MONTRÉAL, YOUR MUST-CRUISE DESTINATION

AAPA CRUISE SEMINAR – SAN DIEGO - FEBRUARY 15, 2017
OUR AFFILIATIONS

INTERNATIONAL

- Gold Member of the CRUISE LINES INTERNATIONAL ASSOCIATION (CLIA)

- Member of the GREAT LAKES CRUISING COALITION (21 RIVER PORTS IN CANADA / USA)
OUR AFFILIATIONS

CRUISE CANADA NEW ENGLAND

5 PARTNERS

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CRUISE CANADA NEW ENGLAND

5 PARTNERS
2016 SEASON

❖ 25 cruise companies

❖ 28 cruise ships

❖ 330 calls

❖ 70 turnaround operations

❖ 252 000 passengers and 98 000 crew members

PASSENGER VOLUME FROM 2008 TO 2016: OVER 2.5 MILLION OF VISITORS

+32%
MONTRÉAL

- SECOND BUSIEST INTERNATIONAL CRUISE PORT ALONG THE SAINT LAWRENCE RIVER
- MAIN TURNAROUND PORT FOR INTERNATIONAL AND RIVER CRUISES ALONG THE SAINT LAWRENCE RIVER

WE ARE THE PERFECT DESTINATION FOR ALL CRUISES!
OUR RESULTS

EVOLUTION 2009 – 2016
(Passengers and Crew Members)

<table>
<thead>
<tr>
<th>Year</th>
<th>Nbre passengers &amp; crew members</th>
<th>Crew members</th>
<th>Domestic cruise passengers</th>
<th>International cruise passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>47,534</td>
<td>8,764</td>
<td>6,532</td>
<td>32,238</td>
</tr>
<tr>
<td>2010</td>
<td>48,459</td>
<td>8,317</td>
<td>6,923</td>
<td>33,219</td>
</tr>
<tr>
<td>2011</td>
<td>47,514</td>
<td>9,483</td>
<td>6,930</td>
<td>31,101</td>
</tr>
<tr>
<td>2012</td>
<td>69,992</td>
<td>15,240</td>
<td>6,234</td>
<td>48,518</td>
</tr>
<tr>
<td>2013</td>
<td>69,966</td>
<td>14,355</td>
<td>6,546</td>
<td>49,065</td>
</tr>
<tr>
<td>2014</td>
<td>71,044</td>
<td>14,578</td>
<td>6,373</td>
<td>50,093</td>
</tr>
<tr>
<td>2015</td>
<td>69,966</td>
<td>19,704</td>
<td>7,739</td>
<td>63,546</td>
</tr>
<tr>
<td>2016</td>
<td>71,044</td>
<td>16,638</td>
<td>7,980</td>
<td>61,190</td>
</tr>
<tr>
<td>2017</td>
<td>110,000</td>
<td>19,710</td>
<td>7,900</td>
<td>82,390</td>
</tr>
</tbody>
</table>

TOTAL: 110,000

2017 (prev.): +28%
OUR INFRASTRUCTURE – MAIN TERMINAL

OPERATION
• 2 ships dockside
• Operation at ground level
• Direct connection to a wastewater collection system
• Dockside shore power
• Max. ship’s height: 49 meters

GUESTS
• Luggage consignment
• Long-term parking
• On-site tourist information
• Reduced-mobility friendly
• Public telephones and free WI-FI
• Easy access to buses, taxis and limousines
• Minutes away from banks, currency exchange offices, shops, restaurants, tourist attractions, major hotels

FACILITIES
• Café
• Rooftop promenade
• Interpretation center of port activities
• Amphitheatre at Pier head.
• Observatory tower (2019).
OUR INFRASTRUCTURE – SECONDARY TERMINAL

OPERATION
• 1 ship dockside
• Operations at ground level
• 29,000 square feet freestanding structure
• **Max. ship’s height: 50 meters**

GUESTS
• Long-term parking
• On-site tourist information
• Reduced-mobility friendly
• Public telephones and free WI-FI
• Taxi and limousine services
• Shuttle bus to Old Montreal
OUR ADVANTAGES

EASY TO ACCESS

WALKING

FLYING

• Pierre Elliott Trudeau International Airport: 30+ airlines; 138 destinations around the World; 200 direct flights daily
• 25 minutes drive from Pierre Elliott Trudeau International Airport. Taxi flat rate of 40$

DRIVING

• Extensive highways network leading to the United States, Ottawa and Toronto
• 45 minutes drive from the US border and about 7 hour drive to/from New York City

TRAIN

• 5 minutes drive from Montreal Central Train Station
SO EASY TO

Montreal is **North America's Festival Capital**
*Troy Media*

**Best place** to visit in 2017
*Frommer’s – 2016*

#1 : Top 10 - Underground Walks
*National Geographic*

#7 : World's Best Nightlife Cities
*CNN Travel*

The new **Food Capital of North America**
*Town & Country Magazine – 2016*

#13 : The World's 18 Best Food Cities
*The Thrill list*

One of the **50** cities to visit in a lifetime
*Guide du Routard - 2016*
SO GOOD TO TASTE

5,000 restaurants, from five-star to cozy eateries, food trucks and open-markets
SO FUN

More than 100 festivals throughout the year
SO CULTURAL & REBELLIOUS
SO FAMILY
SO .... MONTREAL
NOW, HAVE I TOLD WHY YOU NEED TO VISIT MONTRÉAL THIS YEAR?
Canada’s 150th Anniversary
Montréal World's Fair 50th Anniversary
Montréal 375th Anniversary
So basically, we are having a year-round bash.
INTERACTIVE ILLUMINATION OF THE JACQUES CARTIER BRIDGE – 2017 AND BEYOND

- Lighting up May 17
- 2,800 lights will change color according to the season

CITÉ-MÉMOIRE – MONTRÉAL EN HISTOIRE – 2017 AND BEYOND

- 20 video-projections, offering encounters with characters who contributed to the history of Montréal

MONTRÉAL AVUDO - MAY TO SEPTEMBER

- Multimedia show in Old Port
- Tribute to the river
- 100 presentations - free

MONT-ROYAL LIGHT MAGIC - MAY TO OCT.
MONTRÉAL STREET ART - JULY

- The largest street theater event in North America
- 60 troupes coming from 6 countries
- Some 800 presentations

CIRQUE DU SOLEIL WORLD PREMIER
MAY TO JULY

TRIBUTE TO LEONARD COHEN - SEPTEMBER

GIANT PUPPETS OPERATED BY CRANES
MAY
And there are much more to see, feel and live, all over the city.

To get a taste, join us for the Cruise Canada New England Symposium which will take place on June 13 – 15.

It’s a rendez-vous!
MONTRÉAL CRUISE COMMITTEE

Created in 2011. Supported by Tourisme Québec.

7 MEMBERS

• Montréal Port Authority

• Tourisme Montréal

• Aéroports de Montréal

• Old Port of Montréal Corporation

• Old Montréal Business Development Corporation

• Hotel Association of Greater Montréal

• City of Montréal

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MERCI ET À BIENTÔT!

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