



REVERIE BOAT ANNOUNCEMENT  
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J FARWELL SAILING CO. EXPANDS WITH NEW LUXURY CATAMARAN IN HALIFAX

REVERIE

*“a state of being pleasantly lost in one’s thoughts... a daydream”*

**March 21, 2022** – Halifax, Nova Scotia: J Farwell Sailing Co. is ecstatic to announce Halifax’s newest luxury sailing experience, the *Reverie*. Currently being built in France, the Reverie is a 50’ Catamaran that will be sailing from the Halifax Waterfront this summer.

“We are all in,” says CEO Jeff Farwell. “This \$2 million investment will expand the intimate, upscale experiences we’ve become known for. We have built a strong brand associated with quality, adventure and luxury, and the time for growth is now. We could not be more excited.”

Reverie will be berthed on the Halifax waterfront, at the recently renovated Foundation District dock, through a partnership with Develop Nova Scotia for a 10 year term. This new tour offering builds on a growing collection of opportunities to experience Halifax Harbour for residents and visitors.

“As stewards of the Halifax waterfront, Develop Nova Scotia seeks to provide opportunities for local businesses to participate in offering high-quality experiences,” said Jennifer Angel, President and CEO of Develop Nova Scotia. “We are thrilled that J Farwell Sailing will be back on the waterfront this summer making new ways available for people to explore our beautiful Harbour.”

The Reverie’s modern, open-concept design is made for daydreaming and entertaining. With lounging space on the top deck, couches on the foredeck, full dining table and couches at the stern, guests will feel a sense of freedom while they indulge in carefree sailing. J Farwell Sailing Co has planned experiences as unique as the vessel: from sailing and snorkeling to Nova Scotia wine tasting and tapas.

“We can’t wait to be sailing. As owner operators, we live and breathe this – we can’t wait to share it with Halifax,” says Farwell.

“The Reverie will be a wonderful new asset to the region. We’re thrilled that J Farwell Sailing Co. is launching the Reverie this summer,” says Ross Jefferson, President and CEO, Discover Halifax. “Offering

more space and activities on or near the water enhances the visitor experience. And this new addition will offer just that.”

As the region's destination marketing organization, Discover Halifax is anticipating that 2022 travel will be strong.

"The tourism industry is recovering," says Jefferson. "There is a pent-up demand for travel, which we started to see last year when restrictions eased, especially throughout the summer and fall. We are preparing high volumes of visitation this summer as well."

Jefferson notes that current research from the Conference Board of Canada predicts domestic visitation will be up by 23% this year, compared to pre-pandemic numbers.

Authentic experiences, as the Reverie will offer, are what travellers are looking for—unique outdoor experiences that bring them closer to nature. [A recent report by Destination Canada](#) points out that "for many travellers, the freedom of wild and wide-open spaces has been the perfect antidote to confinement, driving visitation to national parks and other nature-based destinations."

"We're excited to welcome people to Halifax and offer experiences like the Reverie, which will help to enhance Halifax's best assets, including our ocean advantage and access to the region's natural, outdoor resources," says Jefferson.

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### **About J Farwell Sailing Co.**

J Farwell Sailing Co has operated a 45' Beneteau Oceanis sailing yacht on the Halifax Waterfront since 2017. The company has built a strong brand associated with quality, adventure and luxury, and have earned the rank of #1 Boat Tour in Halifax, and #1 Wine Tour & Tasting Experience in Nova Scotia on TripAdvisor.

### **About Discover Halifax**

Discover Halifax is a non-profit, membership-based marketing and sales organization in partnership with the Halifax regional government, the Hotel Association of Nova Scotia and participating industry members. Since its inception in 2002, Discover Halifax's goal is to promote Halifax as a destination of choice for leisure and business travelers.

Halifax welcomes 5.3 million overnight stays each year, who spend \$1.3 billion. Halifax alone represents over 54% of all visitation to Nova Scotia, and 34,000 people are employed in the tourism industry.

### **Media Contact:**

Sarah Godin

902-292-8048

[sarah@jfsailingtours.com](mailto:sarah@jfsailingtours.com)