



**Yarmouth Sights & Sounds
TMAC PRESS TRIP
Cailin O'Neil ~ Dave Slaght ~ Sue Slaght
Pat Brennan ~ Pat Lee ~ Lindsay Davies**

June 19-22, 2022

Take a deep dive into all that Yarmouth has to offer! Depart Halifax via the Lighthouse Route with a stop at the Black Loyalist Heritage Centre before making your way to downtown Yarmouth for an afternoon walking tour that will give you a glimpse into town's history, folklore and legends. Discover the incredible architecture that marks Yarmouth's heritage district as one of the most unique in Canada. Explore downtown Yarmouth and learn about the area's important connections to the fishing industry via working wharves, working fishplants and working museums. Discover the night sky the way it was meant to be seen as you learn why this part of the province is North America's first certified Starlight Tourist Destination (as issued by the UNESCO backed International Starlight Foundation). Capture some fantastic photo ops around the town of Yarmouth before climbing Cape Forchu Lighthouse for a unique view few people have seen!

Your itinerary has been arranged by Yarmouth & Acadian Shores Tourism Association in cooperation with various industry partners.

Tour Host:

David Sollows
sollowsjd@eastlink.ca
 902-740-1901

Hashtags: #TMACYAS

Twitter: @VisitYAS, @TravelMediaCA

Instagram: @VisitYAS, @travelmediaca

Facebook: @VisitYAS, @travelmediaca

Website: yarmouthandacadianshores.com

LinkedIn: travel-media-association-of-canada-tmac

The itinerary is subject to change.

Travel Insurance: It is your responsibility to ensure that you have adequate travel insurance to cover you for all activities you will be participating in during the trip.

Dress: Nova Scotia has a temperate climate with summer daytime temperatures in the range of 18-28°C to evening lows of 15-25°C. Please be sure to bring medium-weight, comfortable clothing that can be layered and a good pair of walking shoes; raincoat; sweater / sweatshirt and a light jacket.

Internet and Phone: Complimentary internet access available at your hotels. Local phone calls are complimentary, but you may incur charges for long distance calls.

Accommodations: Upon check-in at your hotel you may be asked to provide a credit card to pay for any incidental charges not included as part of the itinerary at your own expense. IE: gratuities, mini-bar, room service, phone calls, movies, spa, etc.

Meals: Meals provided where indicated in the itinerary. All other expenses are the responsibility of the guest.

Activities: The activities outlined in the itinerary require minimal to moderate physical activity and durability.

Sunday June 19, 2022

Arrive at Halifax Stanfield International Airport.

Meet your host in the arrivals area to transfer to downtown Halifax.

(Driving Time: Airport to Downtown Halifax – 30 minutes)

Welcome to Halifax, a city that deftly blends the past with the present to produce a skyline dotted with elegant 18th- and 19th- century architecture alongside ultra-modern towers of glass and steel. The heart of Halifax is perfect for exploring on foot, with treelined streets, international restaurants, galleries, libraries and museums. Inviting sidewalk cafés beckon you to while away a few hours amid park-like, waterfront, and historic settings in the busy downtown, often with a backdrop of the bustling harbour, which entertains ship traffic from every corner of the globe.

6:00 PM

WELCOME RECEPTION: MUIR Autograph Collection Hotel

1709 Lower Water St, Halifax, NS

<https://muirhotel.com/>

- Take a guided tour of this new and exciting new property in downtown Halifax. Reception includes hors d'œuvre, signature cocktails and more.
- Situated in the centre of downtown Halifax in the new Queen's Marque district, Muir juts dramatically over the waterfront, heralding unprecedented views and direct ocean access. With bespoke interiors and furniture, ultra-premium fitness and vitality centre, exclusive guest-only art gallery and enviable location in the epicentre of the new culinary district, Muir is a gracious host and one-of-a-kind destination.
- Reception concludes 8:00 pm.

