

The
many *f* OF THE SAINT LAWRENCE
faces



UNTOUCHED. UNMATCHED. UNFORGETTABLE.

So many people to enjoy.



9 ports to savour.
Showing the Saint Lawrence
to the world.

Whether admiring the whales up-close in the Gaspé, participating in Montréal nightlife, or enjoying any of the sites and excursions in between, the experience is so arresting that – for once in a lifetime – one lives in the present moment. For those of us whose lifework is to help others have this experience, there have been three life-affirming events. Firstly, the passion that led us to get involved in the first place, secondly the joy of seeing the contented faces of cruise passengers after only one or two days on the river, and thirdly the enthusiasm of our fellow reps and the pleasure of working on such a dynamic team. Despite the physical distance that separates us, we are united in our love of Québec and eagerness to share its joys with the wider world.

Living the moment... And sharing the joy.

“There are 9 ports. They are all fabulous. At each one there are enthusiastic admirers of their area who are eager and proud to have you sample the best of their region. For more than one moment to remember.”





INTERCRUISES
Paul Matte, President
Canada & Business Relations, North America

“When guests hear I make my living with holidaymakers and cruise ships, they always say how lucky I am. I love coming upon undiscovered attractions, unheralded areas and undiscovered communities... And being able to share them with appreciative people. You can’t beat that.”

MONTRÉAL PORT AUTHORITY
Tony Boemi, Vice President, Growth and Development



IRRESISTIBLE

MONTRÉAL

“I couldn’t be happier than I am now, in the port of Montréal. The entire maritime world has always been my fascination. Plus, I love to walk the cobblestone streets of Old Montréal right by the cruise terminal. Most of the centuries-old buildings have been preserved and there are gourmet restaurants, amazing little stores and eclectic galleries where I pick up the work of great artists, sometimes even before they’re known. The creativity here is amazing, and it’s also reflected in the high-quality festivals I like to attend, particularly in summer.”



MONTREAL-TRUDEAU INTERNATIONAL AIRPORT
Luce Bureau, Director, Airline Development

“Montréal is not just another city. The people who live here are passionate, creative and festive. It’s a multicultural mecca where everyone has one thing in common: they’re in love with life! That’s what keeps me in the city. That and the shopping. And there really is no other city in the world that has such an amazing variety and quality of trend-setting restaurants, lively bistros and intimate eateries.”

An island of excitement

“People always say I’m lucky to work for an airport and travel around the world. Yes, it’s great to be in the travel industry and see all these new and exciting places, but what I love the most is when I return to Montréal, my home sweet home. Everything about the city is fantastic. For me what’s special is all the different neighbourhoods, flavours and markets.”



TOURISME MONTRÉAL
Isabelle Cyr, Manager, International Relations



TOURISME TROIS-RIVIÈRES
Yolaine Masse, Director

“One of the reasons I appreciate Trois-Rivières so much is I chose to live here, so I don’t take it for granted. It’s fabulous that it’s right near the water, with direct access to nature. Of course, it’s not all nature here either: the people are fabulous, and it’s a very urban, energetic environment with great museums. I love being surrounded by people, so look for me at one of our many festivals or in an outdoor cafe, downtown.”

PIONEERING

TROIS-RIVIÈRES

QUÉBEC

TIMELESS

QUÉBEC PORT AUTHORITY
Martine Bélanger, Vice President,
Business Development, Commercial Activities and Cruises
Director, Sustainable Development

“I am always eager to go for a stroll in Old Québec. The air is so fresh here, cooled by this mighty river, and the views are more than world-class. But I have to admit I am also a fan of shopping for the latest fashions in local boutiques. It’s the best of both worlds, really: a state-of-the-art cruise terminal at the foot of North America’s most euro-style capital – *This is Québec City!*”






JEAN-LESAGE INTERNATIONAL AIRPORT (AÉROPORT DE QUÉBEC)

Richard Girard, Director

Business Development and Passenger Experience

A city beyond time

“For a history buff like me, Québec is a blessing. Go for a walk practically anywhere, and you just know you’re in a vibrant city that’s informed by a long, rich history... yet totally modern. I also love the fact that there are almost never-ending festivals, and the museums are nothing short of stunning. The friendliness of a small town; the advantages of a big, contemporary city: *This is Québec City!*”



“Québec is the city for me. The surrounding countryside is amazing. What a thrill to bicycle around Mont Sainte-Anne, looking down at the expanse of the Saint Lawrence! When I’m in town, I can walk amongst the ancient architecture of Old Québec, nip into almost any restaurant and enjoy a gourmet meal. You don’t have to be a romantic to appreciate all that, but it can turn you into one.”

