

Case Study:

Rendez-Vous Canada 2018

Working together to showcase Atlantic Canada

MAY 13-16, 2018

Rendez-Vous Canada (RVC) is Canada's biggest international tourism marketplace, bringing together more than 1,900 tourism professionals from 30 countries to promote and discover unique Canadian experiences. While this isn't the first time Halifax has hosted the event, this year RVC broke attendance records, making our newly opened Centre the perfect venue to host.

Why Nova Scotia?

It's been 15 years since Halifax hosted RVC and with record numbers for attendance, Ken Ross, vice president, events and industry services, Tourism Industry Association of Canada saw an opportunity to bring the event back to Nova Scotia.

"We had outgrown the former convention centre because we had maxed out the available space, but Tourism Nova Scotia really wanted us to come back east - they saw a demand for it to be back in Halifax and we were ready for our delegates to experience Atlantic Canada again," says Ken.



\$4+ MILLION

IN NEW MONEY TO NOVA SCOTIA ECONOMY



6,200

ROOMS WERE OCCUPIED OVER THREE DAYS AT 12 DIFFERENT HOTELS



30,000

APPOINTMENTS WERE HELD DURING THE CONFERENCE



4,800

LUNCHES SERVED OVER THREE DAYS BY OUR AWARD-WINNING CULINARY TEAM

CANADA

“With beautiful, flexible space in the heart of the city, Halifax Convention Centre was the perfect space to host RVC.”

Ken Ross
Vice President, event and industry services - Tourism Industry Association of Canada



RVC WAY | RUE RVC



Showcasing our unique and vibrant province

From the minute delegates touched down at the airport to the minute they left, Ken says RVC 2018 was “the best of the best”.

“The delegates and partners really enjoyed themselves in Halifax. From touchdown to takeoff, we were given a warm welcome; it’s like the whole city knew we were here and wanted to make us feel at home,” he adds.

To showcase our unique maritime province and really give RVC delegates a sense of who we are and where we’re from, Nova Scotia culture was integrated at all critical touchpoints. As delegates landed at Halifax Stanfield International Airport, they were welcomed with live local music and a Taste of Nova Scotia pop-up booth which allowed them to sample east coast flavours.

During the conference, Tourism Nova Scotia provided guided tours across the province, an active local host committee assisted with way-finding, while local musical groups, including Reeny Smith and the Preston Community Singers, the Lunenburg County Fiddlers and 78th Highlanders, Halifax Citadel National Historic Site performed authentic East Coast music.

To ensure delegates had a truly authentic experience, our team incorporated local flavours and culture into our service delivery. This included serving RVC’s delegates a lunches inspired by the east coast and highlighting some of our favourite places to visit in Nova Scotia through our digital platforms. To enhance the experience further, we partnered with Tourism Nova Scotia to provide an on-site visitor information booth to help delegates plan city and province-wide exploration.



Working together to create a memorable event

During the three-day conference, our team went above and beyond to show RVC’s staff and delegates what it means to be hosted in Halifax and our convention centre.

“Halifax Convention Centre’s management team and frontline staff exceeded our expectations. There is a true spirit here of ‘how do we make this happen’,” says Ken, “It seems there is a refreshing process taking shape for hosting conventions in Halifax.”

Ken notes that Halifax Convention Centre’s willingness to listen and consider every request made by RVC was an added bonus and helped create the event they had envisioned. In particular, delegates commented that our award-winning culinary team demonstrated a strong understanding of the event’s specific needs, raving about the quality of the food, the atmosphere during lunch and the warm welcome they received.

“Canada is open to diversity and culture and that was really clear while we were here in Halifax. The Halifax Convention Centre really helped make Rendez-Vous Canada 2018 the best of the best,” says Ken.

Learn how we can help bring your event to life:
HalifaxConventionCentre.com