



Press Release

For immediate release

2009: a record year for the Saguenay Port of Call

Saguenay, November 24th, 2009 – A brand new port of call on the Saint Lawrence, Saguenay has quickly earned itself a place on the international cruise market. This fourth year of operating in the tourism market has had particularly impressive results: in 2009, the port greeted 26 110 passengers and 11 589 crew members, which is an increase in passenger volume of nearly 246%. A total of fifteen ships called in Saguenay, all belonging to major cruise lines such as Holland America Line, Princess Cruises, Norwegian Cruise Line and, for the very first time on the Saint Lawrence, Costa Cruises.

On September 4th, 2009, Mr. Jean Tremblay, Mayor of Saguenay and President of Promotion Saguenay, inaugurated the international cruise welcome pavilion in the presence of MS Eurodam's Captain Darin William Bowland, the Honourable Jean-Pierre Blackburn, Minister of National Revenue and MP for Jonquière-Alma, the Honourable Denis Lebel, Minister of State for the Economic Development Agency of Canada for the Regions of Quebec and MP for Roberval-Lac-Saint-Jean, and Mr. Serge Simard, Minister for Natural Resources and Wildlife and MPP for Dubuc.

With an investment of roughly 5.6 million dollars, the pavilion made from wood, aluminum and granite has a unique style of its own and was built with respect for the environment and priority given to local expertise and resources. Inside there is a spacious reception area overlooking the fjord, a tourist information office, a café bar, an exhibition area for 20 or so local artists, craftspeople and retailers, wireless internet access, public telephones, etc. In a nutshell: all the services a passenger could need.

With the new port infrastructure that was completed in the fall of 2008, a grand total of \$33 750 000 has been granted by the federal and provincial governments and the City of Saguenay. The new pile dock is 374 metres long and includes 5 mooring dolphins and 4 berthing dolphins, allowing large ships to call at Saguenay's port.

New for 2009

The passengers who stopped in Saguenay were able to attend the premier presentation of the English version of *La Fabuleuse Histoire d'un Royaume* (The Story of the Kingdom of Saguenay). Already seen by over a million francophone spectators, *La Fabuleuse* launched with much splendour its first English performance on October 1st, 2009 in the company of the MS Crown Princess and the Norwegian Spirit. Close to 100 characters played out the greatest events in the history of Saguenay-Lac-Saint-Jean, taking the audience on a journey through time full of emotion. For this special occasion, many characters came to greet the

passengers at the quay upon their arrival! A memory that will certainly stay with many of them.

Saguenay is also proud to announce that a 3rd cohort of certified tour guides will be trained in January 2010, in collaboration with the Cégep of St-Félicien. The goal of this initiative is to equip our destination with competent human resources within the tour guide industry.

As for who to expect at Saguenay's Port of Call in 2010, the schedule is already looking good since the companies Princess Cruise Line, Costa Cruises and Holland America Line have already announced their return next year.

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