

Investing in Growth

Nova Scotia has long been a preferred destination offering many distinct advantages to business and leisure travelers. Mixing the best of tradition that creates a unique, unmistakable culture and amenities that satisfy diverse tastes, our region welcomes thousands of visitors each year.

As the tourism industry continues to collaborate on strategies that will help it grow and stay competitive amidst a struggling worldwide economy, a valuable piece of infrastructure can serve as part of the solution. A new convention centre in Halifax, acting as a magnet, to our province will draw a mobile and influential audience to our doorstep, contributing a range of benefits to our city and province.

- Hosting conventions and major events is a key economic driver for the province, generating widespread economic impact and job creation through pre- and post-event delegate spending on accommodations, restaurants, entertainment and retail throughout the province.
- A new facility with increased capacity will translate into increased demand for industry service partners such as audio-visual suppliers, food and beverage suppliers, and taxi drivers.
- Generating perpetual tax revenue for the federal, provincial and municipal governments, a new convention centre will help fund valuable provincial infrastructure like roads, schools and hospitals.
- Increasing the region's hosting capacity will grow our visitor base, attracting people to the province who might otherwise not come at all. Once exposed to the province, these delegates often stay to tour the region or return later with family and friends.

The World Trade and Convention Centre is now 25 years old and has remained essentially unchanged since it was built. With just 55,000 square feet of function space, our current infrastructure limitations mean we are unable to meet the evolving needs of convention and event planners. While other provinces are responding with expansions and renovations, we're falling behind. Ottawa is in the midst of a redevelopment that will double its capacity to over 190,000 square feet; Winnipeg already boasts 160,000 square feet of multi-functional space; and, Quebec City offers 228,000 square feet of space and is planning to acquire even more.

A new facility will help our region stay competitive on a national and international stage. It is a proven model that will result in significant spinoff opportunities and long-term growth potential. It will allow us to capitalize on our proximity to Europe and the Eastern United States to attract thousands of people from around the world to our province with new ideas to share and money to spend.

Much like the tourism industry, the meetings and conventions industry is a globally competitive business. Those regions that have the foresight to recognize the opportunity and respond to change stand to reap the benefits.

**Scott Ferguson
Interim President & CEO
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