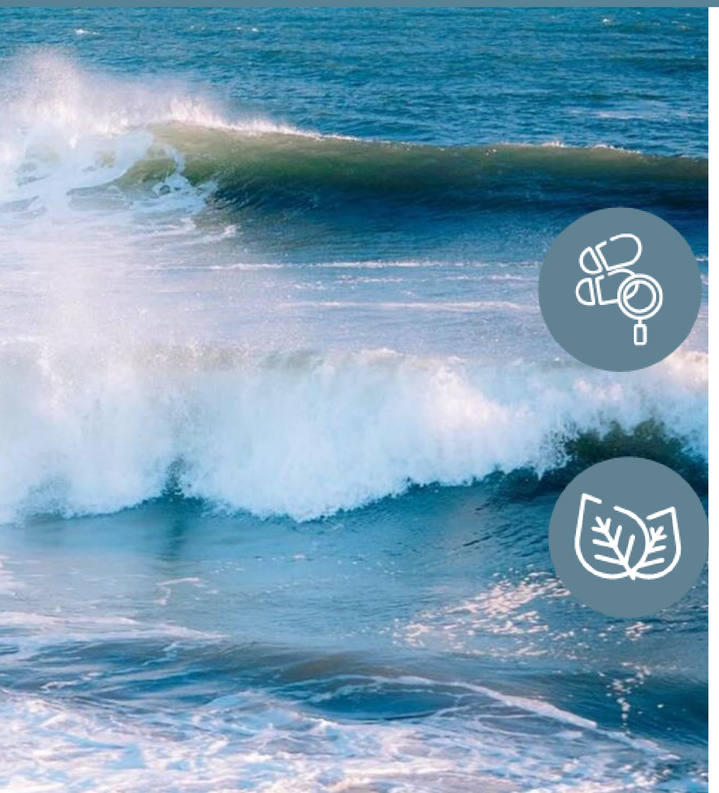
We showcase the best of our region to the world, and alongside our partners, we seek to shape the future of tourism through good planning, investment, and design.

ITMP BACKGROUND & CONTEXT



MASTER PLAN FRAMEWORK

Working together, the Halifax region will harness our culture to build and promote a model, sustainable tourism destination. By remaining authentic to our heritage and Halifax's distinct vibe, diversity, creativity, and talent, we will share our unique communities and a quality of life that is deeply connected to our ocean advantage.



VISION

To be everyone's favourite Canadian city.

GOALS

- Grow tourism employment
- Grow tourism revenues
- Enrich the lives of residents
- Align with related strategies

STRATEGIC THEMES

- Make it easy to get here and visit
- Develop responsible tourism
- Build and enhance Halifax's key demand generators
- Establish, identify, and appoint tourism leadership
- Attract highest yield and growth markets
- Be vibrant and alive, 365

DISCOVER HALIFAX

GUIDING PRINCIPLES

The guiding principles for the Halifax Regional Integrated Tourism Master Plan:



Leverage collaboration

Leverage collaboration throughout the tourism ecosystem locally, regionally, and nationally.

Community-first” approach

Take a “community-first” approach, reflecting the value and diversity of the region, and recognizing the social and environmental impacts of tourism on our communities.



Impact

Recognize that decisions made for Halifax as a tourism destination can impact the rest of the Province and the Atlantic region and provide due consideration of these impacts.



Support

Support a competitive lens for decision making, while at the same time pursuing inclusive growth.



Tourism Master Plan

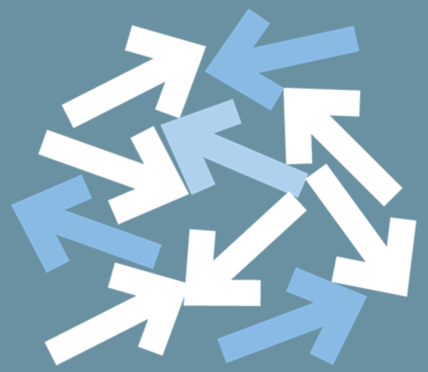
For Halifax

An Integrated Plan building on extensive dedicated research, outreach, engagement, and strategic analysis.

