

Building *connection* through Waterfront Development and Tourism



Source: Visit Baddeck & Area

NOVA SCOTIA FEDERATION OF MUNICIPALITIES | MAY 9, 2024





Our Team

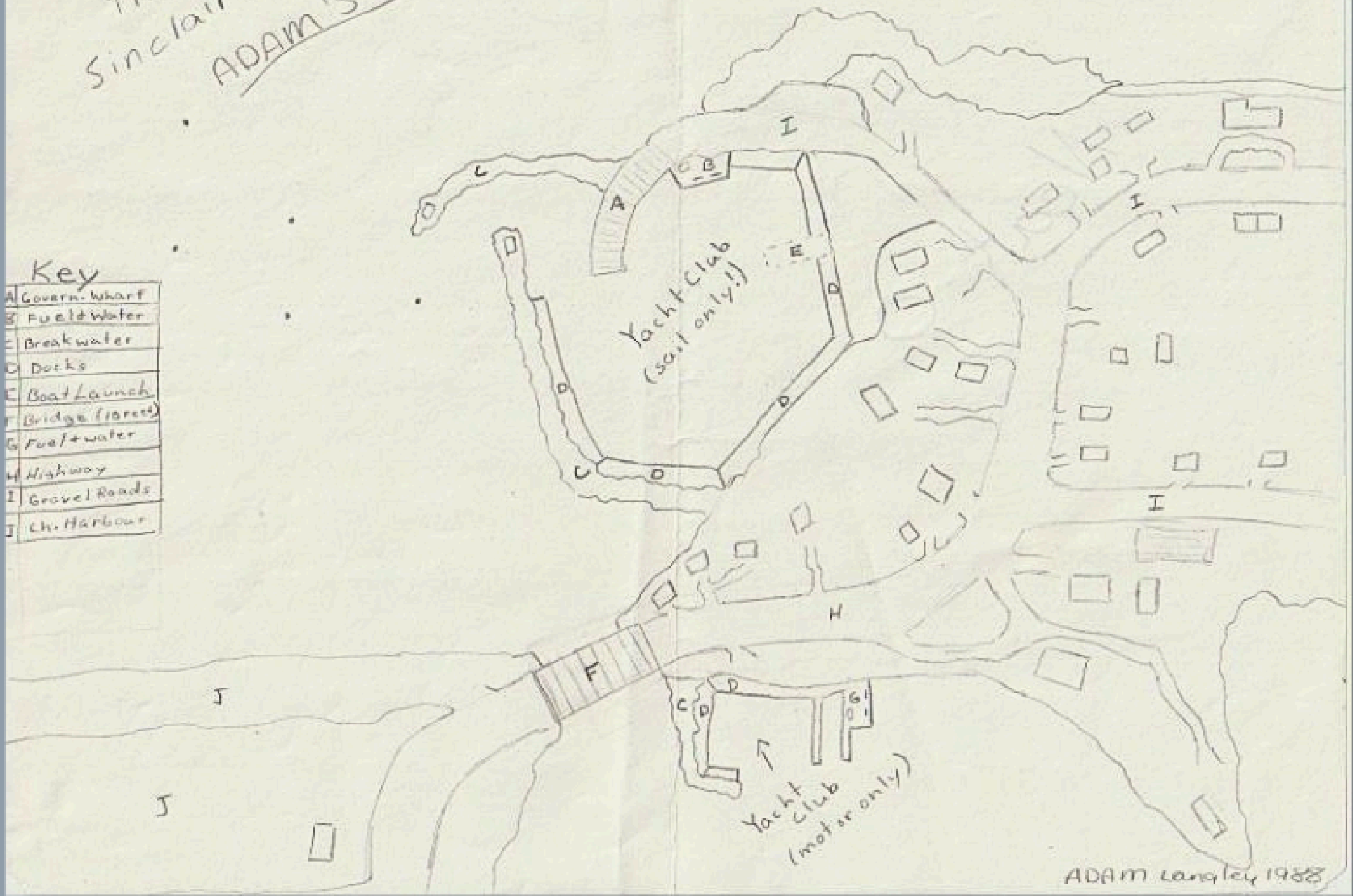
With a combined 40 years of experience in waterfront development, operations and strategic marketing, Adam and Amanda Langley bring together the necessary elements to elevate places to destinations while engaging and attracting local and global audiences. With each project, we are building a business while developing a marine tourism industry.



The New
Sinclair's Island
ADAM'S WAY

Key

A	Govern. Wharf
B	Fuel & Water
E	Breakwater
D	Docks
F	Boat Launch
F	Bridge (Forest)
G	Fuel + water
H	Highway
I	Gravel Roads
J	Ch. Harbour



ADAM Langley 1958

Destination Development

Our team works with clients and communities to identify and activate four key destination pillars that when brought together begin to elevate a place to a destination.