OVERNIGHT:

The Sutton Place Hotel Halifax

1700 Grafton St,

Halifax, NS B3J 2C4

Phone: (902) 932-7548

www.suttonplace.com/halifax

- Situated within the Nova Centre, The Sutton Place Hotel Halifax offers unmatched modern luxury in the heart of downtown. The hotel's contemporary and elegant design is a complementary reflection of the design-forward flagship Nova Centre, its shared relationship with the Halifax Convention Centre, and the European culture of Argyle Street.
- Upon entering the hotel, guests will be welcomed into a modern and spacious lobby complete with an elegant décor of sparkling Italian marble walls and extravagant lighting. This freshly modern and elegant design style is also found in each of the 262 guestrooms and suites, where guests can enjoy exceptional comfort with built-in and automated in-room amenities, spa-inspired bathrooms, and floor to ceiling windows that perfectly capture the spectacular views of downtown, Halifax Waterfront Harbour, and historical Citadel Hill.
- Besides the unlimited choice of culinary delights that can be found along Argyle Street and throughout downtown Halifax, guests can also dine at the on-site restaurant, Chop Steakhouse & Bar. While enjoying a delicious and award-winning steak or seafood entrée, guests will notice the large custom, hand-painted mural illustrating the awestruck wonder of a maritime storm.

Monday June 20, 2022

8:30 AM

Breakfast at leisure.

Depart Halifax for Birchtown

(Driving Time: Downtown Halifax to Birchtown – 2 hours)

11:00 AM

TOUR: Black Loyalist Heritage Centre

	<p>119 Old Birchtown Road, Birchtown, NS https://blackloyalist.com/</p> <ul style="list-style-type: none"> • Birchtown was the first free black settlement in Canada with the arrival of the United Empire Loyalists. The Black Loyalist Heritage Centre honours the Black Loyalists and their ancestry. • On site you can walk the Black Burial Grounds, visit St. Paul's Anglican Church, take a stroll along the Heritage Walking Trail and visit the Heritage Museum. • For those who have descendants who escaped slavery in the 1780s and made their way to Nova Scotia, this is one of the best places to do your genealogical digging.
12:00 PM	<p>Depart Birchtown for Lower West Pubnico <i>(Driving Time: Shelburne to Lower West Pubnico – 45 mins)</i></p>
12:45 PM	<p><u>LUNCH, TOUR & TASTING: Boatskeg Distillery</u> 23 Chemin du Pont du Marais, Lower West Pubnico https://www.boatskeg.ca/</p> <ul style="list-style-type: none"> • It all began with two friends, a bootlegging and boatbuilding heritage, and an old boat shop in Lower West Pubnico. Legend has it that during the 1920s, rumrunners and bootleggers would bury barrels of liquor (kegs) on and around our site, hiding them from law enforcement. This history of 'boats' and 'kegs' inspired the name! • Savour classic cocktails and Boatskeg Distilling Co. signature creations and enjoy local snacks and bites provided by nearby Wild Roots Restaurant. • Sample their Salted Caramel flavoured vodka and Bootleg vodka, distilled in small batches with a focus on creating a product perfect for cocktails.
2:30 PM	<p>Depart Pubnico for downtown Yarmouth <i>(Driving Time: Lower West Pubnico to Yarmouth – 40 mins)</i></p>
3:15 PM	<p><u>TOUR: Yarmouth Walking Tour</u> Frost Park 417 Main St., Yarmouth, NS www.townofyarmouth.ca/walking-tour.html</p> <ul style="list-style-type: none"> • This afternoon, learn more about the town of Yarmouth with a guided walking tour by Candice Phibbs. • Tour lasts about 90 minutes. • Stroll through the Town of Yarmouth's Heritage District and waterfront area, including a visit to The Yarmouth County Museum. • After the walk, try your hands at a local seafaring experience and tradition – the mackerel toss! This is one of the favourite events during the annual Yarmouth Seafest. Toss mackerel to a teammate from commercial fishing boxes, multiple meters apart. The goal is to be the first to catch as many mackerel in a bucket as possible. It's a ton of fun, and a fan favorite year after year!
5:00 PM	<p>Depart for accommodation and check-in.</p>

