

# CRUISE

North America  
m a g a z i n e



# SEASON ROUND UP

# ST. LAWRENCE

## among finalists for

**R**epresentatives of the nine international cruise ports of call along the St. Lawrence River and their government partners received international recognition and honours at Seatrade Europe, held in Hamburg, Germany, Sept. 15-17.

Cruise the Saint Lawrence, which has been commissioned to promote Quebec's ports of call in the international marketplace, was chosen as one of three finalists in the Cruise Destination of the Year category for the quality of the group's marketing strategy and the magnitude of investments – some \$156 million – earmarked to promote the St. Lawrence ports of call and support the group's sustainable development program.

Photo courtesy CSLA



# DESTINATION OF THE YEAR

Priscilla Nemey (centre), president of Cruise the Saint Lawrence, with Tony Heuer, president of Fidelio Cruises (sponsor of Seatrade Insider Awards 2009), and Mary Bond, editor of Seatrade Insider and Seatrade Cruise Review

The Seatrade Insider Cruise Awards gala provides an opportunity for organizers to showcase and reward the efforts of cruise industry stakeholders.

The members of the judging panel, which comprised 14 cruise industry specialists from Europe and the Americas, selected three finalists from among the many contenders.

The grand prize category winner was Cruise Baltic, which groups together 10 countries under a common banner.

Seeking to underscore the excellent work carried out during the past year by the Cruise the Saint Lawrence Association (CSLA), organizers presented CSLA president Priscilla Nemey with an official plaque during a ceremony that took place at Hamburg's Schmidt Tivoli Theatre.

As a result of this honour, Cruise the Saint Lawrence enjoyed significant exposure within industry circles as well as with trade media specialists.

This year was the first time that CSLA participated in the European event.

# MSC Cruises to call QUEBEC CITY

## in 2010



Photo: Aires Almeida

### MSC Poesia will sail to Quebec City next year

**T**he Quebec Port Authority has announced that MSC Cruises will be coming to Quebec City for the first time ever in September 2010 for three turnaround cruises.

"This is an exciting new announcement for the Port of Quebec," said Ross Gaudreault, the port authority's president and CEO. "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."

This will be the Italian line's first North American cruise. The 3,013-passenger MSC Poesia will

sail the St. Lawrence from New York to Quebec City a total of six times in 2010.

Quebec City Tourism and its director also welcomed the news for the Quebec City area tourism industry. "Quebec 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 Quebec to optimize our promotional efforts," said QCT director Gabriel Savard, adding that cruise ship passengers often come back to Quebec 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 10 ships to which a brand new vessel will be added in early 2010. The line 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 per cent of the European market, is the only privately owned international cruise ship line. It belongs to Mediterranean Shipping Company, a noted container operator.

At present, MSC Cruises is mainly active in Europe but also present in South America.

MSC Cruises is the second big Italian cruise line to enter the Canada-New England market, following 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," Mr. Gaudreault said.

By MARK CARDWELL

# PORT OF QUEBEC enjoys record cruise ship business

It's been a year of record-setting achievements for the cruise ship industry in the Port of Quebec. Notably, the port registered the most cruise ship visits and passengers in its illustrious 150-year history. In all, 76 ships visited the Port of Quebec in 2009, carrying a total of 125,000 passengers and crew members. Tourism and cruise industry experts estimate those visits generated \$80 million in direct economic spinoffs for the provincial capital region, with each passenger spending an average of \$118 per port of call.

"We've had a hell of a year," said Ross Gaudreault, president and CEO of the Quebec Port Authority. "I thought with the recession and the results of 2008, when Quebec recorded the best-ever cruise season with almost 150,000 passengers visiting nine ports of call along the St. Lawrence River – but with Quebec City, of course, as the pièce de résistance – would stand up for a few years at least. But it didn't – and we couldn't be happier."

The unexpected increase in overall numbers, however, wasn't the only high point this cruise ship season in Quebec City – far from it. On Sept. 11, for example, the port welcomed the 500,000th passenger at its seven-year-old cruise terminal. The lucky traveller, Kenneth Mc Ilheron, of Toronto, was on a 40th wedding anniversary trip to the same picturesque city where he and his wife, Kathleen, had gone on their honeymoon.

