

# DISCOVER OUR MEMBERSHIP PROGRAM!

Discover Halifax is a non-profit, membership-based marketing and sales organization in partnership with the Halifax Regional Municipality, the Hotel Association of Nova Scotia and participating industry members. As a member of Discover Halifax, you are part of a community working together to rebuild and strengthen the tourism economy.

Since its inception in 2002, Discover Halifax's mandate is to promote Halifax as a destination of choice for leisure and business travellers. Prior to COVID-19, the Halifax region enjoyed seven straight years of tourism growth, representing **5.3 million annual overnight stays** and contributing **1.3 billion to the local economy**. We work in partnership with our roughly **600 members** across the Halifax region to promote Halifax as a choice destination for events, meetings & conferences and leisure visitation. Working with members helps us inspire the world to experience our unique and beautiful destination while providing members with exposure and business opportunities.

## ABOUT

Discover Halifax is a non-profit organization that exists to promote Halifax and attract visitors. Working with our members to promote Halifax is imperative to our success.

## VISION

Globally recognized as Canada's Favourite City.

## MISSION

We seek to maximize economic and social benefits derived from the tourism industry for the benefit of the people who live, visit, and invest in our region.

We do this by showcasing the best of our region to the world, and through collective impact, we seek to shape the future of our industry through good planning, investment, and design.

## WE LOOK FORWARD TO TALKING WITH YOU SOON!

Contact **Christian Allain**, Manager of Marketing & Business Development at **902-225-4059** or **callain@discoverhalifaxns.com**

## Join Discover Halifax (Kjipuktuk) Today!

Discover Halifax membership unites our voices to make Halifax a great place to live, work and visit. As the industry continues to recover and grow, we will regain our healthy tourism economy together through our strong membership community.

By joining Discover Halifax, we can collectively come together, for everyone's benefit. Discover Halifax is proud to offer a membership program that is:



simple



accessible



free to join

Together, we can reach our shared potential to be globally recognized as Canada's favourite city. From Ecum Secum to Sheet Harbour, Downtown Dartmouth and Downtown Halifax, Africville and the Historic North End, majestic Peggy's Cove to Hubbards and everywhere in between, we are proud to display the diversity of our business offerings, our people and cultures, and our breathtaking landscapes.

## HALIFAX IS A PREMIER DESTINATION FOR MEETINGS & EVENTS

The Discover Halifax team works to promote Halifax as a premier destination for national and international conferences and major events. On average, the **Discover Halifax team supports 120-130\* meetings, conferences, and events** each year. Collectively, this translates to about **60,000-70,000\* room nights sold**.

As a Discover Halifax member you have access to a report showing the next 3-months of confirmed conferences in the region. Members can also connect with conference delegates by creating a Show Your Badge offer. Working together, we can inspire conferences from around the world to **Host It In Halifax!**

\*Based on 2018-2019 data. Room nights sold for 2022 meetings, conferences, and events is comparable to 2019 pre-COVID data.

# MEMBERSHIP BENEFITS

When you join Discover Halifax, you're more than just a member. We consider you a contributor to our collective success as an organization. You will become part of a **community of nearly 600 businesses** and growing throughout Halifax's **210+ communities**.

## BE PART OF THE TOURISM COMMUNITY



**Collective economic growth** from marketing efforts and sales to attract meetings and conventions.



Stay informed with the **monthly member newsletter** packed with information on upcoming programs, marketing initiatives, meetings & conventions, membership updates, and funding and training opportunities. You'll be signed up for this newsletter when you become a member.



**Access to Member Resources** including rights-free images and videos that can be used for marketing purposes. To access, login to [platform.crowdriff.com/m/discoverhalifax](https://platform.crowdriff.com/m/discoverhalifax) and create a login if you haven't done so.



Access to **members-only Facebook page** to stay connected to industry members.



A vote at **Discover Halifax's Annual General Meeting**.

## REACH HIGHLY QUALIFIED VISITORS



**Member profile on the Discover Halifax website.** You control the content that appears on the website, so keep it up-to-date, relevant and engaging. To update the content that visitors will see, login to iDSS at [discoverhalifax.idss.com](https://discoverhalifax.idss.com) and follow the 'How to Update Your Profile' guide. Your member profile will also appear on the Discover Halifax interactive kiosks that are located around the Halifax region.



**Advertising opportunities** are available to our members, including the *Official Halifax Visitor Guide*, *Halifax Kids' Guide*, *Urban Walking Map*, *Website* advertising, and *Visit Stay Enjoy*, the in-room hotel channel guide. Contact **Christian**, our Manager, Marketing & Business Development at [callain@discoverhalifaxns.com](mailto:callain@discoverhalifaxns.com) for more information.



Participate in the **Show Your Badge** program to reach meeting and conference delegates.



Access to **three-month confirmed booking report** for meetings & conventions.



Increase awareness for your events, by submitting them to be included on our website. Fill out this form: [discoverhalifaxns.com/events/community/add](https://discoverhalifaxns.com/events/community/add)

***This is all provided at no cost to you.\****

\*For Provincial Affiliates: please note there is a flat fee of \$400 for membership, plus additional costs per room/sq footage if you are an accommodation or venue.

# Reach Visitors Looking for Things to Do!

Discover Halifax is pleased to offer *member-only* paid advertising opportunities that will boost your visibility. We offer cost-effective marketing solutions that directly target visitors. Our tools reach visitors during the trip-planning phase, and also when they are here in our region. Interested? Contact **Christian**, Manager of Marketing & Business Development at [callain@discoverhalifaxns.com](mailto:callain@discoverhalifaxns.com) today, for more information.

## Exclusive Advertising Opportunities Include:



### Official Halifax Visitor Guide:

100,000 print distribution / 40,000 digital views



### Maps

Halifax & Dartmouth Map – 100,000 copies printed  
 Eastern Shore Map – 20,000 copies printed  
 Peggy's Cove Region Map – 40,000 copies printed



### Website

1.1 Million Unique Visitors per year  
 (website traffic has returned to 2019 levels)



### Halifax Kids' Guide:

40,000 print distribution / 15,000 digital views



### Visit Stay Enjoy

Be in 5,000 hotel rooms across the region



### Show Your Badge Program

Reach thousands of conference delegates

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