



# DISCOVER HALIFAX

## VISION

Globally recognized as the favourite city in Canada.

## MISSION

We maximize regional wealth and economic growth through the promotion of Halifax as the preferred destination to our highest ROI markets.

## PROMISE

Canada's most innovative DMO.

## PERSONALITY

### FUN

As Nova Scotians, we are fun and lighthearted and know how to celebrate. We foster a happy spirit and extend the good vibes across the city and world as we attract visitors.

### TRANSPARENT

We are clear about our processes, strategy and spending. We are a trusted resource and organization. Our culture is fluid and safe, providing team members the freedom to express their ideas and take initiative.

### WARM

We are warmhearted, charismatic, and approachable. We are accessible, always willing to help our colleagues, and we are inclusive as we work to improve community-wide success.

### INSIGHTFUL

We love learning and are a knowledge hub. We base our decisions on facts. We understand human behaviour and emphasize with the end-user. These insights are passed along to our members in a relevant, actionable way.

### BOLD

Trying new things and putting our ideas out front motivates us. We are creative, strategic thinkers ready to cultivate progress across Nova Scotia.

## VALUES

### INNOVATIVE

We are always evolving. Innovation and forward motion are undeniable among our team. We are continually learning, inquiring, reading, and questioning - always. We are creative, growing in new ways, yet evidence backs our every move.

### PASSION

We love this place! We love it so much, we are like the proud parents of Halifax. Our passion is truly about what makes Halifax, Halifax. The friendly people, the salt air and sea breezes, the abundance of culture and places to explore, the cool buildings, the entrepreneurial spirit. We are driven because we get to show Halifax off to the world – it doesn't get much better than that!

### CONNECTION

We create partnerships that are unexpected and brilliant. We bring people together for collective benefit. Strengthening our stakeholder relationships is a priority. We are inclusive and accessible as we build connections. Our connections around the world are strong and helpful to our members.

### SERVICE

We create opportunities for the greater good and we support our clients through this journey. Ensuring our clients and visitors have a memorable experience fuels our passion.

### COLLABORATION

We are a united, supportive team who punches far above our weight class. We are an open and cohesive team. Collaboration improves efficiencies everyday.

## BRAND BENEFITS

### CHAMPION

We champion the voice of the city. Our message is widespread, energizing residents and businesses, and getting people fired up about visiting! We have the connections and experience to cast a wide net, pulling visitors from near and far.

### KNOWLEDGE

We are the Halifax PhD crew, the Halifax experts, Team Halifax. We are evidence-based decision makers. We know the region, its people, and its events. We understand the tourism industry and help others navigate it. We are continually learning, expanding as a centralized resource and creating efficiencies for those we serve.

### COLLECTIVE

We believe in propelling the community as a whole and that everyone wins from collective growth. We are strategic and collaborative in our approach, foregoing good ideas for great ones. We do what's right to attract visitors, and promote sectors or businesses when it makes sense.

## CONSUMER TARGET

- Visitors
- Members
- Municipality
- Businesses