



Nova Scotia's Trade Talk

NOVA SCOTIA ECONOMIC & RURAL DEVELOPMENT & TOURISM

Halifax and the Titanic Connection



The Titanic story remains an important part of Halifax's history, having played a key role during the tragedy's aftermath.

The **Maritime Museum of the Atlantic** is thought to have the finest collection of wooden Titanic artifacts in the world.

In 2012, the Museum will

have a temporary exhibit featuring the history of the cable ships and crews which were dispatched in response to the disaster. A photo exhibition by photographer Andrew Danson Danushevsky, entitled "Earnest Price: 150 Grave Stories" will also be featured focusing on the stories of the victims. The evening of April 14, 2012 will reveal a real time account on Twitter of the unfolding of Titanic's fate through the same wireless messages operators received in 1912.

<http://museum.gov.ns.ca/mmanew/en/home/default.aspx>

During a Halifax city tour with **Ambassatours Gray Line**, visit the final resting place of many of the victims. www.ambassatours.com.

At the **Bedford Institute of Oceanography**, you can view an exhibit of what the Titanic looks like today on the ocean floor.

www.bio.gc.ca/tours-visites-eng.htm

The **Nova Scotia Archives** offers a virtual Titanic exhibit including images, records and unique British magazines not digitized anywhere else on the internet. www.gov.ns.ca/nsarm/virtual

For further info on Titanic commemorative events visit:

www.novascotia.com/en/home/thingstoseeanddo/festivalsandevents

Accolades

- **Lonely Planet** has chosen Canada's Maritime provinces as one of the top 10 regions in the world to visit in 2012, citing the area's newfound appeal for food-minded travellers. The Maritimes ranked seventh on the list.



- The **Bay of Fundy** has been named one of the Top Destinations to visit in 2012 by **Frommer's**.

- **Atlantic Canada** has been named one of the one of the world's top destinations to visit by **CNN** citing the Titanic commemoration as putting the region in the spotlight for 2012.

- **Hillsdale House Inn** in Annapolis Royal has been selected among the Top 10 B&B's in Canada in the 7th annual Best of BedandBreakfast.com™ Awards, 2011-2012. The Inn is recognized as a top inn around the world providing the best travel experience, hospitality and customer service.

www.hillsdalehouseinn.ca

- **Fox Harb'r Golf Resort & Spa** has been named Canada's top golf destination by **Golf Digest** and ranks 16th among the top 75 in North America.

www.foxharbr.com

- **Le Caveau at Domaine de Grand Pré** in the Annapolis Valley has been named one of the World's Best Winery Restaurants by **Wine Access Magazine**. www.grandprewines.ns.ca/restaurant/

Tall Ships Return to Nova Scotia

The Tall Ships Nova Scotia® event will take place in Halifax July 19-23, and then ships will sail to outports around the province July 24-30th.

The 2012 event will commemorate the 200th Anniversary of the War of 1812 with a special historical program being developed in partnership with Parks Canada. A new partnership with Taste of Nova Scotia will provide visitors with an introduction to the best of our maritime cuisine. Halifax is one of the race ports in the Tall Ships Atlantic Challenge® organized by Tall Ships America.

With the world's second largest natural harbour, situated alongside the world's longest downtown boardwalk, Halifax offers more than 250 years of history and the energy of a bustling cosmopolitan port city. Halifax's waterfront is perfect for visitors to explore and experience our maritime way of life. For more information please visit: www.my-waterfront.ca





For more information, contact:
SalesNS@gov.ns.ca

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Attractions, Experiences and more...

- In 2012, the **Winery Association of Nova Scotia** will officially launch an ultra-premium white wine for Nova Scotia. **Tidal Bay** is a signature, regional, white wine made from 100% Nova Scotia grown and produced grapes. www.winesofnovascotia.ca

- Nova Scotia is now home to 15 award-winning wineries. The most recent additions are **Avondale Sky Winery** located on the Avon Peninsula, and **Lucketts Vineyards** located in the Gaspereau Valley. www.winesofnovascotia.ca

- **i ♥ bikes** is Halifax's premier bicycle rental service where customers can experience the best that Halifax has to offer through five carefully crafted routes bringing together different aspects of the city including nature, food, architecture, art and history. The half European, half cruiser style bicycles provide the ultimate leisure-like riding experience. Rentals include bell/horn, map, helmet, lock, basket and picnic blanket. www.iheartbikeshfx.com

- **Destination Halifax** has introduced a new free tool for visitors—the Visit Halifax Mobile Application, by VisitMobile™ will allow travellers to plan and navigate their Halifax experience using their smartphone. Once on the ground in Halifax, the App's GPS-mapping technology will pinpoint the user's location and provide them with up-to-date information on over two-thousand nearby events, attractions, restaurants, shopping, hotels and more. www.destinationhalifax.com

- The Canadian Tourism Commission has launched its **Signature Experiences Collection®**. This collection of travel experiences will show the world what Canada is all about. In Nova Scotia, the following experiences are part of the growing members nation-wide... **Alexander Keith's Nova Scotia Brewery; Halifax Citadel National Historic Site of Canada; Freewheeling Adventures; Shubenacadie Tidal Bore Rafting Park and Cottages; and Celtic Colours International Festival.** www.canada.travel/SEC

- Nova Scotia's historic **Sable Island** will be protected forever as one of Canada's National Parks. In designating Sable Island as a national park reserve, the government of Canada will honour the long-standing commitment of Nova Scotians to the protection of this special place. www.pc.gc.ca/eng/progs/np-pn/cnpp-cnnp/sable/index.aspx



Trade Show Attendance

Nova Scotia representative(s) will be in attendance at the following marketplaces / trade shows:

Mid-Atlantic Seminar & Trade Show
Reykjavik, Iceland
February 2-5, 2012

AAA Travel Marketplace
Foxborough, MA
March 2-4, 2012

New York Times Travel Show
New York, Ny
March 2-4, 2012

ITB
Berlin, Germany
March 7-11, 2012



- **Lunenburg Town Walking Tours**, now under new management, will be offering historic tours of this UNESCO World Heritage Site in 2012. Learn about Lunenburg's history on one of three tours... History Around Every Corner; Lantern Tales; or Working Waterfront Walk. www.lunenburgwalkingtours.com

- A new boutique-style hotel will open at Halifax Stanfield International Airport early in 2013. ALT Hotels, feature a concept that offers chic design and atmosphere at an affordable price which is not available anywhere else in the Maritimes.

- **Glooscap Heritage Centre** will present Aboriginal Theatre in 2012. As well, they will continue the popular hand drum welcome for motorcoach visitors and increase their hands-on culturally focused interpretation. www.glooscapheritagecentre.com