The Master Plan Framework was refined through several working sessions with the ITMP Advisory Committee and project leads. The “sweet spot” for the ITMP is creating wealth for all stakeholders.

Citizens benefit from growing the tax base and sales taxes, industry and hotels benefit from increased revenues, and inclusive employment contributes to a stronger economy and increased exports.

Collective Impact Model



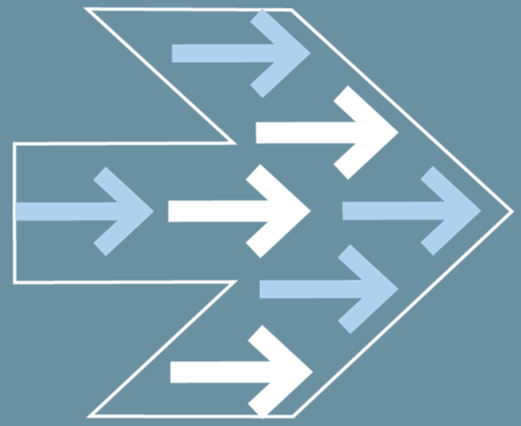
DISORDER & CONFUSION



INDIVIDUAL IMPACT
IN ISOLATION



COLLECTIVE IMPACT
WITH ALIGNMENT



COLLECTIVE IMPACT
WITH COLLABORATIVE ACTION

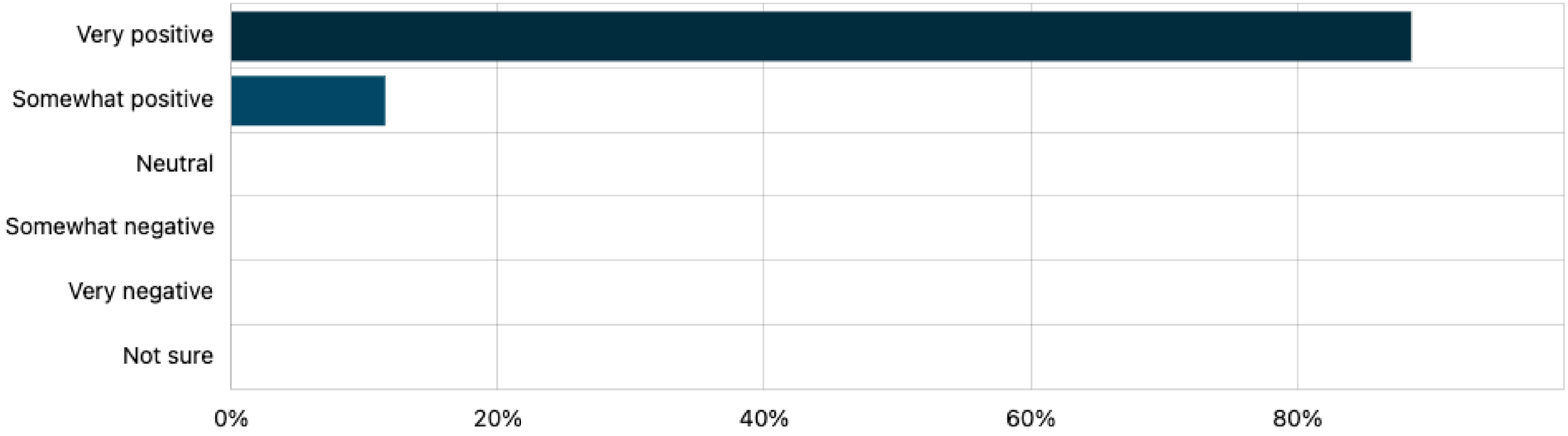


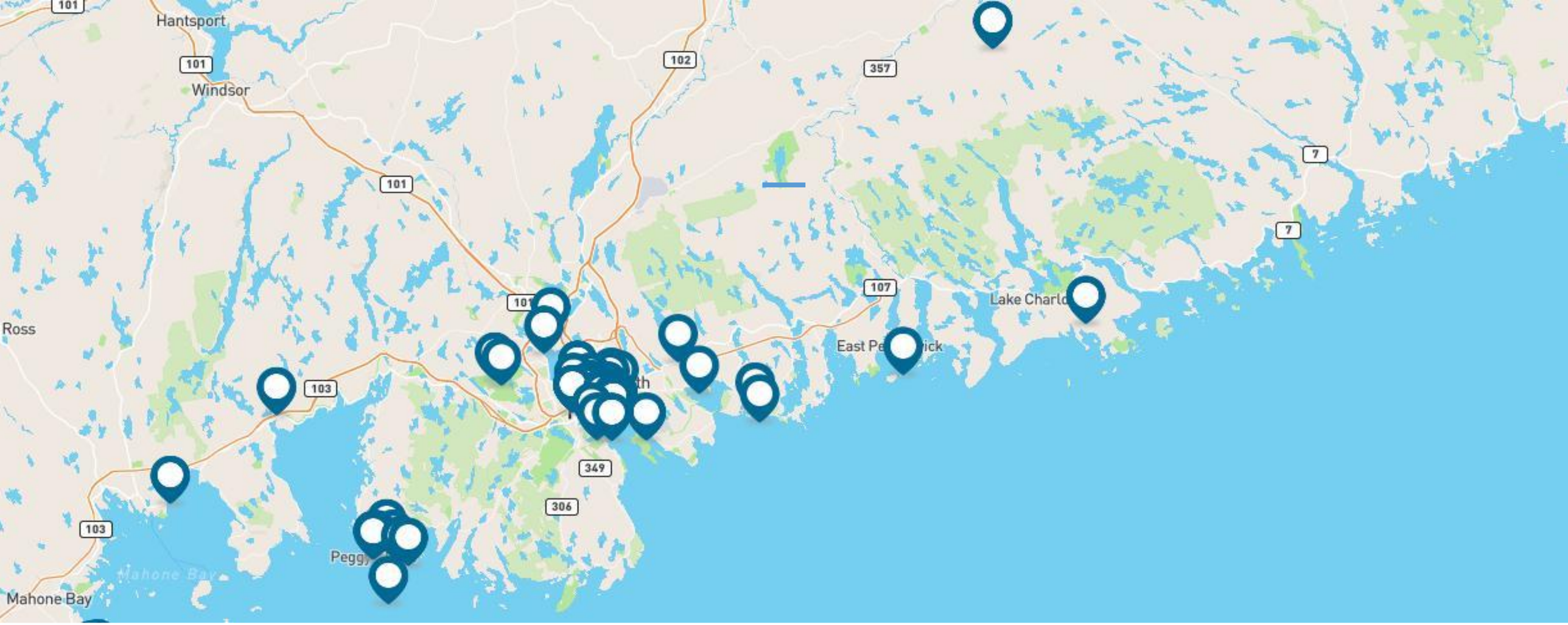
WHAT WE HEARD

(so far)

