



Yarmouth and Acadian Shores Tourism Assoc.  
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FOR IMMEDIATE RELEASE

## **Yarmouth & Acadian Shores Welcomes Growth in Cruise Tourism, French Cruise Line Ponant Among New Arrivals**

**Yarmouth, N.S. — April 27, 2025** —The Yarmouth & Acadian Shores region is proudly celebrating continued momentum in marine tourism, as cruise ship calls to the Port of Yarmouth steadily increase. This growth highlights the region's rising reputation as a premier Atlantic Canadian destination for global travelers.

This October, Yarmouth & Acadian Shores (YAS) will welcome three inaugural calls from [Ponant](#), a world-renowned French cruise line celebrated for its luxury small-ship expeditions. *Le Lyréal*, *Le Champlain*, and *Le Boreal* will visit YAS for the first time, offering passengers an authentic immersion into the region's rich heritage and living Acadian culture. In partnership with local tour operators, French-speaking guides will greet Ponant's guests, showcasing the local seafaring heritage, culinary traditions, and vibrant communities that define the region.

Complementing the continued three-year growth in ferry passenger traffic between Nova Scotia and Maine, this marine tourism surge helps diversify tourism markets, extend the visitor season, and build future demand for the region.

*"Attracting world-class cruise lines like Ponant and others is a direct result of YASTA's targeted business development initiatives and partnerships with organizations like the Atlantic Canada Cruise Association (ACCA) and the Cruise Canada New England Alliance (CCNE). We are focused on positioning Yarmouth & Acadian Shores as a must-visit destination for small to mid-sized luxury vessels. Our participation this June at the Cruise Canada New England Symposium in Halifax will be another key opportunity to meet with cruise executives, promote our region's unique marine and cultural assets, and deliver a comprehensive familiarization tour showcasing our marine facilities, shore excursions, and authentic cultural experiences. Marine tourism is a critical piece of our strategy to grow and diversify visitation across our beautiful region."* - Neil Mackenzie, CEO of YASTA

*"Cruise tourism is more than just economic development — it's a celebration of who we are. Welcoming Ponant and other prestigious lines allows us to share our local culture with the world and foster pride among our communities. We're excited about the future and ready to grow our marine tourism sector thoughtfully and sustainably."* - Phil Mooney Board Chair of YASTA



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### About YASTA

The Yarmouth & Acadian Shores Tourism Association (YASTA) is the leading destination marketing and management organization for the Yarmouth & Acadian Shores region of Nova Scotia. Dedicated to promoting and enhancing the visitor experience, YASTA works collaboratively with industry partners, government, and local communities to drive sustainable tourism growth. Through strategic marketing initiatives, product development, destination advocacy and stewardship, YASTA showcases the region's rich heritage, breathtaking coastal landscapes, and vibrant cultural experiences. YASTA's core partners include The Municipality of the District of Yarmouth, The Municipality of the District of Argyle, The Town of Yarmouth and Wasoqpa'q First Nation.

For more information, visit [www.yarmouthandacadianshores.com](http://www.yarmouthandacadianshores.com).

YASTA is a proud member of:

