



## Growing Client Experiences

A One-of-a-Kind  
Tourism Destination Experience  
in Nova Scotia Wine Country

### CHARTER OPPORTUNITY

### The Beginning

In 2012, Magic Winery Bus was launched to connect Nova Scotia's emerging wineries with new customers, authenticate the wine region and provide hospitality opportunity for local businesses. Today, Magic Winery Bus is a renowned tourism destination experience recognized by the Tourism Association of Nova Scotia for its innovation and as one of Destination Canada's **Top Ten Nova Scotia Experiences**. In 2018, it launched in Niagara Wine Country replicating the distinctive offering that engages and delights guests.



### The Experience

Magic Winery Bus is pleased to offer an experience of tasteful adventure for the conference and corporate sectors. Our itineraries connect guests with the unique terroir that creates some of the most memorable wines in the world; gives them the opportunity to learn a little about the region's history and rooted connection with food; and best of all, a taste for why this region has a reputation as the centre of wine country in Atlantic Canada.

An all-inclusive, turn-key package can include:

- Group transportation aboard the Tidal Bay Express or Magic Winery Bus British Double Decker
- Engaging and entertaining on-board guide service
- Wine tasting flights and culinary pairings
- Casual bistro patio dining (lunch and dinner)
- Elevated wine and dine services in a private setting
- Exclusive tours with a more intimate glimpse into the heart of the winery
- Complimentary commemorative six-bottle wine bag



### The Views

For a glimpse of our Hop On/Hop Off tour and what can be in store for your clients in a Nova Scotia Wine Country adventure follow this link: <https://www.youtube.com/watch?v=o8CHIDgfeW8>

## The Opportunity

Magic Winery Bus will whisk your clients away for an incomparable day to discover the Nova Scotia Wineries that are enchanting the world. Our North American-first is ideally suited for:

- Pre and Post Conference Excursions
- Spousal Conference Programs
- Corporate team building and recognition
- Client appreciation

With integrated audio and video technologies, Magic Winery Bus can also be a classroom on wheels. For charters leaving from Halifax, the comfortable drive can be combined with a motivational speaker, live entertainment or a video presentation to create an engaging, memorable experience.



*"I had no idea I could feel like I was in Italy or France while being in Canada," 2018 Magic Winery Bus guest survey comment.*

## The On-Board Journey

Magic Winery Bus has two vehicles to choose from, each with their own unique charm and flare to suit client's needs:



### Wolfville Magic Winery Bus

Based in Wolfville, a romantic, traditional British Double Decker Bus featuring two levels, 65-seat capacity and public address system (local travel only).



### Tidal Bay Express

A modern two-level coach with 80 high-back reclining seats, on-board washroom, air conditioning, second floor sky roof, overhead storage, walk-in luggage compartment and full audio/video system.



**To Build a Tasteful Adventure for Your Client, contact:**

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