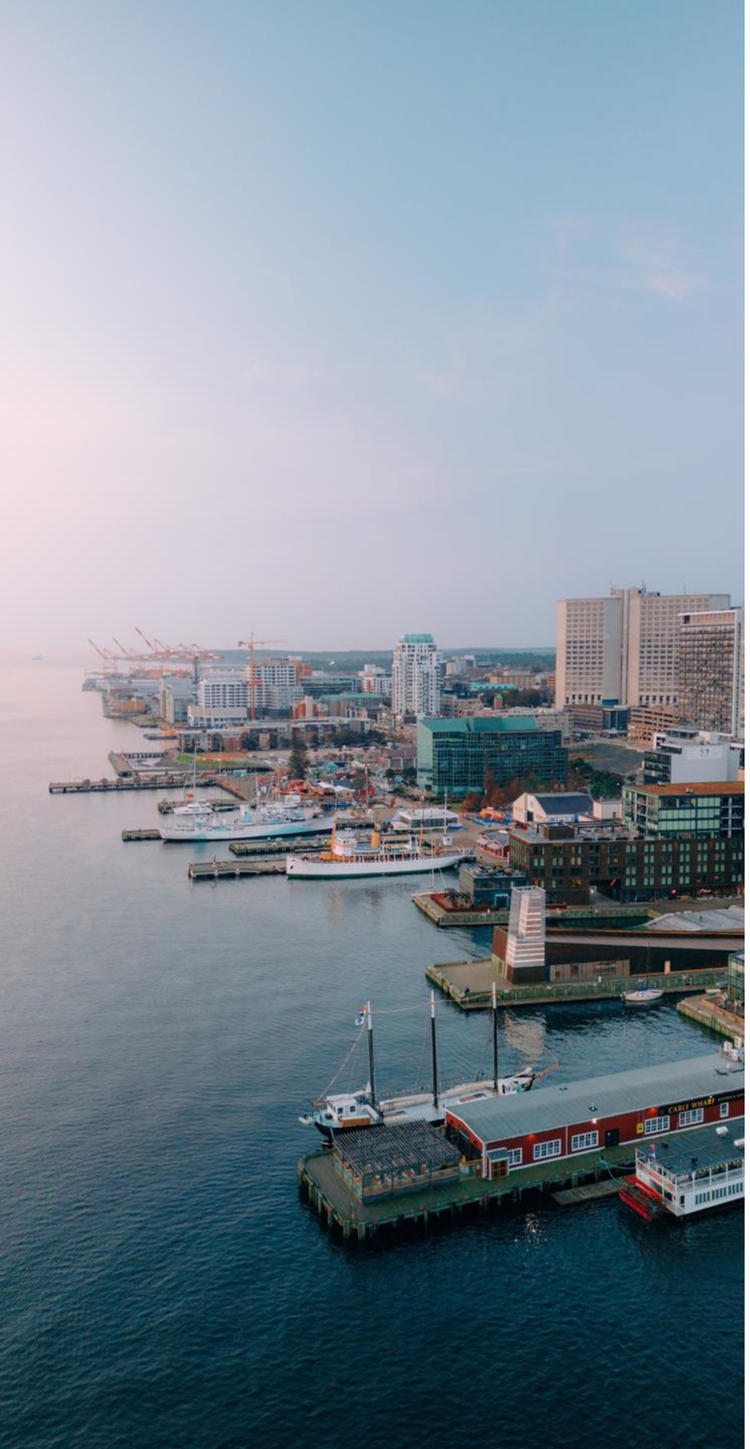
THE IMPACT OF TOURISM IN HRM

In your opinion, what impact does tourism have on the HRM?
Would you say that all things considered, the impact is:




Hantsport
Windsor
Ross
Mahone Bay
Peggy
East Pe
Lake Charlo
101
102
103
107
357
7
349
306

KEY ASSETS



KEY ASSETS

Bedford and Sackville Area

Tourism Attractions

HRM offers diverse attractions, from historic sites like the Citadel to natural spots like Point Pleasant Park and Peggy's Cove.

Waterfront & Scenic Locations

The waterfront is key to HRM's tourism, with areas like the Halifax and Bedford Waterfronts offering beaches, hiking, and history in a blend of modern and historic settings.