Infrastructure



Services



Itinerary



Marketing

Leverage & Connect Investments

Lunenburg Waterfront



Halifax Waterfront

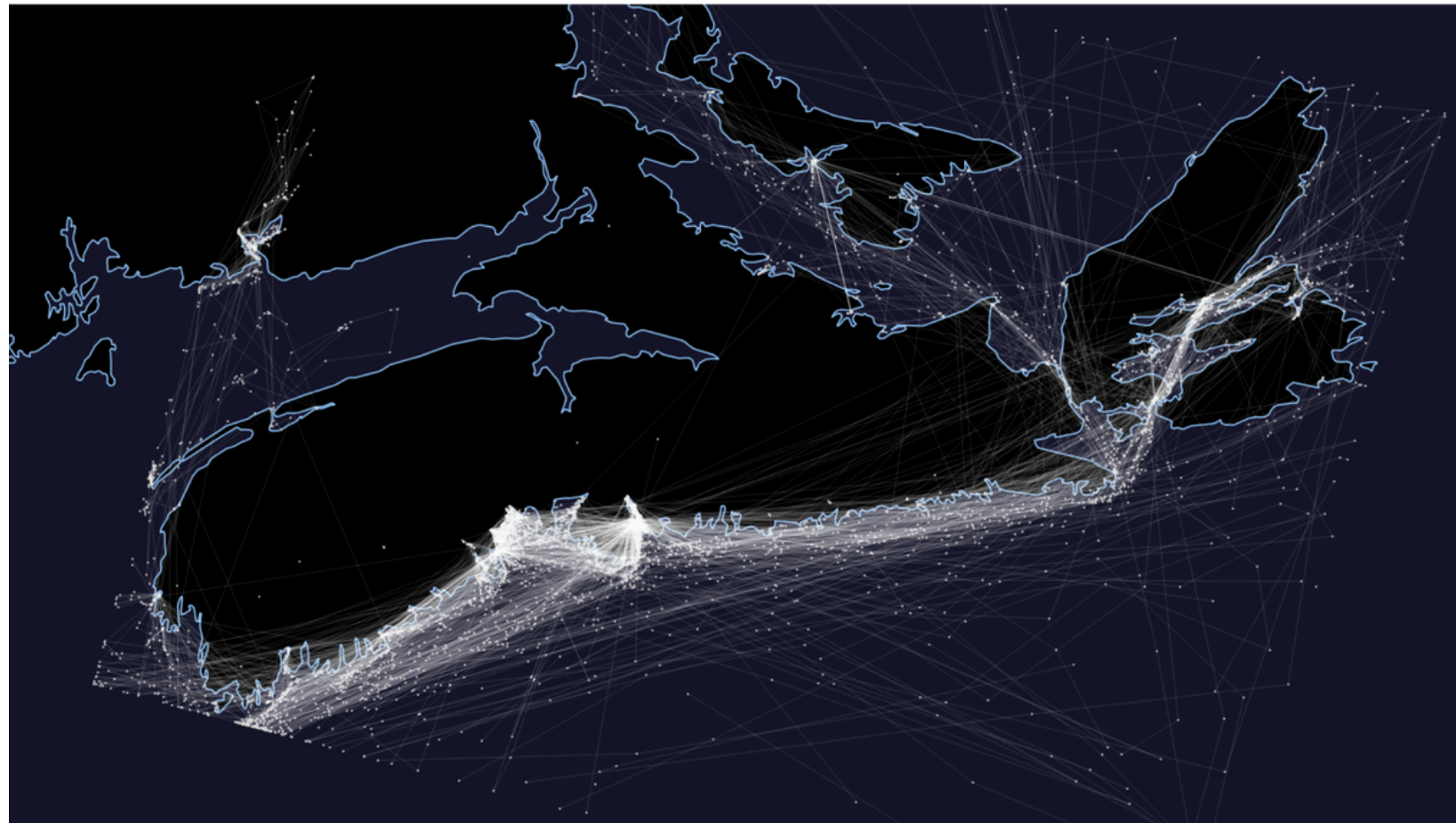


Baddeck Waterfront

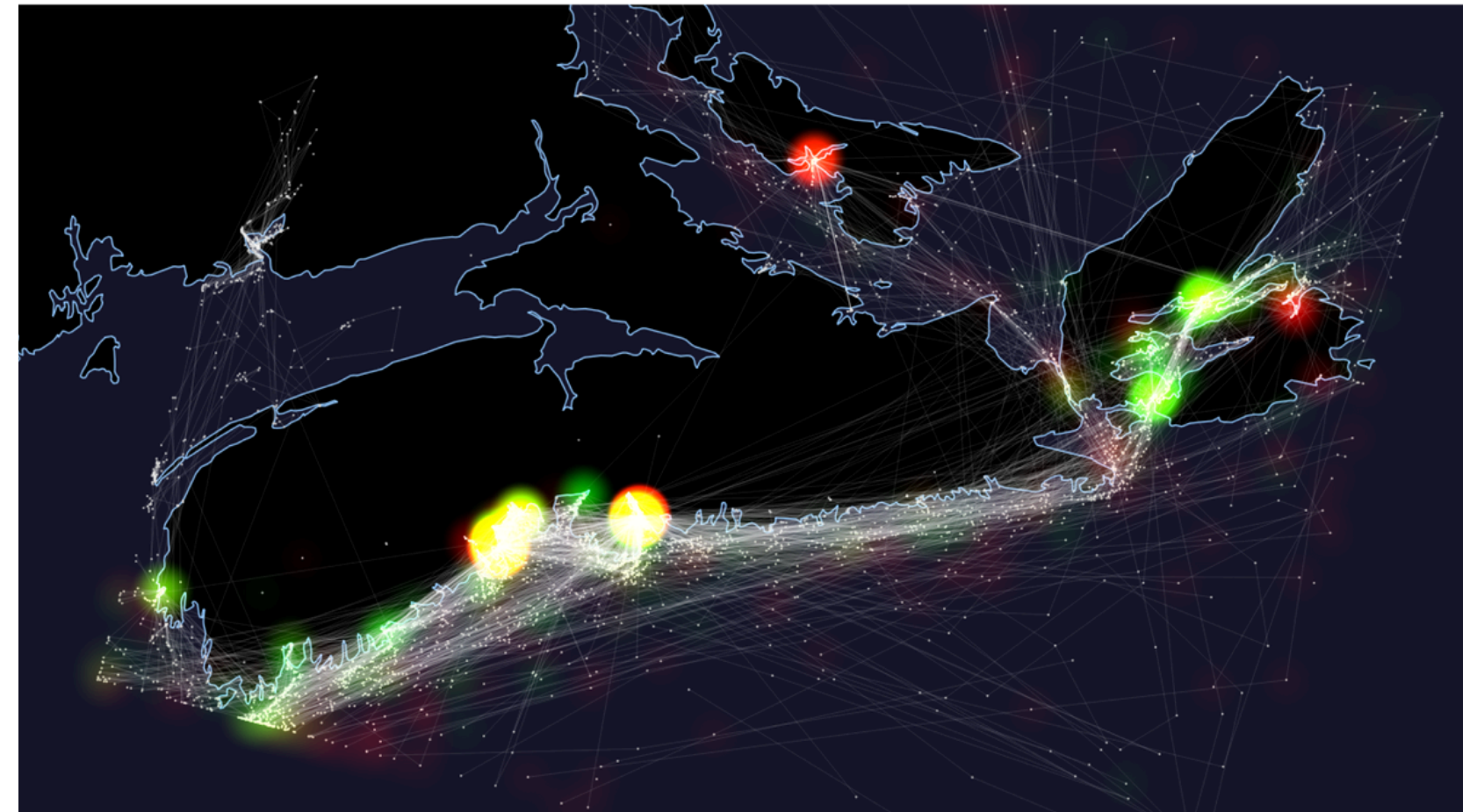


Network Intelligence

Knowing where current visitation is concentrated helps us understand existing destination strengths while identifying gaps in itinerary. Working with clients and partners to collect consistent visitation data is critical to informing and gathering support for marine infrastructure investments and focused visitor attraction efforts.



Source: Develop Nova Scotia



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2023 Marine Visitation Snapshot:

