

WINNIPEG'S HERMETIC CODE TOUR NAMED ONE OF CANADA'S TOP VISITOR EXPERIENCES

October 20, 2011

WINNIPEG, MB– It's a tale of intrigue and lore, where secrets are hidden around every corner. For years, Heartland Travel's Hermetic Code tour has been introducing thrill-seekers to the Masonic mysteries of the Manitoba Legislature and now, the building's fascinating tale has been recognized as one of Canada's signature experiences by the **Canadian Tourism Commission** (CTC).

First launched in July, the CTC's **Signature Experiences Collection** (SEC) is an innovative marketing program designed to encourage high-spending international travellers to book their next vacation in Canada. As representatives of Canada's tourism brand, these experiences were required to meet rigorous criteria to ensure they will stand out in a crowded and competitive marketplace.

"We felt strongly about encouraging Heartland Travel to share this city gem with the CTC," says Chantal Sturk-Nadeau, senior vice president of Tourism Winnipeg. "Its inclusion in the signature experiences program demonstrates that Winnipeg has something very special to share with the world."

Based on research done by local scholar Frank Albo, the Hermetic Code tour takes visitors through designer Frank Worthington Simon's vision and clever combination of Masonic building principles and Manitoba imagery. Visitors are treated to the stories behind iconic symbols like the Golden Boy and the intricacies of how Simon used the Fibonacci sequence of numbers and the basis of temple design for his masterpiece.

"The credit for this experience really goes to genius of Frank Albo and the genius of the building's architect," says Don Finkbeiner, owner of Heartland Travel. "This is truly one of the most unique buildings and one of the most intriguing stories in the world and it's right here in Winnipeg."

To hear Finkbeiner speak more about the SEC, visit the [CTC's website](#).