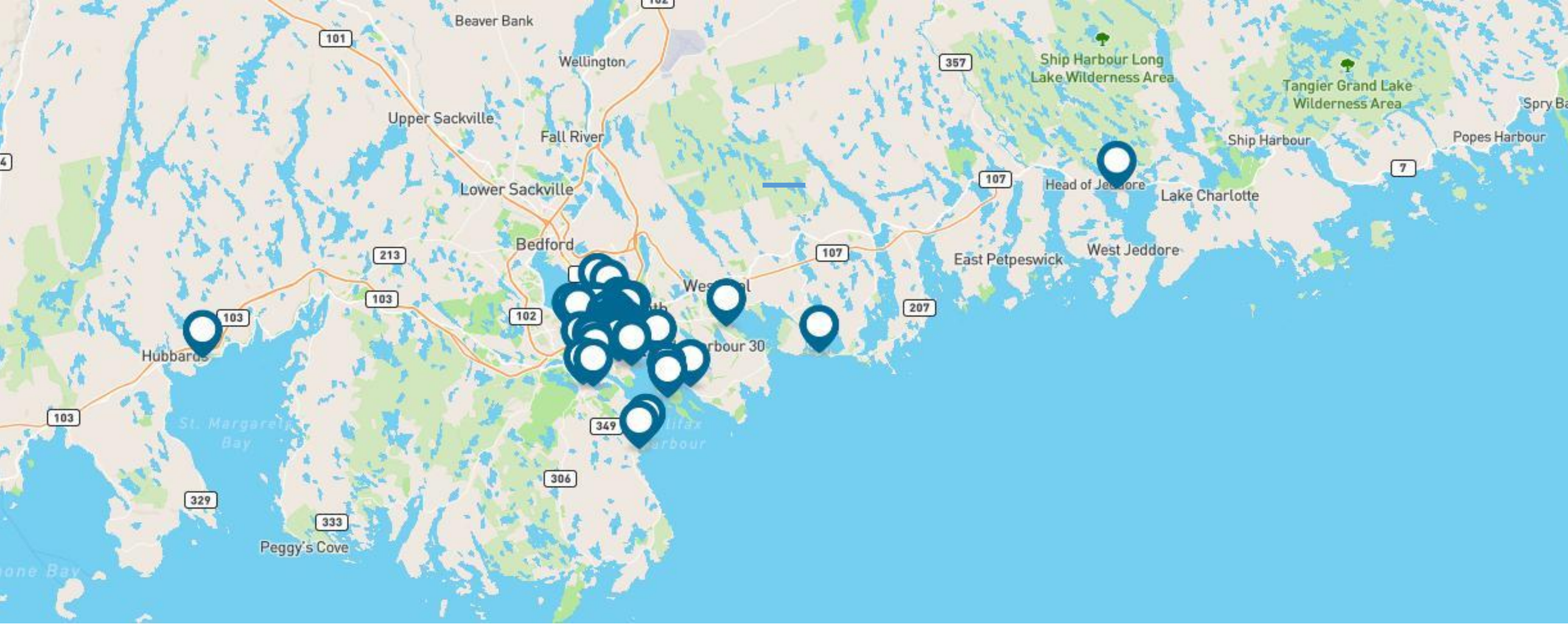
Accommodation & Rentals

Short term rentals are vital for lodging, especially for families exploring the region. There's a need for better regulation to manage growing demand while preserving long-term housing in communities.