Parks Canada - over 1000 boats transited the St. Peter's Canal

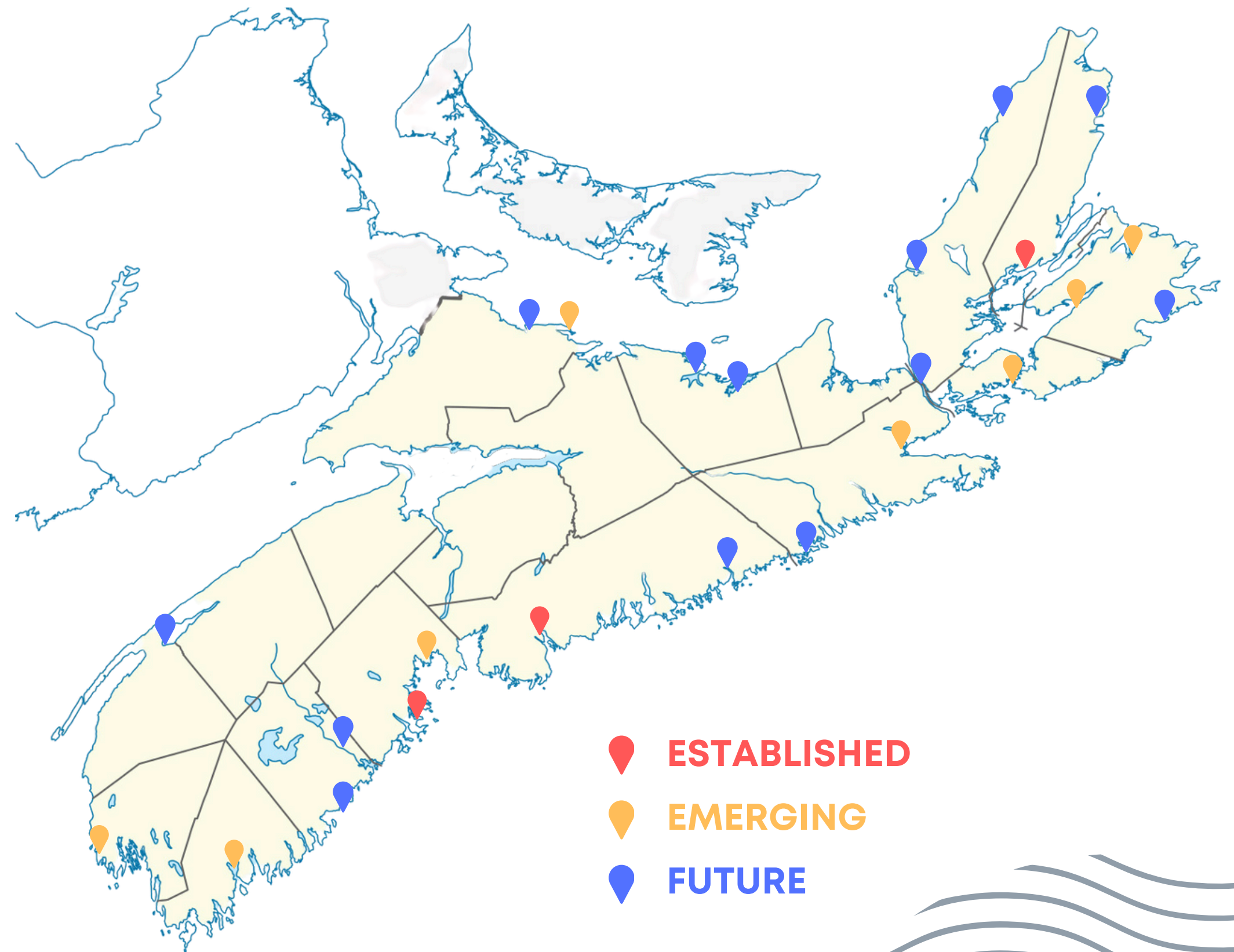
Atlantic Pilotage Authority (APA) - 58 superyacht assignments in Nova Scotia, up from 17 in 2022 and 12 in 2021



2023 APA assignments were largely split between Halifax Harbour and Cape Breton Island (Bras d'Or Lake, Sydney, Strait of Canso)



Marine Destination Network

Coordinating and connecting a network of destinations builds a much stronger, focused and marketable product of the province, enabling and promoting public access to and from the water's edge by land and sea.



-  **ESTABLISHED**
-  **EMERGING**
-  **FUTURE**

Activating Success

Publicly accessible waterfronts emerge as the epicentre of community vitality, swiftly establishing themselves as places people want to be, whether arriving by land or sea. Activating the water's edge, and providing access to and from the water has been proven to drive both land and marine visitation while increasing the economic impact of waterfront destinations on their communities.



Baddeck Public Wharf



Baddeck Boardwalk



Kidston Island

Public Access & Engagement

The intersection of land and water is where the magic happens, connecting people to, through and from experiences enabled by access to and from the water's edge.



Operations

Standing up a successful waterfront destination requires a solid foundation rooted in operations. An operations plan will focus on and prioritize development, identify necessary human resources and shape annual operating budgets. Maintaining strong communications with the community, partners and stakeholders contributes to a sustainable and inclusive waterfront development.

Operations Plan Elements

- Marine Services
- Repairs & Maintenance
- Tenant Relations Business Development
- Marketing & Communications
- Public Events
- Parking Property
- Property & Marine Security
- Signage/way finding
- Public Amenities
- Public Programming
- Emergency Response
- Sustainability
- Staff



Audience

Enabling access for multiple users, from standup paddle boards to superyachts.



