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

### Mission
Driving economic and community vitality through destination promotion

#### 2022-2025 Strategic Goals

<table>
<thead>
<tr>
<th>Sales &amp; Marketing</th>
<th>Destination Management</th>
<th>Effective Organization</th>
<th>Destination Alignment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2022-2025 Key Initiatives</strong></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

- **Sales & Marketing**
  - Develop a clear and differentiated destination brand for the Halifax Area Advertising Authority Taxiing District
  - Continue to expand and diversify leisure travel markets through effective advertising and promotion
  - Further enhance communication and coordination of sales efforts between the CVB and the Ocean Center and other facilities
  - Continue to expand and diversify group business based on post-pandemic market conditions

- **Destination Management**
  - Expand business intelligence on visitor experiences and satisfaction for leisure, business, and group delegates
  - Advocate for improvements in infrastructure and beautification that enhance the visitor experience
  - Collaborate with community stakeholders on managing events and their impacts on tourism
  - Complete a destination master plan to identify and prioritize infrastructure and product needs with involvement from government leaders and key stakeholders

- **Effective Organization**
  - Align staff responsibilities and levels with strategic priorities
  - Encourage participation in board meetings by key stakeholders
  - Ensure organizational training and resources to build capacity to meet strategic priorities (board and staff)

- **Destination Alignment**
  - Strengthen collaboration with economic development leaders, local government agencies, and businesses while promoting the value of tourism
  - Increase resident support and understanding of the benefits of the visitor economy and tourism promotion
  - Facilitate awareness of the needs of visitors and industry through communication and alignment with local governments
  - Collaborate with community partners to expand data collection and intelligence to inform investment decisions (beachside and beyond; new and existing businesses)

#### 2022-2025 Targets

- Establish visitor and delegate benchmark satisfaction surveys with targets for improvement realized by 2025.
- Establish an advocacy committee and advocacy plan to articulate and promote HAAA priorities
- Complete a destination master plan by 2025 (RFP by 2023)
- Optimize the organization’s structure and resources to ensure implementation of strategic initiatives by YE 2025
- Implement a professional development plan for staff and board by YE 2023
- Improve DNEXT assessment scores on alignment with local government and stakeholders by 2024
- Establish a resident sentiment index with targets for improvement to be achieved by 2026
- Establish an advocacy committee and advocacy plan to articulate and promote HAAA priorities
- Create a dashboard with key data points accessible to investors and stakeholders by 2024-25