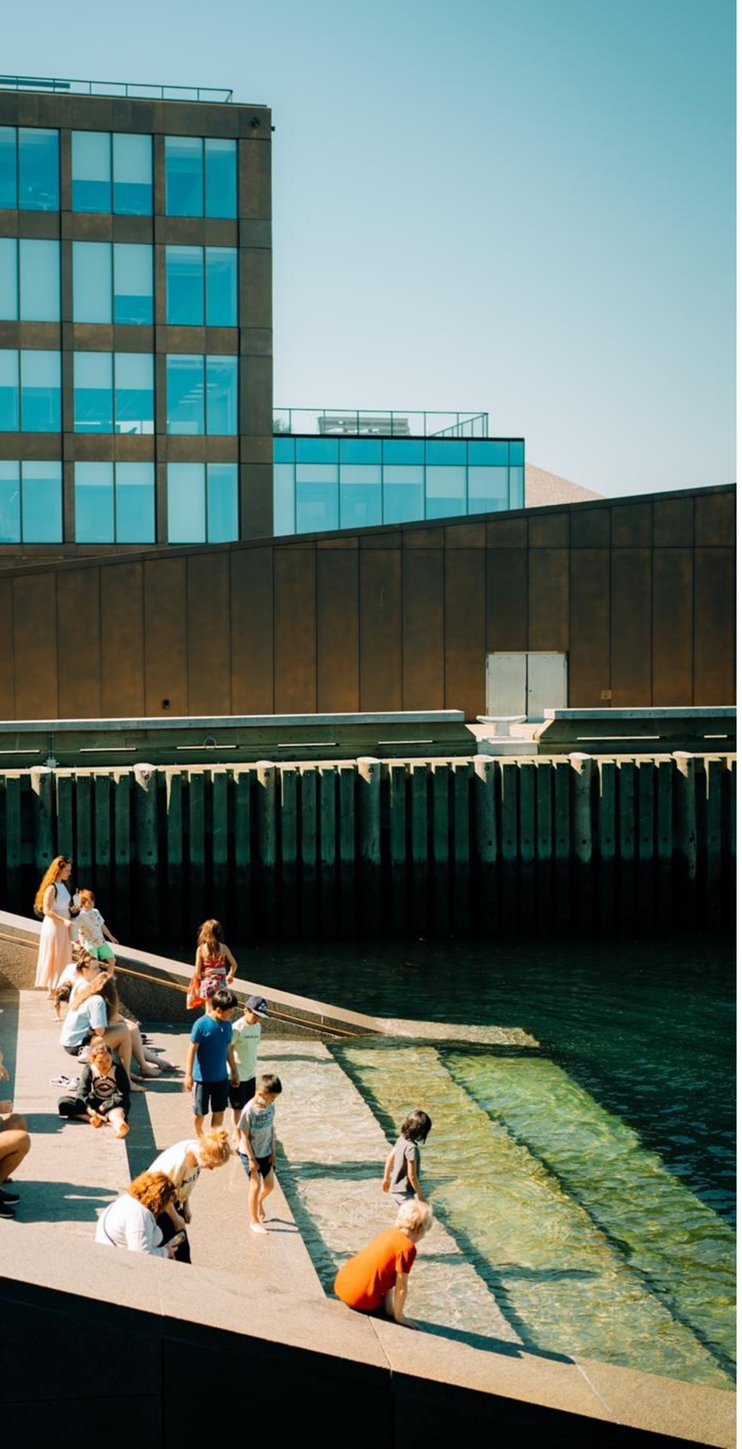
Community & Hospitality

HRM is known for its welcoming people and vibrant communities, like Bedford, which has seen huge growth in recent years. The area has a burgeoning restaurant scene with many downtown restaurants opening additional locations in the community.

DISCOVER HALIFAX


Beaver Bank
Wellington
Upper Sackville
Fall River
Lower Sackville
Bedford
Hubbards
Peggy's Cove
Ship Harbour Long Lake Wilderness Area