Local

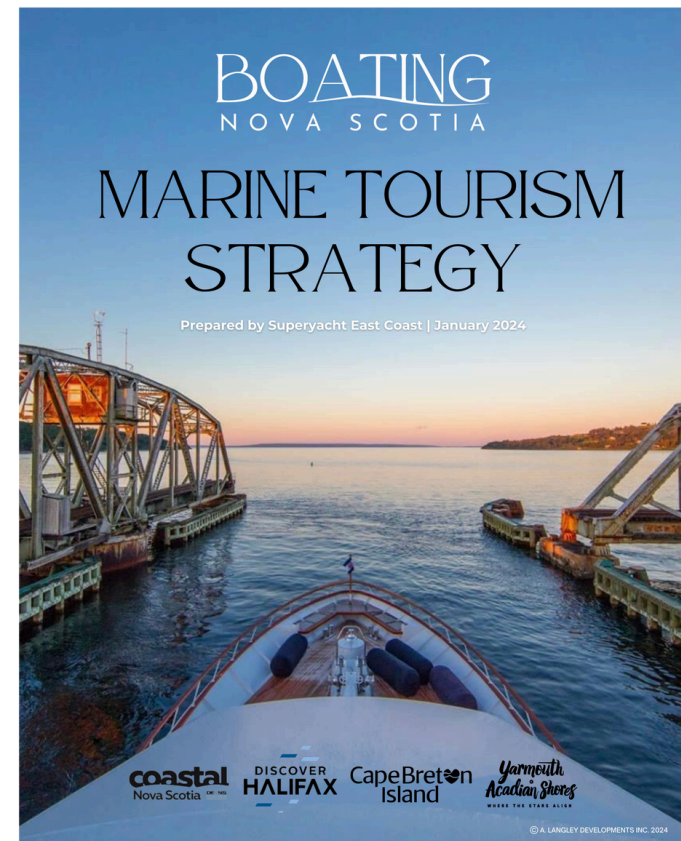


Regional



Global

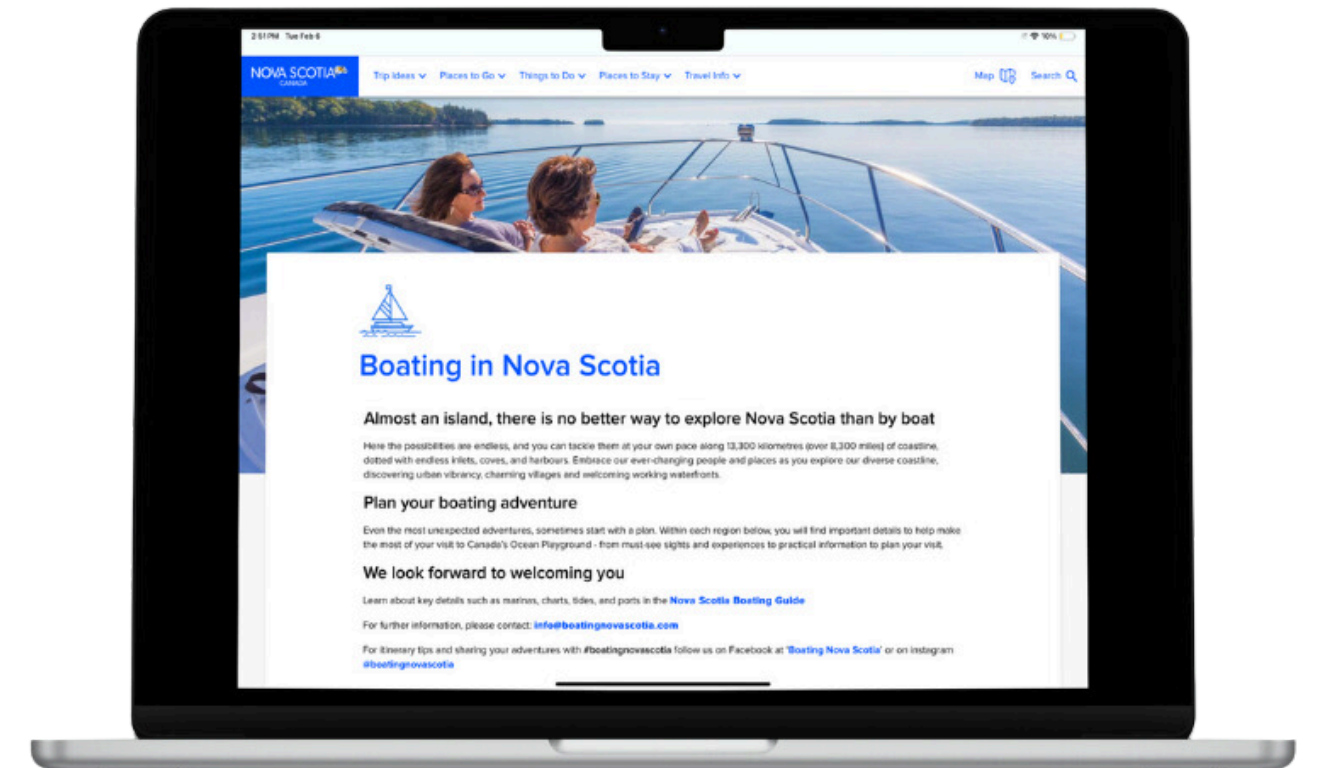
Marine Tourism Strategy



Strategic Planning



Port Development



Tourism Partnerships

Strategic Marketing

Build and they **can** come, promote and they **will** come.



