

DISCOVER OUR *NEW* 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 500 members across the Halifax region to promote Halifax as a choice destination for events, meeting & 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.



DISCOVER HALIFAX

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

Maximize regional wealth and economic growth through the promotion of Halifax as the preferred destination.



WE'RE IN THIS TOGETHER.

JOIN DISCOVER HALIFAX (K'JIPUKTUK) TODAY!

Halifax's tourism economy enjoyed seven years of growth before the tourism landscape shifted. We want you to know – ***you don't have to face these business challenges alone.***

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



costs nothing
to join

We're focused on getting visitors here from safe markets. 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 Peggys Cove to Hubbards and everywhere in between, we are proud to display the diversity of our business offerings, our people & cultures, and our breathtaking landscapes.

We know we can get back to a healthy tourism economy, and that only happens if we come together. That is why ***as a member of Discover Halifax, your business is part of our collective success.***

HALIFAX IS A PREMIER DESTINATION FOR NATIONAL AND INTERNATIONAL CONFERENCES AND MAJOR EVENTS!

As a Discover Halifax member you can choose to receive information about our Meeting and Convention program free of charge. By choosing this, you'll receive information on upcoming national and international conferences, marketing opportunities and potentially business leads for your company. Working together, we can inspire conferences from around the world to ***Host It In Halifax!***

**WE LOOK FORWARD
TO TALKING WITH YOU SOON!**

Contact **Shannon Platt** at (902) 422-1014
or by email splatt@discoverhalifaxns.com

CONTRIBUTE TO OUR COLLECTIVE SUCCESS

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 500 businesses and growing throughout Halifax's **210+ communities**.

More than ever, we need to unite our voices to continue to make Halifax a great place to live, work and visit. We need visitors to know that Halifax is a safe and fun destination that is open and welcoming to other safe markets. Some benefits to joining our membership program include:

BE PART OF THE TOURISM COMMUNITY



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



Monthly membership newsletters with regional tourism information to help your business grow



Access to Member Resources including rights free photo and video galleries



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



Business listing on Discover Halifax website (includes mobile site + public WiFi)



Participation in the "**Show your Badge/Show your Ticket Program**"

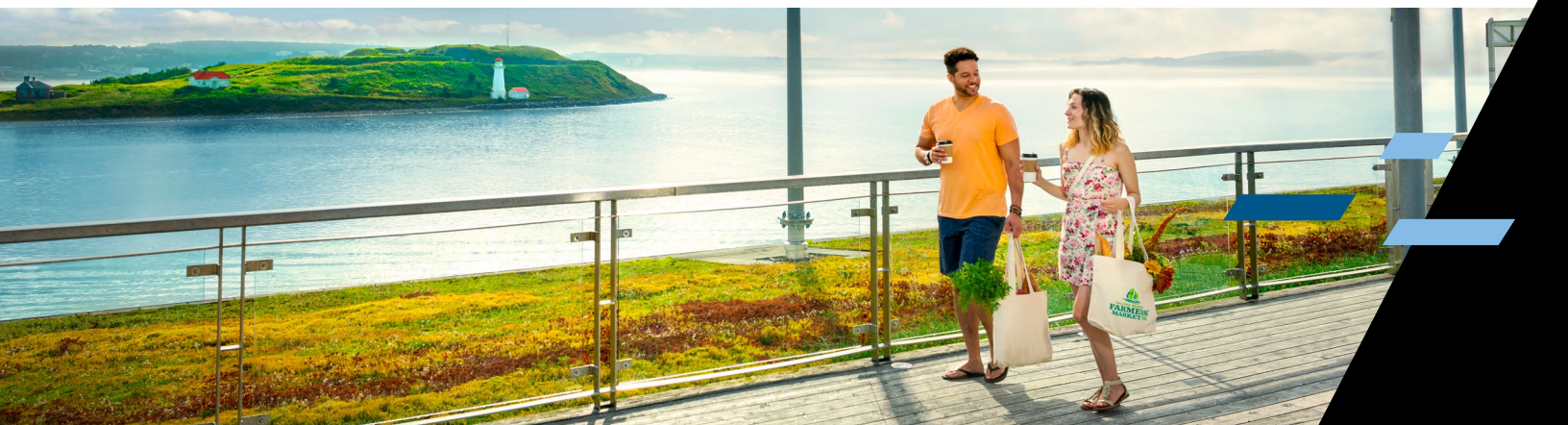


Access to **three-month confirmed booking report** for meetings & conventions



Access to additional paid-for **member only advertising opportunities**

This is all provided at no cost to you.



REACH VISITORS LOOKING FOR THINGS TO DO!

Discover Halifax is pleased to offer additional member only paid advertising opportunities that will boost your visibility. We offer cost-effective marketing solutions that directly target visitors. Our tools reach visitors throughout the region and beyond. Contact Mitch today to learn more about how we can work within your budget to reach your customers. More information to come.



OFFICIAL HALIFAX HIGHLIGHTS VISITOR GUIDE:

- **NEW:** Summer Guide - Print + Digital
- **NEW:** Seasonal Digital Guide

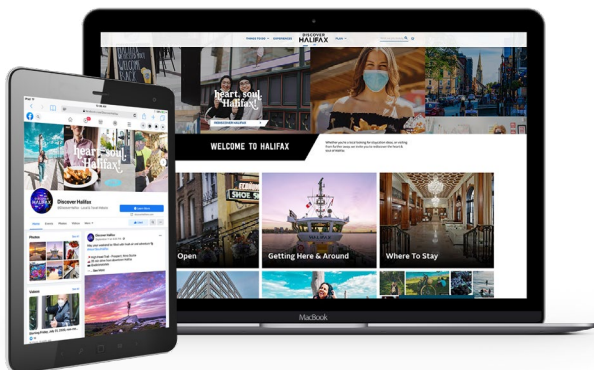


URBAN WALKING MAP:

- Downtown Dartmouth, Downtown Halifax and North End

Two NEW Maps:

- **NEW:** Peggys Cove Coastal Map
- **NEW:** Eastern Shore Coastal Map



WEBSITE ADVERTISING:

- More details coming soon!

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