Tangier Grand Lake Wilderness Area
Ship Harbour
Popes Harbour
Head of Jeddore
Lake Charlotte
East Petpeswick
West Jeddore
101
102
103
213
107
207
357
7
349
306
329
333

CHALLENGES



CHALLENGES

Bedford and Sackville Area

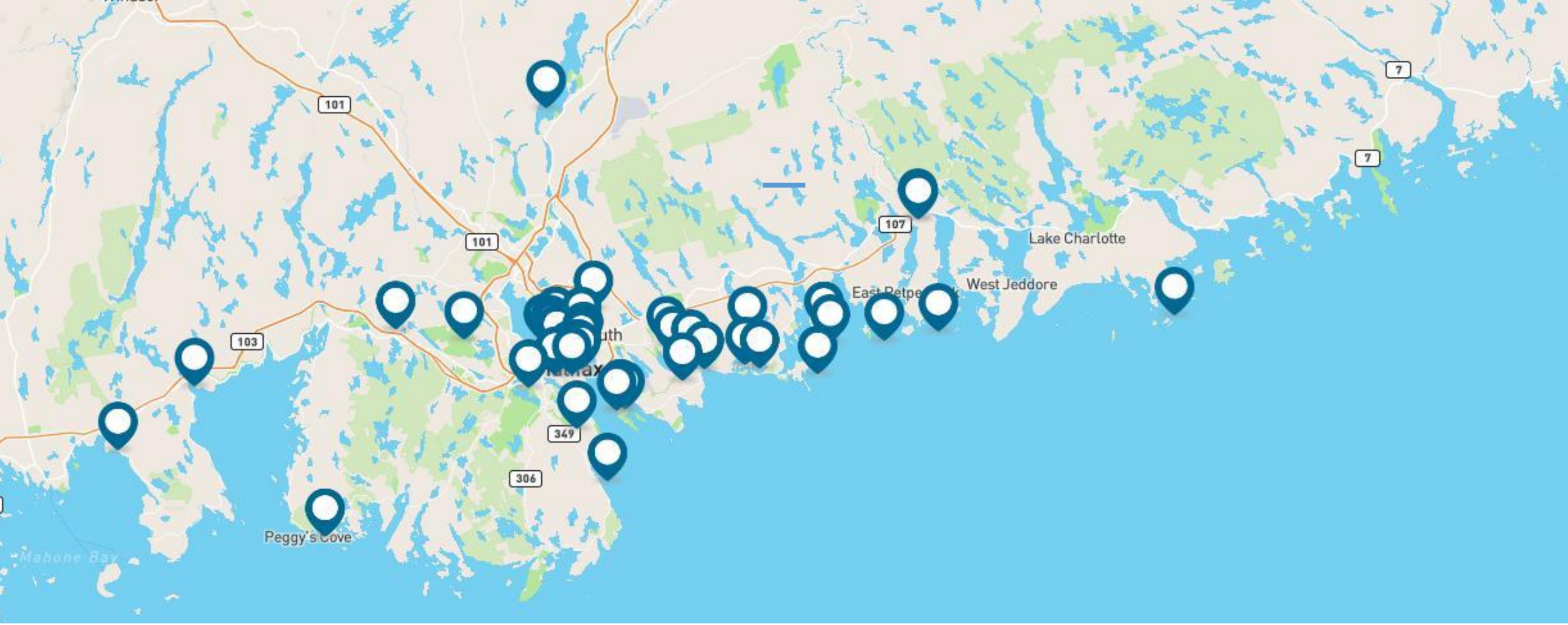
Year-Round Tourism & Infrastructure: HRM can benefit from developing year-round tourism initiatives that and improving transportation infrastructure to support visitor flow to other areas during off-peak seasons.

