



PRESS RELEASE

Notice to all media

For immediate release

MSC Cruises to offer cruises out of Québec City in fall 2010

Québec City, October 1, 2009 – The Québec Port Authority (QPA) today announced that MSC Cruises would be coming to Québec City for the first time ever in September 2010 for three turnaround cruises.

A new player in the international cruise industry, this Italian line will be debuting in the North American market in fall 2010. “This is an exciting new announcement for the Port of Québec. We’re on a real roll and we hope that MSC Cruises will attract the attention of local residents and get them to leave on a cruise right from home,” said Port Authority CEO Ross Gaudreault. The 3,013 passenger *MSC Poesia* will sail the St. Lawrence from New York to Quebec City six times in 2010.

Québec City Tourism (QCT) and its director also welcomed the news for the Québec City area tourism industry. “Québec City’s growth on the international cruise market attracts large numbers of tourists to the area. We will continue to work with the Port of Québec to optimize our promotional efforts,” noted QCT director Gabriel Savard, adding that cruise ship passengers often come back to Québec City after discovering it on their cruise.

MSC Cruises is the newest and fastest-growing cruise ship line in the industry, with a fleet of ten ships to which a brand new vessel will be added in early 2010. The private concern is noted for its unique itineraries, fabulous on-board entertainment, and Mediterranean cuisine featuring Italian specialties. Children 17 and under sail free.

MSC Cruises, which holds nearly 17% of the European market, is the only privately owned international cruise ship line. It belongs to the Mediterranean Shipping Company,

a noted container operator. At present MSC Cruises is mainly active in Europe (83%) but is also present in South America (12%). The line is also known for its over 30 local offices around the world designed to keep it in direct touch with customers.

MSC Cruises is the second big Italian cruise ship line to enter the Canada–New England market, after Costa Cruises in fall 2009. “The arrival of this new player, MSC Cruises, is a result of the expertise we have acquired over the years as well as the support and flexibility we offer all our customers, in addition to the appeal of our destination,” mentioned Mr. Gaudreault.

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Sources:

Patrick Robitaille
Vice President
Marketing and Development
Québec Port Authority
Tel.: (418) 648-4956

Sylvie Walter
Communications Advisor
Québec City Tourism
Tel: 418-641-6654, ext. 5482

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