6:30 PM

DINNER, TOUR & TASTING: Wine & Beer Tours of Nova Scotia<https://wineandbeertoursnovascotia.com/>

- Tonight's dinner is exploratory by nature. Visit Heritage Brewing and Rudders Brewpub with a chance to sip and savour fresh from the source flavours that you can only find right here on the Southwest tip of the province. Each stop will be accompanied by local tapas as well.
- Tour lasts approximately 3 hours.

OVERNIGHT:

TRU by Hilton Hotel

10588 Starrs Rd,

Yarmouth, NS B5A 5J7

Phone: (902) 875-4656

<https://www.hilton.com/en/hotels/ysjnvru-tru-yarmouth/>

- Rooms are modern and efficiently designed to make every square foot count, with natural light from oversized windows, a mobile desk, top-rate in-room entertainment and large all-shower bathrooms with premium bath amenities.

Tuesday June 21, 2022

10:00 AM

Breakfast at leisure.

Meet in the lobby to depart for downtown Yarmouth.

10:15 AM

TOUR: IMO Seafoods

26 Water St, Yarmouth, NS

www.imofoods.com/

- IMO Foods is a fish cannery located in Yarmouth with over 50 years in the business of packing locally sourced fish on the Yarmouth Waterfront. They produce canned herring, sardines, and mackerel, using freshly caught fish from the Bay of Fundy and the North Atlantic.
- IMO Foods produces for many different brands worldwide, but it is their own KERSEN brand that is available in retailers throughout Nova Scotia.
- IMO Foods is proud to produce quality, locally sourced, sustainable products. Their smoked kippers are naturally smoked, with no chemicals or additives.

11:30 AM

After the tour, wander down the street to see first-hand a working boat shed.

12:00 PM

TOUR: W. Laurence Sweeney Fisheries Museum

112 Water St., Yarmouth, NS

www.sweeneyfisheriesmuseum.com/

- Step across the threshold and back in time at the W. Laurence Sweeney Fisheries Museum. About 90 per cent of the material used in the museum is authentic, carefully preserved during the deconstruction of the original

