

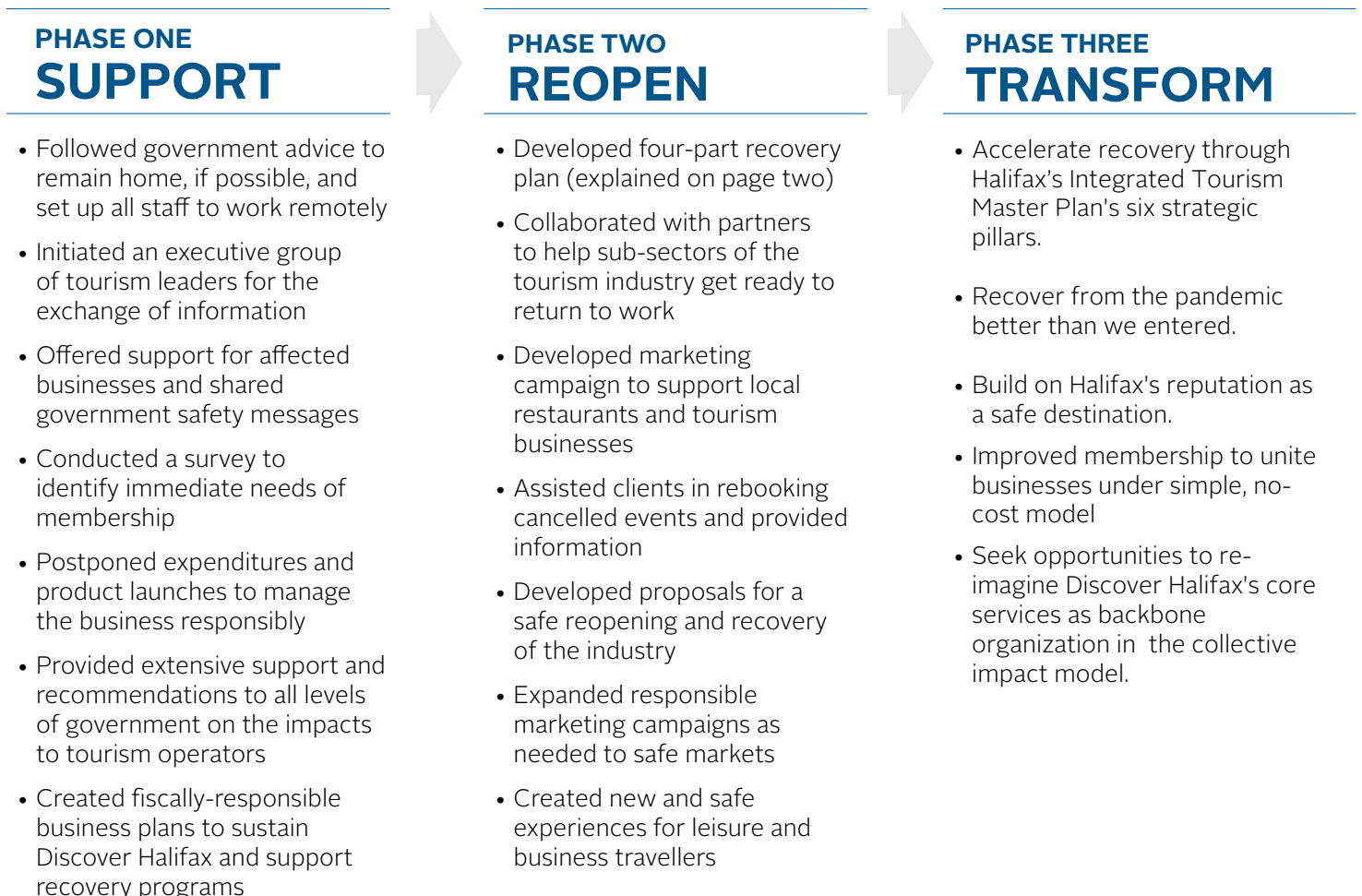
DISCOVER HALIFAX COVID-19 RECOVERY SUMMARY



Discover Halifax began to prepare for the impacts of the novel Coronavirus (COVID-19) in late January 2020 when it became evident that Halifax would be impacted like all destinations globally. Throughout this ordeal, we have focused on remaining supportive, transparent, collaborative, and approaching everything we do with a community-first mindset.

