

# DISCOVER OUR MEMBERSHIP PROGRAM!

There's never been a better time to be in the tourism industry. Halifax sees 5.3 million overnight stays each year.

## 1 in 27 people in Halifax is a visitor!

We're passionate about helping visitors get the information they need and connecting them to you and your business. We want to partner with you! That's why we've revamped our membership program so that it is:

- Simple
- Packed with benefits
- Affordable

It's easier than ever to become a Discover Halifax member. We look forward to working with you!

## HALIFAX ANNUAL TOURISM AT A GLANCE

- 2018 was the sixth consecutive year of growth. The industry is up 12% since 2013.
- 5.3 million overnight stays means an extra 5.3 million breakfast, lunch and dinners each year.



- 15,000 overnight visitors per day.

## ABOUT

Discover Halifax is a not-for-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.



DISCOVER  
HALIFAX



# SEE HOW PARTNERING WITH DISCOVER HALIFAX CAN BENEFIT YOU!

## STAY CONNECTED AND INFORMED

Stay up to speed on industry trends and what's happening in Halifax while making local connections.

- Monthly member newsletter
- Member-only Facebook group
- Partner resource centre
  - » Messaging toolkit
  - » Free photo and video gallery
  - » Research and tourism stats
  - » 3-month convention list – no contacts

## REACH HIGHLY QUALIFIED VISITORS

Our collection of visitor solutions reach **millions of engaged visitors** each year! **Discover Halifax** will provide access to these visitors through visibility in the following channels, many **free** via your membership!

- Website
- Visibility on public Wi-Fi
- Hotel visitor channel
- Large social media audience
- New self-serve digital kiosks
- Halifax Highlights Official Visitor Guide
- Improved delegate Show Your Badge/Show Your Ticket Program
- Official Urban Walking Map
- Social Media Matching Program

## UNDERSTAND YOUR ROI

Access your personalized ROI report whenever you like. We want you to feel good about your spend, so we make it easy for you to understand your ROI.

- Sales leads
- Referrals
- Website traffic



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

Contact Mitch Donnelly at (902) 403-6054 or visit [www.discoverhalifaxns.com/members](http://www.discoverhalifaxns.com/members)

# REACH HIGHLY QUALIFIED VISITORS

Our collection of visitor solutions reaches millions of visitors each year. Our audiences are highly engaged and qualified. You will access these visitors through visibility in the following channels, many of which are free as a member.



**Website and Wi-Fi**  
1.3 Million Annual Visits



**Social Media**  
170,000+ Followers



**Visitor Channel**  
1.2 Million Visitors



**Show Your Badge/Ticket**  
Reach thousands of delegates, event attendees and VIPs



**Visitor Guide**  
2020 Highlights Edition  
100,000 print distribution/25,000 digital downloads



**Self-Serve Digital Kiosks**  
Kiosks located strategically around the HRM

## LOOKING TO BOOST YOUR VISIBILITY FURTHER?

Now you can by investing in our various advertising opportunities tailored to your needs! Let us help you achieve your business goals and reach the lucrative visitor market.





# MEMBERSHIP BENEFITS

Discover Halifax provides a simple and cost-effective way to reach visitors.

The higher membership tiers offer the best value for money PLUS you'll be reaching more visitors!

All memberships run for 12 months from the date of signup.

	SILVER MEMBERSHIP	GOLD MEMBERSHIP	PLATINUM MEMBERSHIP
<b>1. Stay Connected &amp; Informed</b> (Member Newsletter, Facebook page, Events Calendar, Research, Photo Gallery, 3-Month Convention List and more)	✓	✓	✓
<b>2. Reach Highly Qualified Visitors</b>	✓	✓	✓
<ul style="list-style-type: none"> <li>Website               <ul style="list-style-type: none"> <li>» Curated Page</li> <li>» Ability to upload deals and events</li> </ul> </li> </ul>	In your business category listing  Multiple Areas	Same  Same	Same  Same
<ul style="list-style-type: none"> <li>Public Wi-Fi</li> </ul>	Curated Page	Same	Same
<ul style="list-style-type: none"> <li>Self-Serve Digital Kiosks</li> </ul>	Curated Page	Same	Same
<ul style="list-style-type: none"> <li>Show Your Badge/Ticket Program</li> </ul>	Offer	Same	Same
<ul style="list-style-type: none"> <li>Hotel Visitor Channel*</li> </ul>	-	Listing	Listing
<ul style="list-style-type: none"> <li>Official Halifax Highlights Visitor Guide</li> </ul>	Mention	Mention & Listing	Mention & Listing
<ul style="list-style-type: none"> <li>Additional Website Exposure</li> </ul>	-	-	Feature Listing (2 months) Feature Slider (2 months)
<b>3. Access Member ROI Reports</b> Access your report whenever you like and understand how your membership with us is benefitting you.	Basic	Basic	Enhanced
<b>Annual Member Cost</b>	<b>\$499</b>	<b>\$649</b> \$250 added value	<b>\$999</b> \$1,500 added value

Note:

- Organizations running multiple businesses or locations will need to purchase a membership for each.
- \*Hotel Visitor Channel (VSE) is not available to accommodations.
- Advertising must be leisure visitor centric.
- M&C-only business can only purchase a silver partnership and is not eligible for the Show your Badge program or Show your Ticket program.

## WE LOOK FORWARD TO TALKING WITH YOU SOON!

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