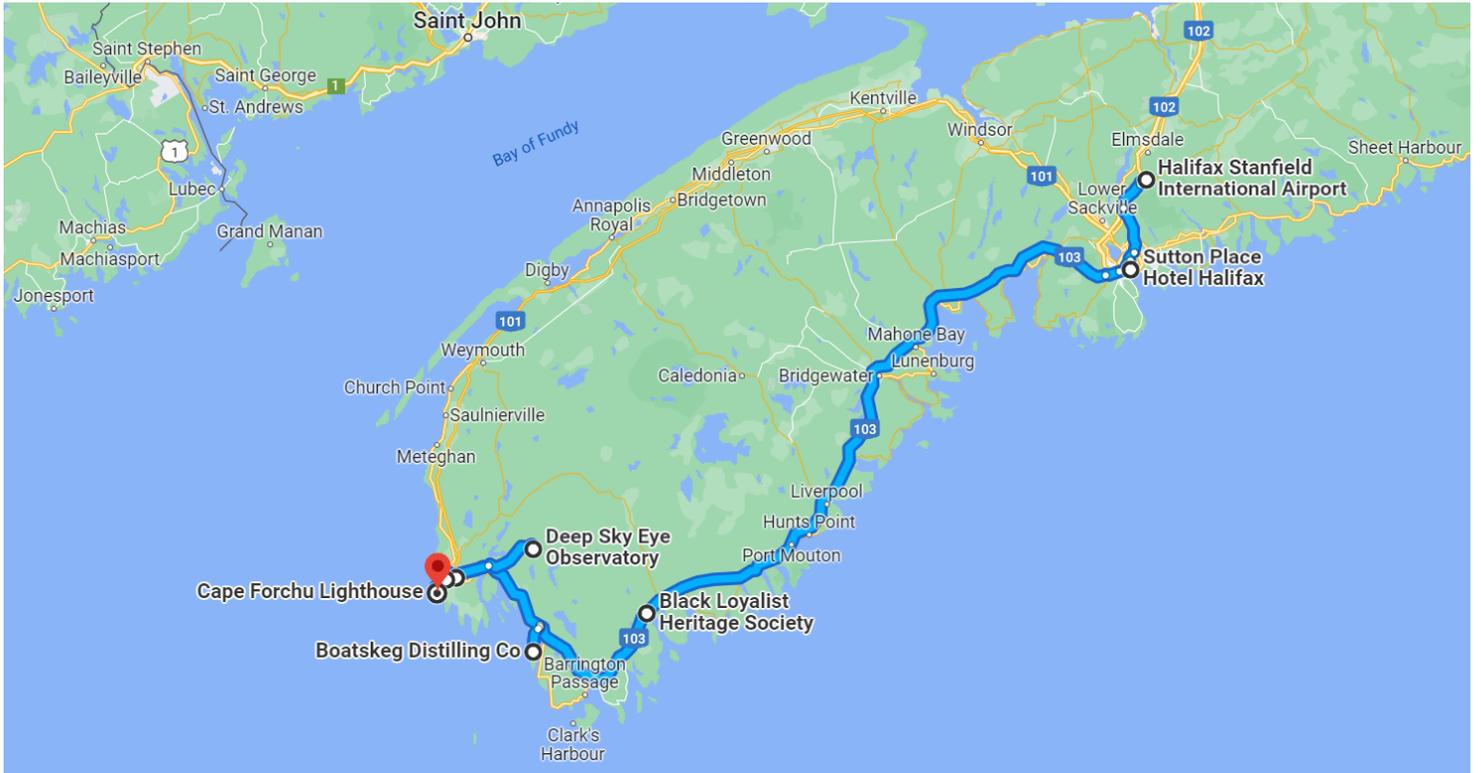
<p>1:00 PM</p>	<p>Sweeney Fisheries buildings and painstakingly reassembled to create a scaled-down reproduction of the working waterfront of Yarmouth's past.</p> <ul style="list-style-type: none"> ● Experience Highlights: <ul style="list-style-type: none"> ○ Walk across the floor, built of authentic wharf planks, visit the buildings, flip through the pages of history. ○ Sit at Laurence Sweeney's original desk and imagine you are running the show. ○ Stand in the wheelhouse of the coastal freighter and picture yourself as the ship's captain, running cargo to the Caribbean. This interactive museum welcomes you to a unique and authentic experience of history! <p><u>LUNCH: The Shanty Café</u> 6B Central St, Yarmouth, NS www.shantycafe.ca/</p> <ul style="list-style-type: none"> ● They focus on serving great meals that are flavorful and affordable, featuring a variety of dishes inspired by local and international cuisine. ● Their parent company is the Yarmouth Association for Community Residential Options (YACRO). Their mandate is to provide meaningful employment to individuals who face barriers to employment as a result of disability, mental illness, age, language, literacy, etc. Their mission is to do this in a professional restaurant environment which brings a variety of ethnic and organic menu items to our community.
<p>2:30 PM</p>	<p>After lunch, shuttle or stroll Main Street to visit the Firefighter's Museum.</p> <p><u>TOUR: Firefighter's Museum</u> 451 Main Street, Yarmouth, NS https://firefightersmuseum.novascotia.ca/</p> <ul style="list-style-type: none"> ● Visit the Firefighter's Museum to discover the history of firefighting in Nova Scotia. ● See the types of fire engines used from the 1800s to the 1930s. ● Marvel at antique hand-drawn and operated engines such as Canada's oldest horse-drawn steam engine. ● Take the wheel of a 1933 Chev Bickle pumper!
<p>4:00 PM</p>	<p>Depart for your accommodations</p>
<p>6:45 PM</p>	<p>Meet in the lobby to depart for Tusket <i>(Driving Time: Tru by Hilton to Tusket – 15 mins)</i></p>
<p>7:00 PM</p>	<p><u>DINNER, TOUR and TASTING: Tusket Falls Brewing Company</u> 20 Slocomb Crescent, Tusket https://www.tusketfallsbrewing.com/</p> <ul style="list-style-type: none"> ● Tusket Falls Brewing features a taproom pouring samples, glasses, and flights, and a retail store selling cans and growlers as well as merchandise. Sample uniquely named brews like Complicate the Uncomplicated, Once Blind Now I See Clearly, Buy the Ticket, Take the Ride and more.