The port welcomed, in a 48-hour period at the beginning of October, a record 13,000 passengers who were making Quebec their point of arrival or departure. They were sailing on three ships making their first visits to Quebec: Princess Cruises' Crown Princess (far left), Costa Cruises' Costa Atlantica, and Norwegian Cruise Line's Norwegian Spirit.



Photos: Quebec Port Authority

The Holland America Line vessel ms Maasdam in 2009 made its 100th visit to the Port of Quebec since first calling 10 years earlier. Ross Gaudreault, president and CEO of the Quebec Port Authority, congratulates Capt. Hendrik Bernard Draper, master of the Maasdam.

The couple were aboard the ms Maasdam, which was in port for the day en route to Montreal.

And speaking of the Maasdam, the Holland America Line vessel returned two weeks later for its 100th visit to the Port of Quebec since first calling in 1999. The ship



The port welcomed Cunard Line's latest luxury liner, Queen Victoria, on its inaugural voyage to Quebec on Oct. 4-5. In 2004, the city was the first Canadian port of call to host Cunard's Queen Mary 2.



also made headlines when it opened the 2009 international cruise ship season in Quebec – for the third consecutive year – on May 21. In addition to the Maasdam, six other Holland America Line cruise ships have visited Quebec City another 50 times over the past 14 years, making the Dutch-owned company the port's biggest and most loyal client in the international cruise ship industry.

The fanfare from the Maasdam's 100th visit had hardly subsided, however, when the Port of Quebec rolled out the red carpet again for Cunard Line's latest luxury liner, the Queen Victoria, on Oct. 4-5.

Launched in 2007, the 90,000-ton, 300-metre-long vessel was on its inaugural visit to the Port of Quebec – an event that attracted thousands of area residents to the city's historic Old City.

For Mr. Gaudreault, the Queen Victoria visit was the latest instalment of a generations-old tradition of transatlantic Cunard cruise ships visiting Quebec. Of note, the city was the first Canadian port of call to host the Queen Mary 2 in 2004. "It was an honour and a privilege for us to have had the newest member of the Cunard fleet in our port," Mr. Gaudreault said.

The Queen Victoria visit, he added, was the proverbial cherry on a cruise ship sundae. Just days before, three renowned international cruise ships – Princess Cruises' Crown Princess, Norwegian Cruise Line's Norwegian Spirit, and Costa Cruises' Costa Atlantica – all made Quebec City their point of departure and arrival in a 48-hour period. As a result, Quebec City welcomed 13,000 cruise ship passengers, which doubled the previous two-day record set several years ago.



The Port of Quebec welcomed on Sept. 11 the 500,000th passenger to its cruise terminal, first opened in 2002. Pictured are Kenneth and Kathleen Mc Ilheron with Mélissa Corriveau (left) of Tourism Quebec and Anne-Marie Nadeau of the Quebec Port Authority.

"It was the fruit born of our labours over many years," Mr. Gaudreault said. The triple visit, he added, also proved the ability of Quebec City to handle large numbers of passengers arriving at or departing from the city's airport before or after their cruise and to meet the five-star expectations of the world's biggest cruise ship companies.

"It also cemented our city's reputation and place among the world's top tourism destinations and put an exclamation mark on our recognized role as the leader of the cruise ship industry along the St. Lawrence (and) our efforts to help and accompany the development of similar successes in other port cities such as Baie-Comeau and Sept-Îles and Saguenay, which got 30,000 cruise ship passengers this year."



By KATHLYN HORIBE

# Montreal looks to boost cruise business in 2010

**M**ontreal, Quebec's second busiest cruise port, is ideally located for passengers. More than 40 national and international airlines regularly serve its airport, and its highways are linked to all major North American cities.

And the port is garnering awards. Dream World Cruise Destinations magazine conferred the 2008 Best Turnaround Port Operations Award on Montreal. Eight other ports also received this distinction, which is awarded for the excellence of their berths and terminal buildings and the quality of services such as security, customs, baggage handling and stevedoring.

"The Montreal Port Authority is constantly at work to maintain high-quality standards for its cruise operations and we will continue to improve our services for the benefit of cruise lines and passengers," said Tony Boemi, the Montreal Port Authority's vice-president of growth and development.

