

**February 12, 2019**

**DEVELOP NOVA SCOTIA/TOURISM NOVA SCOTIA--Visitor Experience Strategy  
Coming for Halifax Harbour Islands**

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The province announced today, Feb. 12, it is developing a visitor experience strategy for the Halifax Harbour islands, at a cost of about \$100,000. The focus will be on Georges and McNabs Islands.

“By investing in these iconic places, we are making sure that travellers from all over the world have amazing experiences when they visit our province,” said Minister of Business Geoff MacLellan. “At the same time, the investment will help our tourism operators grow their businesses and contribute to an even more vibrant tourism sector.”

This strategy is part of the \$1.5 million announced in July for the Halifax waterfront under the Tourism Revitalization of Icons Program, administered by Tourism Nova Scotia. The \$6 million infrastructure funding program aims to revitalize Nova Scotia’s most compelling tourism sites and creating opportunities for private businesses to develop new excursions and experiences.

Five sites have been identified for development over the next three years, including the Halifax waterfront area.

Develop Nova Scotia will lead this project in consultation with property owners, management agencies, island users, and visitors. The public will also have the opportunity to share their ideas through pop-ups and an online survey.

“This strategy will build on the excellent work already done by the Department of Lands and Forestry and Parks Canada, as well as organizations like Friends of McNabs Island who have dedicated significant time and energy to these beautiful places,” said Jennifer Angel, CEO, Develop Nova Scotia. “The Harbour islands, and access points on the Halifax waterfront and Fisherman’s Cove, will enable connections for more people across and around the harbour. We are looking forward to continuing conversations with the public and key stakeholders to decide how we accomplish this sustainably and in an inspiring way.”

Develop Nova Scotia is also leading the planning and implementation of tourism infrastructure enhancements at Peggy’s Cove, another project announced through the Tourism Revitalization of Icons Program, which includes consultation with community and business stakeholders.

For more information, visit [developns.ca](http://developns.ca)

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