QUÉBEC CITY TOURISM

Martin Lachance, Product Manager - Cruises



PROMOTION SAGUENAY
Priscilla Nemey, Director
Tourism and Communications
President - Cruise the Saint Lawrence

“I absolutely love everything to do with tourism in this area. People are so proud and welcoming here, you’d think you were in a secluded little village, yet there are fantastic concerts and spectacles at great outdoor and indoor venues. I find there’s nothing better to relax... except perhaps a visit to the fjord and its friendly inhabitants. Oh, and we also have Canada’s largest historical and musical show. There’s so much here! It’s simply the best of culture and nature.”

SAGUENAY

UNPARALLELED

SAGUENAY PORT AUTHORITY
Ross Gaudreault, Consultant
International Cruise Market Development



“As a pioneer in the Saint Lawrence cruise industry, people often ask me where I get my vision and energy. Well, that’s easy: I’m such a fan of the Saguenay and its people... and always wanted everyone else to know how great it is! You know what else? I still get a thrill out of cruising out to the fjord; you feel almost like you’re not even on planet Earth, until you round a bend and see a picturesque little village surrounded by towering forests.”



“I’ve always wanted to live on an island. Now I live on 7 of them (almost)! What more could you want? Oh, I know: the sunniest place in the province. Check. And sandy beaches; perfect for family picnics. Wide open spaces. Check. The northernmost town in Québec with a sizeable population. North of here: pure wilderness.”

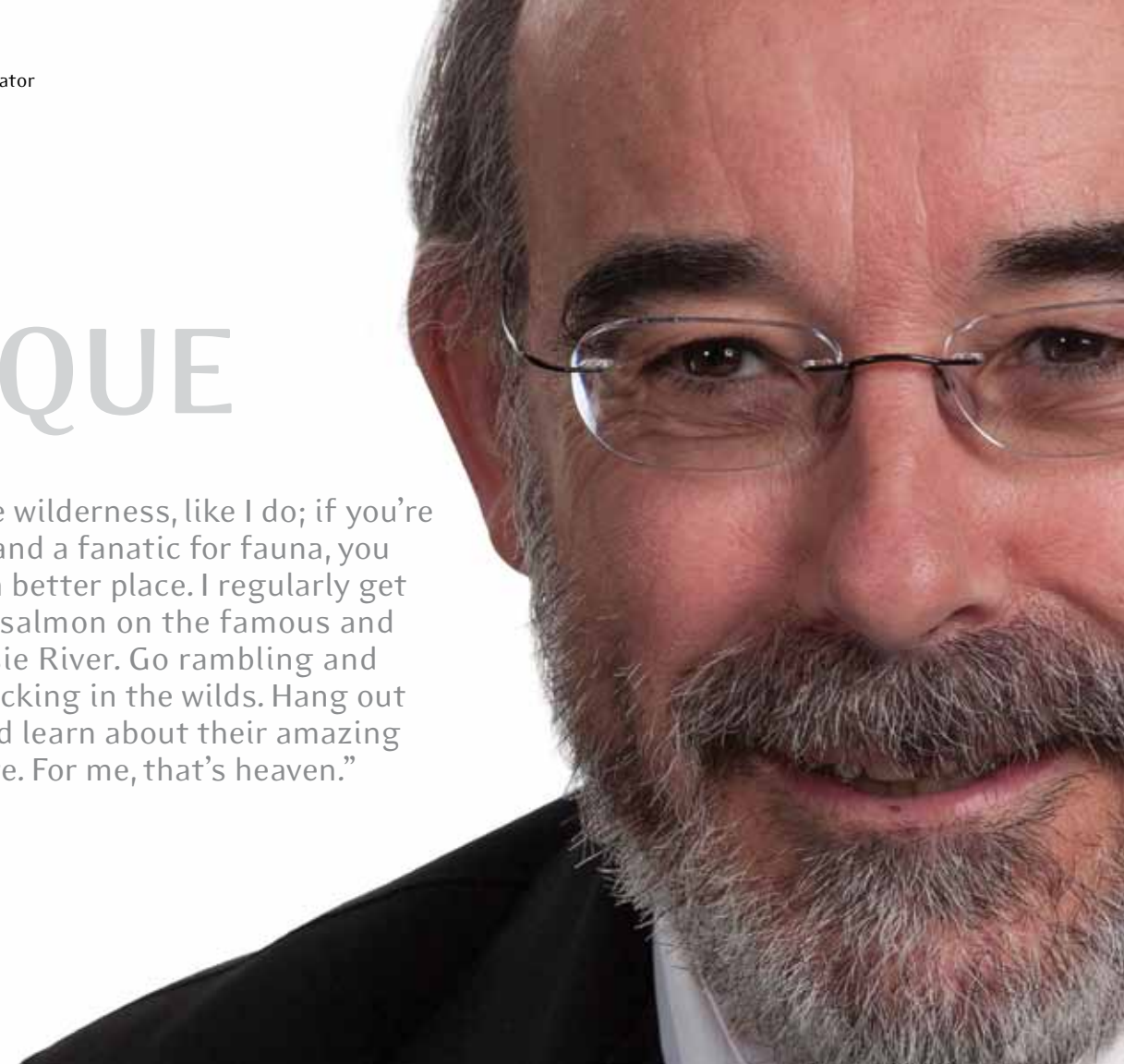
TOURISME SEPT-ÎLES
Mylène Barbeau, Executive Director