This season, 32,232 international cruise passengers transited through the Iberville Passenger Terminal on Alexandra Pier, down 3 per cent from 2008. Montreal is affected by the cyclical nature of cruise lines that alternate port calls. In 2010, the cruise business in Montreal is expected to increase by 2 per cent to total 33,000 passengers.

The numbers should continue to increase as Montreal wants to develop homeporting, delegates were told at the 11th Canada New England Cruise Symposium held in the Saguenay in June. The Montreal Port Authority, a member of the Cruise the Saint Lawrence Association and the Canada-New England Cruise Committee, is working closely with Tourism Montreal on hotel packages, said Jean-Paul Lejeune, the port authority's director of communications.

According to Seatrade Cruise Review, hotels such as the Fairmont Queen Elizabeth are interested in the pre- and post-cruise business.

The port has also said it would like to build a new cruise terminal in the future. "At the moment, we are evaluating the schedule of our future investments," Mr. Lejeune said. The port authority operates the Iberville Passenger Terminal, which is located in the Old Port of Montreal.

From 2007 to 2009, cruise lines offering voyages along the St. Lawrence River and the North American east coast, with Montreal as the arrival or departure point, include Aida Cruise Line, American Canadian Caribbean Line, Clipper Cruise Line, Croisières CTMA, Crystal Cruise Line, Ellevi Shipping, Fred Olsen Cruise Line, Hapag-Lloyd TUI, Hellios Shipping, Holland America Line, Phoenix Seereisen, Princess Cruises, Saga Shipping, Seabourne Cruise Line and World Cruise Agency.

The Royal Princess  
in Montreal



Photo: Brent Frederick

# SAGUENAY



Photos: Paul Cimon, Promotion Saguenay

Saguenay mayor Jean Tremblay and Capt. Darin William Bowland, master of Holland America Line's ms Eurodam

**S**aguenay has inaugurated its new international cruise welcome pavilion. Saguenay mayor and Promotion Saguenay president Jean Tremblay presided over the Sept. 4 event in the presence of the Jean-Pierre Blackburn, minister of national revenue and member of Parliament for Jonquière-Alma; Denis Lebel, minister of state for the Economic Development Agency of Canada for the Regions of Quebec and member of Parliament for Roberval-Lac-Saint-Jean; Serge Simard, provincial minister for natural resources and wildlife and member of the National Assembly for Dubuc; and Capt. Darin William Bowland, master of Holland America Line's ms Eurodam.

"We now have the final result of several years of work and a project that required an investment of \$33,750,000 by the provincial and federal governments, as well as by the City of Saguenay," Mr. Tremblay said. "Today, we are proud to say 'mission accomplished.' With the pier and the welcome pavilion completed, we now have the necessary infrastructure to welcome passengers from the four corners of the

## inaugurates international cruise pavilion



Ribbon-cutting ceremony

world and continue developing this new tourism market for the benefit of the entire region."

Mr. Blackburn said Saguenay can now establish itself on the international cruise scene. "I am convinced even now of the tremendous potential of this tourism product to attract visitors," he remarked. "We are already seeing convincing results. This year, 15 cruise ships and thousands of tourists from around the world will discover Saguenay. They will be able to enjoy our hospitality, our talents and our expertise. They will be enchanted by our beautiful region and, who knows, they might come back a second time."

"In order to set in motion a sound process for sustainable economic development in Saguenay-Lac-Saint-Jean, the region has equipped itself with a modern port infrastructure that will allow it to receive large cruise ships," Mr. Lebel said. "In search of a diversification strategy to boost the regional economy, the local decision-makers have given priority to cruise tourism, which constitutes a strong industry for growth and jobs.

"Today, the inauguration of the international cruise



The ms Eurodam in Saguenay with the new cruise welcome pavilion in the foreground

welcome pavilion in Saguenay illustrates the amount of effort put forward by all the socio-economic players in order for this project to be possible. From the start, it was important that the Canadian government invest in this project, which takes into consideration the unique features of the region."


