

MAGIC WINERY BUS

A promotional graphic for the Magic Winery Bus. On the left, a circular inset shows a smiling woman with brown hair wearing a straw hat, resting her chin on her hands. To her right is a red double-decker bus with 'MAGIC WINERY BUS' written on its side and top. The background is a bright yellow with radiating lines. To the right of the bus, the text 'SHE'S GOT A TICKET TO RIDE... IN WOLFVILLE' is written in a bold, purple, sans-serif font. Below this text, the website 'magicwinerybus.ca' is displayed in a blue, italicized, sans-serif font.

SHE'S GOT A
TICKET TO RIDE...
IN WOLFVILLE

magicwinerybus.ca

Creating Quality Opportunity Together

MAGIC WINERY BUS



Our Story ... so far ...

<https://www.youtube.com/watch?v=o8CHIDgfeW8>

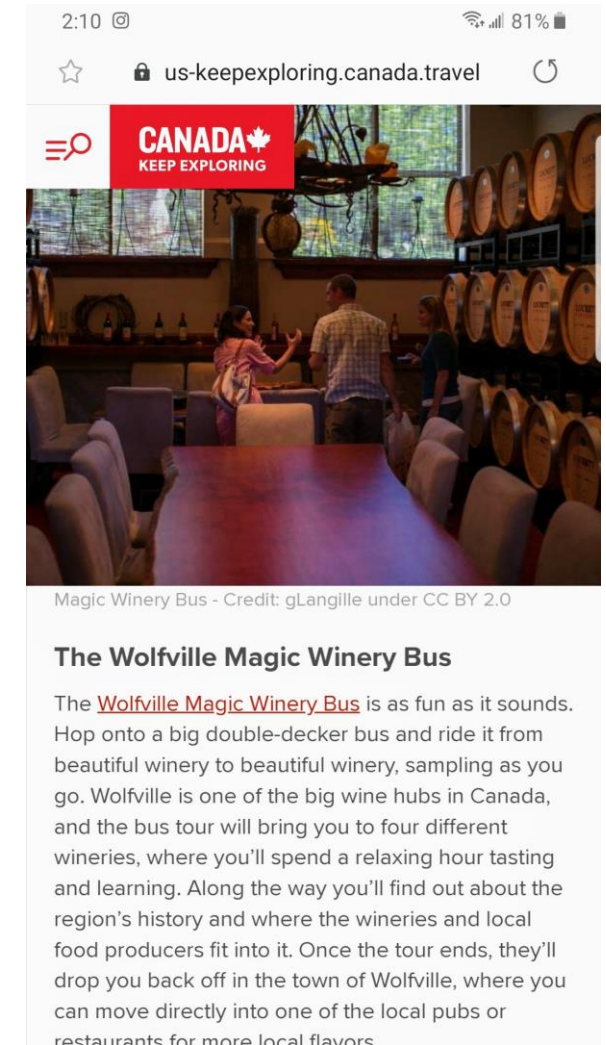
Reputation and Recognition ...



Declared by:



A NS Top 10
2018 and 2019



2018 Hop On Hop Off - ReCap

May 24 to October 14 – 82 departure days
(Thursday, Friday, Saturday, Sunday)

- 9,386 Hop On/Off Guests – up 11%
- 507 Charter Guests – up 15%
- 447 Weekend average
- 82% guests from Maritime Provinces
- 13% guests from rest of Canada
- 5% guests from outside Canada



Season Launch Social Media Impact

- 665,820 Reach
- 459,545 Video Views
- 10,260 Comments

2018 MWB Economic Impact

	2014	2015	2016	2017	2018
Attendance	4,687	5,914	7,063	8,485	9,386
Spending on Tour (at wineries)	\$292,609	\$438,061	\$608,373	\$742,600	\$1,280,171
Spending in Region (accommodations, food, retail)	\$222,117	\$363,526	\$614,619	\$747,838	\$1,216,064
Ticket Sales	\$87,355	\$124,075	\$189,150	\$379,686	\$408,103
Total Annual Impact	\$602,081	\$925,662	\$1,412,142	\$1,870,124	\$2,904,338

Other Key Statistics:

- Average spend per guest = \$306 (up from \$208 in 2017)
- 65% of guests stayed over at least one night (doubled in two years)
- Over 1/3 of guests experienced with four or more guests
- 68% would recommend the experience to a friend
- \$896,000 spent on wine

2019 – Hop On Hop Off Wolfville



May 23rd to October 13th – 82 Departure Days

Thursday, Friday, Saturday, Sunday

10:30am, 11:30am, 12:30pm

- One Loop, Five Wineries
Lightfoot & Wolfville
Domaine de Grand Pre
Lockett's
L'Acadie
Gaspereau



2019 – Wolfville Marketing



- Rack Card (designed to drive guests to website)
- Social Media – Facebook & Instagram
- 2019 season launch video
 - **Reach = 515,426; Video view = 312,319; Engagement = 38,105**
- Bill Boards – Halifax, Moncton, Saint John
- Special events (Delish, 12 Tides)



2019 – Increasing Incremental Sales



How can we increase onsite sales?

(2018 = \$306 spend per guest)

- Deliver an exception experience
- Educate guests on purchase options
- Each winery has complimentary interior ad panel
- What would you like to offer on-site to increase sales?
- How can MWB support you?

2019 – Hop On, Hop Off Niagara



June 21st to October 13th
(51 Departure Days)

Friday, Saturday, Sunday

- Three loops, four wineries
- Participating Wineries:

Vieni Estates

Redstone Winery

Tawse Winery

13th Street Winery

Creekside Estate Winery

Flat Rock Cellars



Creating Charter Experiences ... a growth opportunity

Exclusive Turn-Key Packages

- Group Transportation
- Engaging, Entertaining Guides
- Inclusive Bistro, Restaurant Dining
- Inclusive Tours and Tastings
- Intimate, behind the scenes glimpse
- “Instagram’able Moments”



Opportunities

- Pre/Post Conference Excursions
- Partner Conference Programs
- Team Building
- Client Recognition

Creating Charter Experiences ...

On Board Amenities

- 80 High-Back Reclining Seats
- Washroom
- Air Conditioning
- Second Floor Sky Roof
- Overhead Storage
- Walk-in Luggage Compartment
- Full Audio/Visual System
- Live Entertainment Capability





Questions Opportunities Discussion

Thank You!

***\$\$ All Aboard for
Continued Success &
Partnership \$\$***