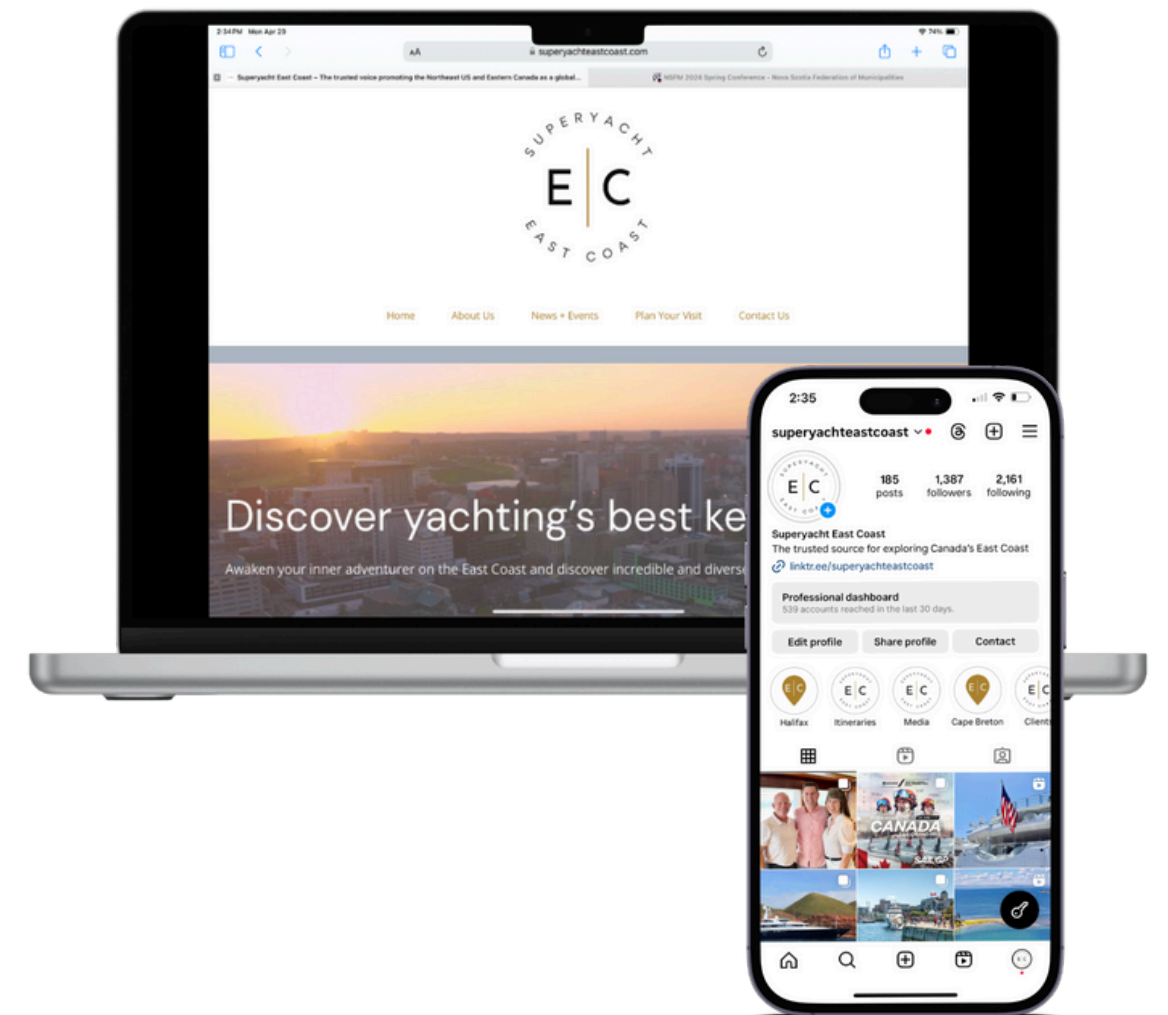
Itinerary



Print



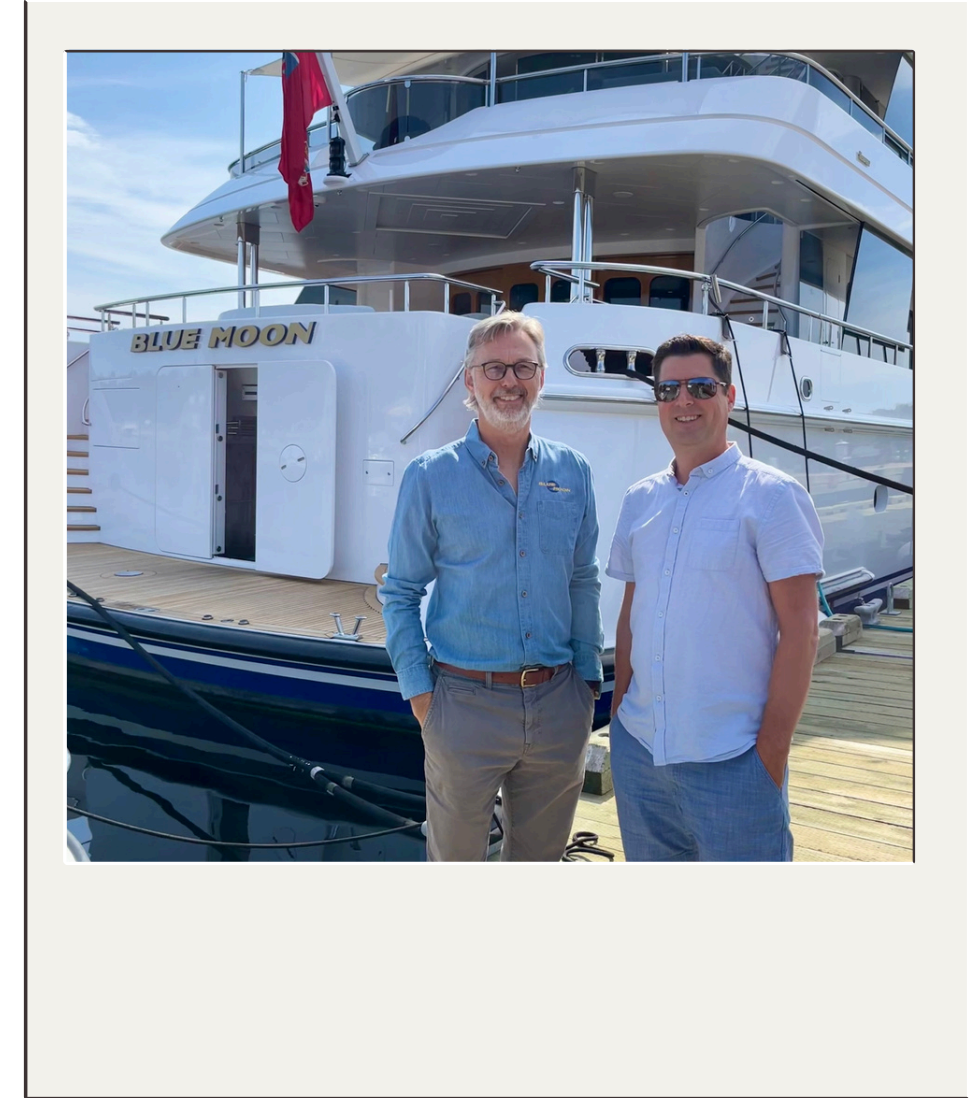
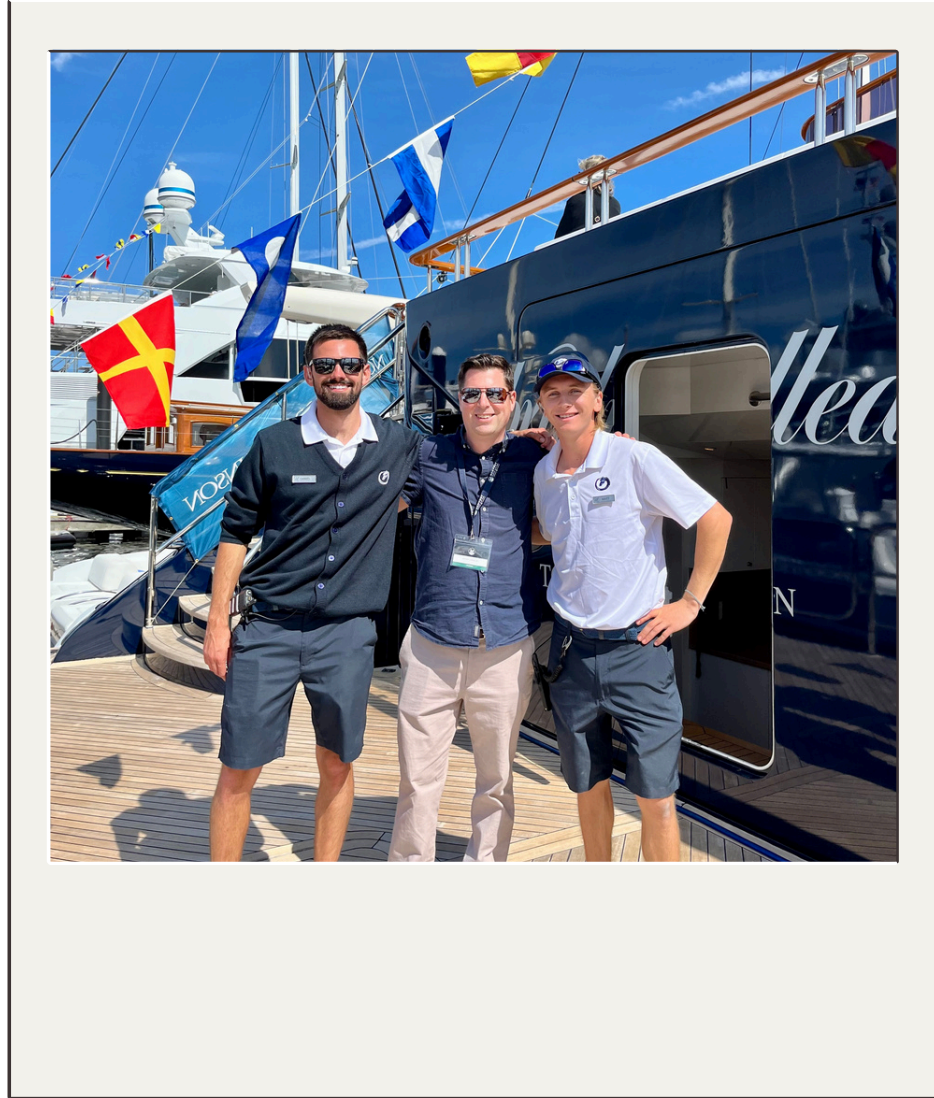
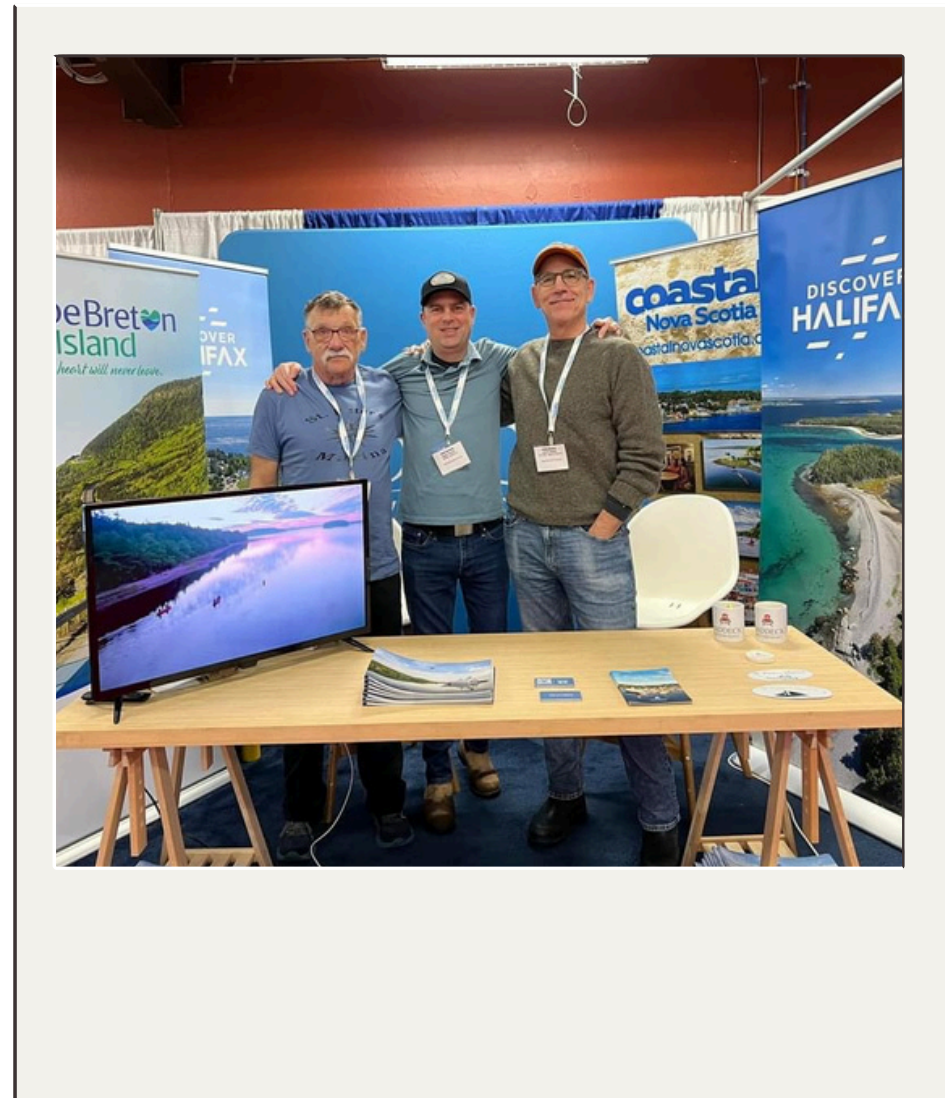
Advertising



Digital

Audience Engagement

Building a network of strategic contacts and ambassadors at the local and industry levels is critical to developing a sustainable marine tourism economy for Nova Scotia.







Music by
Gabrielle Papillon
'Shout it Out'



Let's Connect!



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