Affordable & Diverse Accommodations: We heard a lot about the lack of accommodations in the area. Respondents felt that expanding short-term rental options and diversifying accommodation offerings in general will help lower costs and provide visitors with more personalized lodging experiences.

Lack of Tourism Businesses/Assets: We heard about the need for more investment in tourism in areas outside of the downtown core, like Bedford and Sackville.

Traffic: We heard about challenges with traffic congestion and improving road safety in high-traffic areas, like Hammonds Plains Road & the Bedford Highway. Respondents felt that addressing this will enhance the visitor experience and ensure smooth transportation access to new attractions.

DISCOVER HALIFAX



OPPORTUNITIES



OPPORTUNITIES

Bedford and Sackville Area

Accommodation and Infrastructure:

There's a need for more affordable accommodations, like hotels and short-term rentals, to cater to tourists. Investing in diverse lodging options and tourism infrastructure, such as a tourism center or performance venue, will better support growing visitor numbers and take pressure off the downtown.

Outdoor and Nature-Based Tourism:

Promoting outdoor activities like hiking, kayaking, and boating, along with developing nature trails and camping experiences, can enhance ecotourism. The potential National Urban Park at Blue Mountain-Birch Cove Lakes would be a big draw.

Waterfront Possibilities:

With the new ferry service coming to Bedford, we heard about the importance of investing in tourism assets along the Bedford Waterfront – creating waterfront experiences throughout the Harbour.

Marketing and Promotion:

We heard a call for increased marketing of outdoor adventures, the arts, and local attractions that will help attract more tourists. Better signage and promotional efforts can drive interest in the area's diverse offerings.

DISCOVER HALIFAX

TONIGHT’S OBJECTIVES & ACTIVITIES



ITMP DEVELOPMENT PHASES







DISCOVERY

Timeline:

October - January

VALIDATION & PRIORITIZATION

Timeline:

February – March

We are here!

