



FOR IMMEDIATE RELEASE

ATLANTIC TOUR COMPANY EXPANDS TO ONTARIO

Ambassatours Gray Line Acquires Double Deck Tours in Niagara Falls

(Halifax, Nova Scotia, Nov 16, 2018)

Ambassatours Gray Line, Atlantic Canada's largest sightseeing tour company announces an expansion to Ontario, with the purchase of Double Deck Tours in Niagara Falls. The acquisition adds 12 classic British double decker buses to the company's existing livery of 25, solidifying Ambassatours Gray Line as the world's largest owner and operator of vintage Routemaster double deckers.

"This acquisition is a unique opportunity to be part of the Ontario tourism landscape, in such an iconic location as Niagara Falls," said Dennis Campbell, CEO, Ambassatours Gray Line, "We are no stranger to such highly, sought-after, British double decker tour experiences, having operated themed touring aboard them here in the Maritimes throughout our company's 31 year history."

Ambassatours purchased Double Deck Tours from Bert Watson, whose family has owned and operated Niagara's oldest sightseeing tour company for 54 years, over three generations. The purchase was finalized on November 1, 2018.

"From the start, we felt we could trust Ambassatours to honour our half century commitment to presenting Niagara Falls through the unique vantage points afforded by our classic double decker buses," said Bert Watson, owner, Double Deck Tours, "We share the same values and passion for double deck touring, which makes us very excited to see how Ambassatours will grow and develop our already successful company."

With an employment roster of 15 seasonal staff required, Ambassatours is named the founder's grandson, Dustin Watson as Service Manager for Double Deck Tours, Niagara Falls. Ambassatours' senior executive, Terri McCulloch, will be moving to Niagara in the Spring of 2019 to join the team as General Manager for the season.

"As we've set the wheels in motion for the transition, we've been delighted by the warm welcome we've received thus far from the industry colleagues," said Campbell, "It is an intriguing market for us, and the Niagara Parks Commission, as well as the many established partners of Double Deck Tours, have been very supportive of our arrival."

Double Deck Tours will continue to operate in Niagara Falls under its well-established brand. Its roster of daily sightseeing tours and charters is expected to expand under Ambassatours' guidance. Currently, Ambassatours Gray Line offers daily sightseeing and cruise excursions aboard Routemaster double deckers seasonally in Saint John, New Brunswick, and Halifax, Nova Scotia.

While the deal to purchase Double Deck Tours was underway this summer, Ambassatours began with an exploratory foray into the Niagara region market with a Magic Winery Bus hop on, hop off experience. This experience was offered in partnership with the existing Wolfville Magic Winery Bus organization, to whom Ambassatours supplies vintage double decker buses in Nova Scotia.

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SOCIAL MEDIA

Websites: Doubledecktours.com, ambassatours.com

Instagram: DoubleDeckTour

Facebook: DoubleDeckTours

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ABOUT AMBASSATOURS

Ambassatours is Atlantic Canada's premier tour company, having operating land and water sightseeing tours throughout Nova Scotia, New Brunswick, and Prince Edward Island for the past 31 years. Ambassatours is one of the region's most dynamic charter services, operating in the Atlantic provinces, Quebec, Ontario, and eastern USA. Ambassatours was instrumental in the explosive growth of the cruise industry in Atlantic Canada, and is the top provider of shore excursions to all major cruise arrivals in Halifax, Sydney, Charlottetown, and Saint John. Recently expanding to Niagara Falls, with the acquisition of Double Deck Tours, the company operates a fleet of 37 classic British double decker buses, in addition to 55 highway motor coaches. Under the Murphy's brand in Halifax, the company operates eastern Canada's most popular water-based tours, aboard seven different vessels, including the Harbour Hopper amphibious vessels, Theodore Tugboat and the Tall Ship Silva. The company also operates a popular restaurant in the heart of Halifax's waterfront district. In peak season, the company

employs over 650 staff in its five operating locations, making it the largest combined land and water tour company in Canada.

ABOUT DOUBLE DECK TOURS

Double Deck Tours was founded in Niagara Falls by the Watson family in 1965. The company operates deluxe tours of Niagara Falls aboard their iconic London buses. The company's livery of 12 double deckers are pristinely maintained, authentic in original British colour tones and interior. The company thrived under its founder, Norman Watson; and continued for second and third generations with Bert Watson, assisted by his son, Dustin Watson. At one time, the company operated up to 20 Routemasters from its base in Niagara Falls. Repairs and maintenance are conducted at the company's nearby service facility. Double Deck Tours employed approximately 16 seasonal staff at time of sale. As of the November 1, 2018, purchase of the company by Ambassatours, Bert Watson will retire, and Dustin Watson join Ambassatours as Service Manager for Niagara Falls operations, and other employees are expected to be offered the opportunity to join the Ambassatours. Ambassatours will retain the iconic Double Deck Tour brand.