



# VISION

To be world-renowned for iconic beaches, endless adventures and memorable experiences

# MISSION

Driving economic and community vitality through destination promotion

## STRATEGIC GOALS



## 2022-2025 STRATEGIC GOALS

Sales & Marketing	Destination Management	Effective Organization	Destination Alignment
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## 2022-2025 KEY INITIATIVES

<ul style="list-style-type: none"> <li>Develop a clear and differentiated destination brand for the Halifax Area Advertising Authority Taxing District</li> <li>Continue to expand and diversify leisure travel markets through effective advertising and promotion</li> <li>Further enhance communication and coordination of sales efforts between the CVB and the Ocean Center and other facilities</li> <li>Continue to expand and diversify group business based on post-pandemic market conditions</li> </ul>	<ul style="list-style-type: none"> <li>Expand business intelligence on visitor experiences and satisfaction for leisure, business, and group delegates</li> <li>Advocate for improvements in infrastructure and beautification that enhance the visitor experience</li> <li>Collaborate with community stakeholders on managing events and their impacts on tourism</li> <li>Complete a destination master plan to identify and prioritize infrastructure and product needs with involvement from government leaders and key stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Align staff responsibilities and levels with strategic priorities</li> <li>Encourage participation in board meetings by key stakeholders</li> <li>Ensure organizational training and resources to build capacity to meet strategic priorities (board and staff)</li> </ul>	<ul style="list-style-type: none"> <li>Strengthen collaboration with economic development leaders, local government agencies and business organizations while promoting the value of tourism</li> <li>Increase resident support &amp; understanding of the benefits of the visitor economy and tourism promotion</li> <li>Facilitate awareness of the needs of visitors and industry through communication and alignment with local governments</li> <li>Collaborate with community partners to expand data collection and business intelligence to inform investment decisions (beachside and beyond; new and existing businesses)</li> </ul>
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## 2022-2025 TARGETS

<ul style="list-style-type: none"> <li>Complete a brand study and execute the brand across all channels by 2023</li> <li>Establish benchmarks for target leisure audiences, set goals and measure progress annually</li> <li>Implement protocols for enhanced communications and data collection with key facilities</li> <li>Generate 350 qualified leads for group business by YE 2024-25</li> </ul>	<ul style="list-style-type: none"> <li>Establish visitor and delegate benchmark satisfaction surveys with targets for improvement realized by 2025.</li> <li>Establish an advocacy committee and advocacy plan to articulate and promote HAAA priorities</li> <li>Complete a destination master plan by 2025 (RFP by 2023)</li> </ul>	<ul style="list-style-type: none"> <li>Optimize the organization's structure and resources to ensure implementation of strategic initiatives by YE 2025</li> <li>Implement a professional development plan for staff and board by YE 2023</li> </ul>	<ul style="list-style-type: none"> <li>Improve DNEXT assessment scores on alignment with local government and stakeholders by 2024</li> <li>Establish a resident sentiment index with targets for improvement to be achieved by 2024</li> <li>Establish an advocacy committee and advocacy plan to articulate and promote HAAA priorities</li> <li>Create a dashboard with key data points accessible to investors and stakeholders by 2024-25</li> </ul>
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