DRAFT & FINAL ITMP DEVELOPMENT

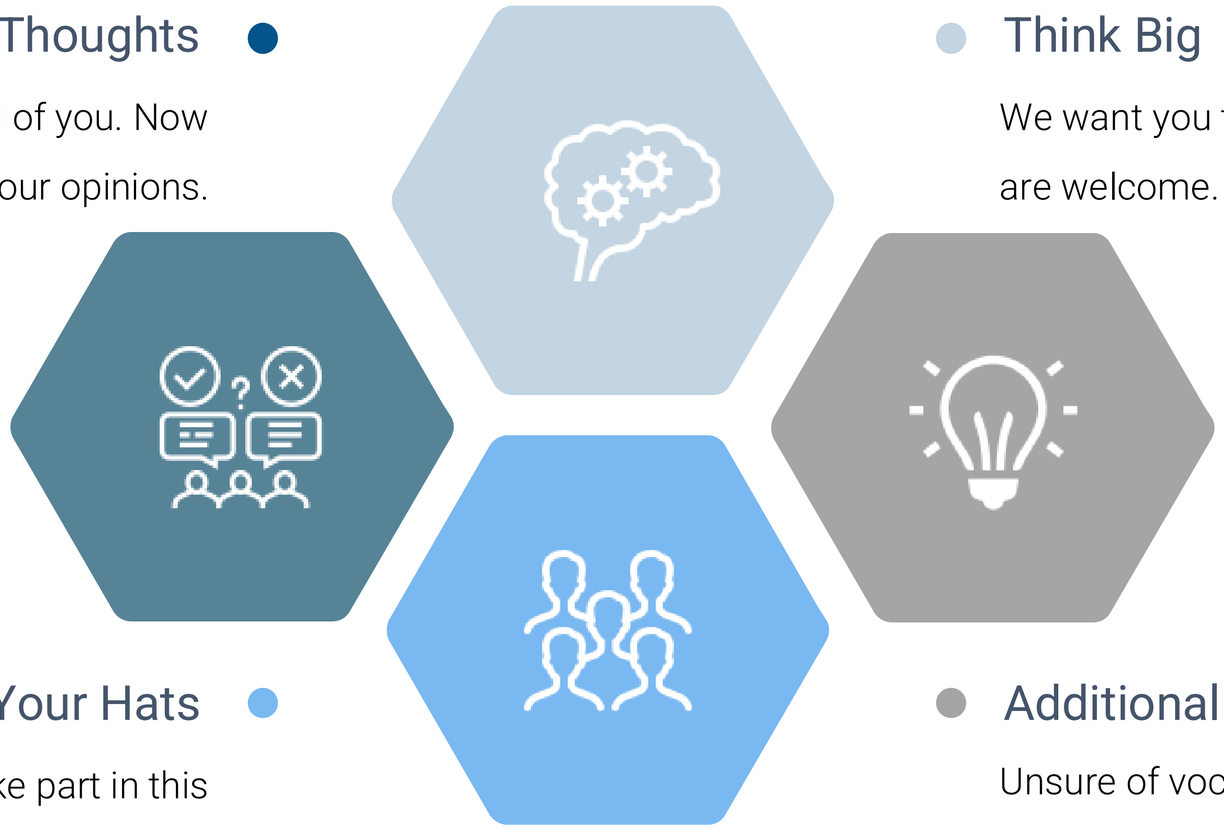
Timeline:

April - June

WORKSHOP PARTICIPATION

Share Your Thoughts

We want to hear from all of you. Now is the time to voice your opinions.



Think Big

We want you to get outside your comfort zone. Ideas are welcome. Big ideas are highly encouraged.

Wear All Your Hats

We encourage you to take part in this session with the perspective from all of your roles – professional, resident, etc.

Additional Comments?

Unsure of vocalizing your opinions? Reach out with any additional comments with an email to ITMP2030@discoverhalifaxns.com

DISCOVER HALIFAX

ACTIVITY STATIONS

SHARE YOUR FEEDBACK!



Mapping Our Assets!

View the current inventory of assets and fill in any gaps!



Love It or Leave It!

Review existing initiatives and let us know if we should keep it for the new ITMP, or let it go. You can also draft your own initiative!



Did We Hear that Right?

Check out what we've heard so far on a variety of topics and let us know if you agree, or if something is missing.



Talk to the Team

Chat with a member of the team about what matters most to you!

DISCOVER HALIFAX



WHAT’S NEXT?

NEXT STEPS IN ITMP DEVELOPMENT

Prioritization

Discover Halifax will consider all inputs from community and industry sessions to prioritize which initiatives to include in the final ITMP.

Draft ITMP

A draft ITMP will be developed and reviewed by Discover Halifax leadership, the project Advisory Committee, and Discover Halifax Board of Directors.

Final ITMP

The final ITMP will be reviewed and approved by the Regional Council and publicly released.



GET IN TOUCH WITH US

itmp2030@discoverhalifaxns.com

Scan the QR code to go to the project website