Our key messages have emphasized four key themes:

OUR ROLE	ECONOMY	RESPONSIBLE	PEOPLE
<p>As the sales and marketing organization for HRM, our primary focus is on attracting people from safe markets for leisure and business travel.</p>	<p>COVID-19 is impacting more than our health; it is affecting lives and livelihoods.</p>	<p>Halifax's tourism industry has acted responsibly and will continue to be a safe destination because of our efforts to put health and safety first .</p>	<p>Halifax's brand is all about our people, and people are our top priority.</p>



FOUR-PART RECOVERY PLAN



HALIFAX REGION TOURISM OPENING PROPOSAL

Objective(s) protect our communities against the importation and spread of COVID-19, and by doing so expedite the reopening of the tourism industry to safe markets.

PROGRESS

- **Safe markets:** submitted proposal to reopen the tourism industry to safe markets on June 17, 2020. Government announced an agreement to form at Atlantic travel bubble on June 24, 2020. We continue to ask the Province of Nova Scotia to consider opening to other safe travel markets.
- **Safe spaces:** collaboratively working with partners to expand pedestrian spaces, outdoor experiences, crowd dispersal and monitor for physical distancing.
- **Promote safety:** working with the industry to promote safety messages and visitor information, post signage and make public service announcements.
- **Respond to changing epidemiology:** providing counsel and monitoring of safe markets to appropriately open markets and rollback, if required.



LEISURE MARKETING RECOVERY

Objective(s) Ensure all marketing material and campaigns are approached in a responsible manner while remaining the biggest cheerleaders for the Halifax region. Our media remains highly flexible, so these can be appropriately paused if health needs change and targeted to safe markets. Public health messages are consistently included throughout these campaigns.

PROGRESS

- **Dine and Stay Home** launched April 1, 2020 in support of restaurants offering delivery and take-out services. The campaign encouraged customers to support local if they were able and comfortable doing so. Dine Around 2021 featured similar messages and was extended for February and March 2021.
- **Heart. Soul. Halifax!** launched June 25, 2020 and encouraged people to rediscover Halifax. It targeted safe travel markets offering inspiration with eight travel itineraries, what's open information and health and safety tips.
- **BuyHalifax!** A collaborative 'buy local' movement between Discover Halifax, the Halifax Chamber of Commerce, and the Halifax Partnership. The campaign was customized to several HRM communities.



GROUP SALES RECOVERY

Objective(s) Support clients who have been impacted by travel restrictions and event cancellations with the goal of helping them *Host it in Halifax* in the future.

PROGRESS

- In total, 154 events have been cancelled as a result of COVID-19.
- As of March 16, 2021, 106 clients have rebooked and an additional 34 are not yet confirmed.
- Working in partnership with Events East and hotels to create strategic approaches to develop future events in the city.
- Hired a new sales professional based in the Ottawa region to secure potential events from a competitive, high-target market.
- **Meet Again Halifax!** launched in August to help businesses rediscover the value of live meetings.
- Launched new content in early 2021 including a podcast, new website and virtual reality site visits.



PROGRAMMING AND EVENTS RECOVERY

Objective(s) help ensure strong community programming and activities so residents can enjoy their community and visitors will extend the length of their stay.

PROGRESS

- Discover Halifax continues to monitor and provide updates to ongoing changes to public health restrictions for events.
- By working closely with Halifax Regional Municipality civic events department, the Nova Scotia Communities Culture and Heritage department, Develop Nova Scotia, and Events East, we aim to develop appropriate programming and activities to animate the destination.
- This effort is supported through the Integrated Tourism Master Plan, including the launch of the Music City Strategy.