SEPT-ÎLES

PORT OF SEPT-ÎLES
Mario Sévigny, Coordinator

UNIQUE

“If you like the wilderness, like I do; if you’re a fan of flora and a fanatic for fauna, you couldn’t find a better place. I regularly get to fly fish for salmon on the famous and majestic Moisie River. Go rambling and hiking and tracking in the wilds. Hang out with Innus, and learn about their amazing ancient culture. For me, that’s heaven.”



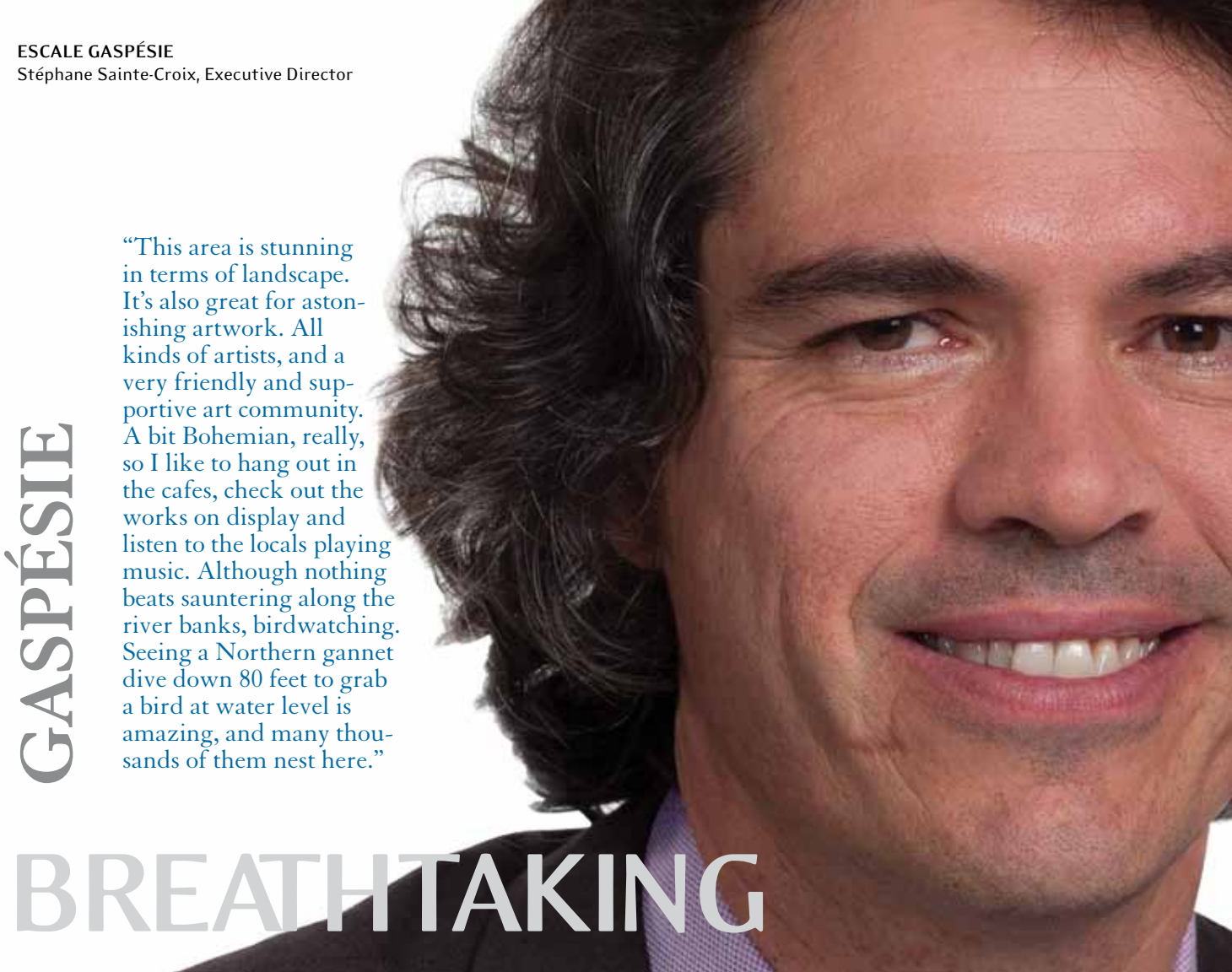


RENDEZ VOUS MINGANIE
Meggie Richard, Cruise Development Agent

INSPIRING

“I love being able to spread the word about this wonderful area and share my love for the countryside, the people and the unique culture in the tiny communities. And did I mention the seafood? Ask me about some of the secret spots on the Mingan Archipelago for the best hiking and picnicking of your life.”

HAVRE-SAIN-T-PIERRE



ESCALE GASPÉSIE
Stéphane Sainte-Croix, Executive Director

“This area is stunning in terms of landscape. It’s also great for astonishing artwork. All kinds of artists, and a very friendly and supportive art community. A bit Bohemian, really, so I like to hang out in the cafes, check out the works on display and listen to the locals playing music. Although nothing beats sauntering along the river banks, birdwatching. Seeing a Northern gannet dive down 80 feet to grab a bird at water level is amazing, and many thousands of them nest here.”

GASPÉSIE

BREATHTAKING



COLOSSAL

“It’s true, not that many people outside of Québec have ever heard of Baie-Comeau, but what a spectacular region it is. It’s vast and wide open, and everything here’s big. Like the Manic Dams. That kind of large-scale technology is impressive, but truth be told, I’m more impressed by the character of the people, and when you look at the surrounding rugged landscape – like the 20,000-year-old Garden of the Glaciers – you can easily understand why they developed their warm, friendly nature. Really, those are the 2 things that keep me here.”

BAIE-COMEAU

BAIE-COMEAU CRUISES
Renée Bolduc, Executive Director

ÎLES DE LA MADELEINE

ESCALE ÎLES DE LA MADELEINE
Denis Bourque, Cruise Ship Development Coordinator

“I’m in love with these islands. Why? Beauty! Hearing the unique patois of the local fishermen, pushing off to sea at the crack of dawn. Checking out what the talented artisans have just created from local products. All the houses are painted different bright and pastel colours... and the way the people speak is equally colourful. The rhythm of the ocean, the rhythm of the people, the rhythm of nature. Either you’re one of the laid-back locals, or you’re a visitor looking to chill. That works for me.”

INTIMATE



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