

Press Release

International cruise symposium at Saguenay

From June 16th to 18th, some 200 international cruise industry delegates from Québec, the Atlantic provinces and the US eastern seaboard will be meeting at Saguenay to discuss the development outlook of this flourishing sector of endeavour. Topics of discussion will include the challenges impacting destinations and cruise lines, as well as action being taken to counter the impact of the financial crisis which has hit the American market—principal source of cruise passengers—particularly hard. The event will also provide a wealth of networking opportunities for representatives from the nine St Lawrence ports of call who have joined together to develop and promote the region under the ‘Cruise the Saint Lawrence’ banner. Attendees will also address issues such as port operations, environmental challenges, media relations, the quality of land-based activities and excursions offered by the various ports of call, and cruise line/destination cooperation. Simultaneous translation/interpretation of symposium proceedings will be offered on site for the convenience of participants.

This 11th edition of the **Canada New England Cruise Symposium** will group together major cruise line operators such as Carnival Cruise Lines, Norwegian Cruise Line, Royal Caribbean International, Holland America Line, Princess Cruises and MSC Cruises which are scheduled to visit the St Lawrence in 2009 or 2010. To date, some fifteen cruise line representatives have already confirmed attendance.

This year, a number of specialized international media representatives will be attending, including 13 confirmed participants who are regular contributors to publications such as Cruise North America Magazine (official media partner), Travel Weekly, Travel Trade, Seatrade Cruise Review, Cruise Industry News, CruiseCritic.com, Cruise Business Review and Avid Cruiser.

Pre- and post-event familiarization tours will be organized to afford these special guests the opportunity to visit the nine international cruise ports of call along the St Lawrence.

The staging of the 11th edition of the symposium has been made possible thanks to the commitment of a group of financial partners, including official event partner **Tourisme Québec**. For the first time ever, dedicated website capability allows industry members and partners to peruse symposium program specifics and register online at www.cruisesaintlawrence.com/CNEsymposium.

Cruise the Saint Lawrence is a non-profit organization founded in 1999 and commissioned to broaden the scope of economic spin-offs associated with international cruise operations on the St Lawrence.

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Source:

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