The special inauguration day featured an entire program of activities. To begin, all of the project contributors were invited to the official ceremony in the

morning during which commemorative plaques were given to dignitaries and to Capt. Bowland. A cocktail party and meal featuring local food products followed the ceremony. After waving goodbye to the Eurodam at 5 p.m. sharp, the public was then invited to visit the welcome pavilion and enjoy an evening variety show starring the group Mystica, the Ecce Mundo dancers, Jeanick Fournier, Annie Villeneuve and Québecissime. A pyrotechnic musical fireworks show topped off the evening's events.


The welcome pavilion, which has a unique style of its own, is made of wood, aluminium and stone. Concerned with respecting the environment and purchasing supplies locally, the pavilion was built for \$5 million by Technipro Inc., the general contractor for the project, architect Alain Voyer, and Cegertec, which ensured all the engineering.

Inside are a complete tourist information office, a location for some 20 artists, craftspeople and shopkeepers, and a rest area overlooking the Saguenay Fjord.

During the fall, the pavilion will be open from Friday to Sunday and on days when a ship calls.


 Cultural Capital  
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# SAGUENAY A CITY - A FJORD




**CRUISE  
THE SAINT  
LAWRENCE**

UNTOUCHED. UNMATCHED. UNFORGETTABLE.

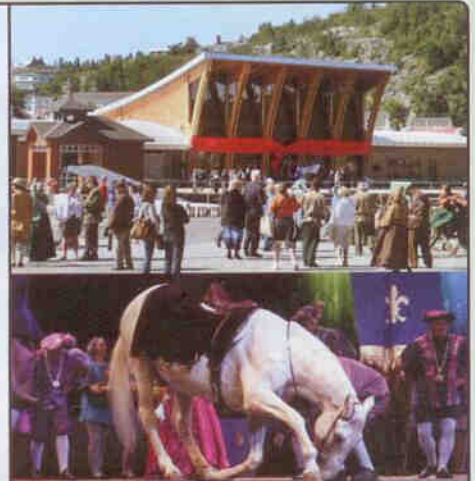
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Promotion  
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Imagine yourself at the heart of the majestic Saguenay Fjord... in the middle of a genuine glacial valley surrounding you with its immensity and gigantic rocky walls reaching up to 450 metres high. As a spectacular change of scenery, the Saguenay region opens for you the doors of its realm and welcomes you in a city within nature well-known for the legendary warmth of its inhabitants.

# SAGUENAY HOSTS CANADA NEW

## Port developments, shore among subjects

**S**aguenay is one of the main attractions in Quebec for cruise passengers and in June it was the host city of the 11th Canada New England Cruise Symposium. For three days, some 200 delegates representing international cruise lines, ports, destinations and itinerary and tour operators, as well as the largest-ever media contingent to attend the event, tasted the hospitality of the popular destination.

On hand to welcome the attendees was a group of officials led by Priscilla Nemey, president of Cruise the Saint Lawrence and director of tourism and communications for Promotion Saguenay.

At the welcome reception held at the historic Pulperie de Chicoutimi, a former pulp mill that is now a museum, Quebec Tourism Minister Nicole Ménard said the goal of the Quebec government is to make the St. Lawrence "a major cruise destination in North America" by quadrupling the 2008 passenger count to 400,000 by 2014 and doubling cruise-generated revenues to \$71 million.

Toward that effort, \$156 million has been raised from Ottawa and the coffers of local and private businesses with the province contributing \$52.5 million.

"Quebec is a remarkable tourism destination with the potential to spark the interests of international clientele," Ms. Ménard said.

The symposium was organized by Cruise the Saint Lawrence, the non-profit association comprising nine Quebec ports of call that have banded together to promote the region. Topics of discussion included media relations, port developments in Atlantic Canada, Maine, Boston, New York and the St. Lawrence, and the activities and excursions offered by the various destinations.

One of the more difficult aims, Ms. Ménard acknowledged, will be extending the cruise season in Quebec beyond the fall foliage months of September and October – though there are some calls in the spring and summer. Other challenges include infrastructure development, promotion and increased fuel costs due to the proposed North American Emission Control Area, which was brought to the delegates' attention by Rich Pruitt, director of environmental programs for Royal Caribbean Cruises.