9:00 PM	<ul style="list-style-type: none"> • And in addition to serving up tasty snacks and handmade pizza and tacos, there's a retail store selling cans and growlers. <p>TOUR: Deep Sky Eye Observatory 338 Frotten Road, Tusket, NS www.deepskyeye.com/</p> <ul style="list-style-type: none"> • Have you seen the Milky Way? Saturn's Rings? The spiraling arms of distant galaxies? After dinner, drive to the Dark Sky Eye Observatory to discover the night sky the way it was meant to be seen in North America's first certified Starlight Tourist Destination as designated by the Starlight Foundation. • Take a look in an indoor, 9-foot dome that houses a Celestron 14" Edge HD telescope on a CGE Pro mount. • Stargaze from the outdoor viewing platforms into the dark skies to create an unforgettable experience!
11:00 PM	<p>Depart for Yarmouth. (Driving Time: Deep Sky Eye to hotel – 30 mins)</p> <p>OVERNIGHT: TRU by Hilton Hotel 10588 Starrs Rd, Yarmouth, NS B5A 5J7 Phone: (902) 875-4656 https://www.hilton.com/en/hotels/ysjnvru-tru-yarmouth/</p>

Wednesday June 22, 2022

10:00 AM	<p>Breakfast at leisure.</p> <p>Meet in the lobby with your luggage to load the vans and depart the hotel for the Art Gallery of Nova Scotia, Yarmouth.</p>
10:15 AM	<p>TOUR: Art Gallery of Nova Scotia 341 Main Street, Yarmouth, NS https://artgalleryofnovascotia.ca/visit-yarmouth</p> <ul style="list-style-type: none"> • With locations in downtown Halifax and Yarmouth, the Art Gallery of Nova Scotia is the largest art museum in Atlantic Canada. Since 1908, the Gallery has been a gateway for the visual arts in Atlantic Canada by engaging people with art. It is committed to this mission as an agency of the Province of Nova Scotia and one of the premier art institutions in Canada. The Gallery is also responsible for acquiring, preserving and exhibiting works of art and providing education in the visual arts.
11:15 AM	<p>Depart for Yarmouth Bar</p>

11:30 AM	<p><u>EXPERIENCE: All Along the (Light) Tower</u> Yarmouth Bar, NS</p> <ul style="list-style-type: none"> • Discover, explore and enjoy the true Yarmouth sights & sounds along the road to Cape Forchu Lighthouse. • Experience a Living Wharves demonstration at Yarmouth Bar. A local fisherman will explain and guide you through all the tools and preparation needed to fish. <p>Depart for Cape Forchu Lighthouse</p>
12:30 PM	<p><u>LUNCH & TOUR: Cape Forchu Lighthouse & the Keeper's Kitchen</u> https://capeforchu.com/</p> <ul style="list-style-type: none"> • With the area's history predating Samuel de Champlain's introduction to the area, Cape Forchu is a significant draw to Yarmouth & Acadian Shores. The light itself, its 19 acres of well-groomed grounds, the views of Yarmouth's working harbour and the drive to the Cape through the very heart of an active fishing community, are all emblematic of Nova Scotia's coastal heritage. • Climb the 77-steps to the top for stunning 360 views of rugged, untouched coastlines with the Climb the Light Experience. • Explore the rocky grounds of Leif Erikson Trail. • Enjoy a delicious lobster roll at the iconic Keeper's Kitchen.
2:30 PM	<p>Depart for Town of Yarmouth</p>
3:00 PM	<p>Check into your TMAC Conference Host Hotel</p>