The objective of the U.S.-Canada proposal is to have ships reduce emis-



Photos: Joyce Hammock

# ENGLAND CRUISE SYMPOSIUM

## excursions, media relations on the agenda

sions by using fuel with progressively lower sulphur content and/or new engine technology within a 200-nautical mile zone off the coasts of the two countries. The California Air Resources Board, the strictest regime in North America, requires a 24-nautical mile offshore change to low-sulphur fuel.

Mr. Pruitt sounded the warning that ports making large investments to attract more vessels may not get a return on their money if the cruise lines decide to call less at North American ports.

In July, the 59th session of the International Maritime Organization's Maritime Environment Protection Committee approved the U.S.-Canada ECA proposal after hearing other nations' concerns, as well as the opinions of its legal and technical advisors.

While there are still negotiations and consultations taking place, the U.S.-Canada ECA proposal is expected to formally be adopted at the MEPC's 60th session in March and come into effect as of August 2012.

Despite the cautionary warning, René Trépanier, executive director of Cruise the Saint Lawrence, said the symposium was a success due to the



**Nicole Ménard**

Remarkable tourism destination

large attendance, the participation of eight cruise lines and 11 media outlets, the quality of the presentations and workshops, the local organization of the entertainment and gastronomic dinners, and the pre- and post-tours of the nine ports of call for the media. Even the weather co-operated. "It was gorgeous," he said.

In September, the association and its government partners received international recognition at Seatrade Europe, held in Hamburg, Germany. Cruise the Saint Lawrence, which promotes Quebec's ports of call internationally, was selected as one of three finalists in the Cruise Destination of the



Symposium delegates were treated to a wide array of entertainment

Year category. This category of the Seatrade Insider Cruise Awards recognizes the quality of the marketing strategy to promote a destination.

## Infrastructure improvements

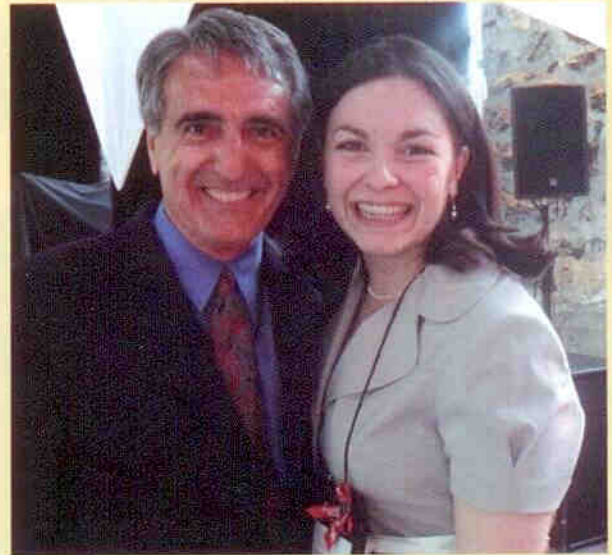
Across the province, cruise ports are ramping up their infrastructure development and marketing efforts in preparation for the increase in passengers.

Saguenay's new \$6-million cruise terminal with a view of the famous fjord was inaugurated by Holland America's Eurodam in September. Shaped like a whale, the 12,000-square-foot pavilion was constructed from local wood, stone and aluminum.

Trois-Rivières, which celebrates its 375th anniversary this year, is sprucing up its waterfront between now and 2020. Ottawa has kicked in \$5.9 million for the various projects, while Quebec's contribution is \$2 million. The work, which will accommodate both port and urban activities, will revitalize a former industrial area and require \$146 million in investments. One of the projects is to transform a former mill into a \$7-million centre that traces the history of pulp and paper production. It opens in 2010.

At Sept-Îles, a 60-metre pier extension at a cost of \$20 million will be completed next year and a train station will be constructed 300 metres from the wharf.

*- Kathlyn Horibe contributed to this story*



Symposium emcee Pierre Villa and Priscilla Nemey, president of Cruise the Saint Lawrence and director of tourism and communications for Promotion Saguenay

The 2010 Canada New England Cruise Symposium will be held in Saint John next June 8 to 10. Further information is available at [bayoffundy2010.com](http://bayoffundy2010.com).



Welcome reception at historic Pulperie de Chicoutimi