Contact Cheat Sheet

Operator	Contact Information	Website	Social Media
MUIR Autograph Collection Hotel	Stephanie Carver Senior Marketing & Communications Manager (902) 718-9852 scarver@armourgroup.com	https://muirhotel.com/	@muirhotelhalifax
Sutton Place Hotel Halifax	Lori Forward Director of Sales – Atlantic Region 902 932 7531 LForward@suttonplace.com	www.suttonplace.com	@thesuttonplacehotels
Cape Forchu	Jennifer Wilkins - Manager 902-740-1680 Jennifer@district.yarmouth.ns.ca	https://capeforchu.com/	@capeforchu
Yarmouth Walking Tour	Candice Phibbs 902-307-2250	www.townofyarmouth.ca/walking-tour.html	IG: @yarwalkingtours FB: @YarWalkingTours
Wine & Beer Tours of Nova Scotia	Dawn Nickerson and Joshua Ramsey joshuak.ramsey@gmail.com 902-815-8669	https://wineandbeertoursnovascotia.com/	@wineandbeertoursns
IMO Seafoods		www.imofoods.com/	
W. Laurence Sweeney Fisheries Museum	Jody Kini Town of Yarmouth hr@townofyarmouth.ca 902-740-7034	www.sweeneyfisheriesmuseum.com/	@sweeneysmuseum
The Shanty Café	Michael Carbonell PR/Marketing Manager YACRO 1-902-742-9258 carbonell@yacro.com	www.shantycafe.ca/	@sweeneysmuseum
Firefighter's Museum of Nova Scotia	Renee Dease (902) 742-5525 https://firefightersmuseum.novascotia.ca/	https://firefightersmuseum.novascotia.ca/	IG: @firefighters_museum_of_ns Twitter: @FFmuseumofNS
Tusket Falls Brewing Company		https://tusketfallsbrewing.com/tusket/	IG: @tusketfallsbrewing FB: @tusketfallsbrewing #tusketfallsbrewingcompany
Deep Sky Eye Observatory	Tim Doucette Owner-Operator Deep Sky Eye 902-648-2723 tim@deepskyeye.com	www.deepskyeye.com/	IG: @deepskyeye FB: @DeepSkyEye

Tru by Hilton	Azher Razvi 902-881-8787 Office 587 226 6495 Mobile Azher.Razvi@hilton.com	https://www.hilton.com/en/hotels/ysjnvru-tru-yarmouth/	IG: @truyarmouth
Art Gallery of Nova Scotia	Angela Collier Art Gallery of Nova Scotia Program Coordinator 902.749.2248 Angela.Collier@novascotia.ca	https://artgalleryofnovascotia.ca/visit-yarmouth	IG: @artgalleryns FB: @ArtGalleryNS TW: @ArtGalleryNS
Black Loyalist Heritage Centre	Braden Chetwynd Programming & Outreach Coordinator Black Loyalist Heritage Centre 902-875-1310 pghassist@blackloyalist.com	https://blackloyalist.com/	IG: @blackloyalitheritagecentre TW: @BlhsBirchtown
Boxing Rock Brewing Company	Clara - taproom@boxingrock.ca 902-874-2446	https://boxingrock.ca/	IG: @boxingrock FG: https://www.facebook.com/boxingrock TW: https://twitter.com/boxingrockbeer