MANAGING CRUISE PASSENGER VOLUMES: ENGAGING YOUR COMMUNITIES

Nancy Houley | Québec Port Authority
ABOUT OUR PORT CITY

- 531 902 inhabitants
- 4,3M tourists per year
- Main tourist district: 15 000 inhabitants Unesco world heritage site
- Multiple awards winning city — Best city in Canada travel and leisure
- Condé Nast Traveler (USA) — Readers' Choice Awards 2018
- Travel + Leisure — World's Best Awards 2018
- 3rd year in a row in the top 3 destinations in Canada
- **High season: fall**
- **Busiest time of year — July to October**
PORT OF QUÉBEC OVERVIEW

- Water depth 15 M
- Large vessels Capacity
- Land reserve Beauport 2020
- Access to a strategic market
- Rail and road connections
- Yearly cargo value $20 billions
- Complete marine services
- Canada’s top 5 ports
- Access to two class 1 railroads
- 27 M tons per year
- 1,000+ ships per year
- 230,000 cruise visitors per year
WHEN BLUE TURNS GREEN

NAMEPA’S 2016 Marine Environment Protection Award or Ports

GREEN MARINE 2015 Excellence and Leadership
PORT OF QUÉBEC’S LEADERSHIP IN COMMUNITY RELATIONS

- Direction of community relations
- Up to date mapping of local stakeholders
- Part of two citizens committee
- Sustainabilty report and plans
- Proud member of Green Marine
- Member of the City Port International association
ABOUT CRUISES AT THE PORT OF QUÉBEC

- 230,000 cruise visitors per year
- Open year round
- 6 month cruise season
- 15m deep water port
- No air draft limitations
- Port of Call and Destination port
- Highlight of the Cruise Canada New England Destination
- 8 berth options
- Private structure governed by a board of director.
- 30M$ new cruise terminal project
Multiple award winning port

Best Canadian port

Best Cruise Destination – Canada-USA

3rd place – Best Cruise Destination in the World
CRUISE VISITORS NUMBERS

230 940

— CRUISE SEASON: May 4th to November 3rd 2018
— BUSIEST TIME FRAME: October 4th to October (56 000 visitors)
— 49 MULTIPLE SHIP DAYS
— MAXIMUM 8 SHIPS SIMULTANEOUSLY
2019 - A RECORD INVESTMENT YEAR FOR CRUISE AT THE PORT OF QUÉBEC
Québec city summer festival
80,000 people per night (10 days)
70 000 people in the Québec walled city area
QUÉBEC PORT CITY, precursor and leader of managing the growth of the destination
"A less savory memory is the Old city pedestrian areas being flooded with cruise-ship crowds- another thing you might find more of than I did given the boom in cruising over the past 12 years. If I were, you, I’d plan your visit around ship arrivals. Check the Port schedule online and, if you’re going to be there on a day where ship is on port, consider spending it either driving into the country side or doing some research at the Québec Family Society".

Travel expert, Wendy Perrin, Condé Nast Traveler, May 6, 2013
2014 – FIRST QUÉBEC CRUISE FORUM

3 MAIN OBJECTIVES:
- Educate the stakeholders and partners
- Mobilise the economic partners
- Stimulate investments

KEY CHALLENGES LIVED BY THE DESTINATION:
- Mobility (taxi capacity, buses, circulation)
- Growth and number of turn
- Vision for the Future of cruise business sector

CONCLUSIONS:
- Integrated port and city control center for high traffic days
- Shared growth vision by prolonging the season, 400 000 pax by 2025
- Creation of 2 permanent comitee: Strategic commiteee and International commitee.
- Logistical plannings with hotels and tourist attractions months ahead the cruise season
KEY MOBILISED PARTNERS

- City administration
- Police
- Emergency services
- Event coordination units
- Hotels associations
- Traffic management units
- Key tourist attractions
- Districts merchants associations.
- Provincial and federal tourism ministers and teams
- Québec city airport, trains and buses
- Taxis associations
The impact of tourism on a destination, or parts thereof, that excessively influences *perceived* quality of life of citizens and/or quality of visitors experiences along in a negative way.
Social Acceptance Meter

2010-2014

2015
"It is a total nonsense. Since 2 years, we hear clients complaint which wasn’t the case before. Too many people, too costly, too many mass tourists, we walked transported by hoards of people... we even hear we will never come back".

*Romuald Georgeon, owner of Château Fleur de Lys au Soleil.*

Subject led to a two week media circus with article being let with thoses negative themes:

- Air quality
- Waste management
- Whales impact
- Environment in general
What changed the meter?

WE HAD A GREAT ADVANTAGES

- ECA zone (Emission control area)
- Logistical and operational chain improvements
- Unified partners
- Environmentally savvy port management
- Active community relation direction
- Community relation committee well informed
- A pro-active communications team that allow for the perception not to crystallized
The Port of Québec’s vision

SOCIAL LICENSE TO OPERATE

POPULATION EXPERIENCE
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PASSENGER’S EXPERIENCE
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INTERCONNECTED, PERCEPTION AS AN INDICATOR
Understanding resident’s attitude towards tourism and engaging communities is key.

In general, would you say that Québec region welcomes...?

- ... too many tourists
- ... a sufficient amount of tourists
- ... not enough tourists
Here are the results:

During the cruise season (September and October), a majority of citizens (57%) estimates that Quebec region welcomes a sufficient amount of tourists. However, 27% estimates that we do not welcome enough tourists and 10% think we welcome too much tourists.

For comparison:
During the summer season (June to August), 72% estimate that Quebec region welcomes a sufficient amount of tourists. However, 18% estimate that we do not welcome enough tourists and 8% think we welcome too much tourists.

This survey was made from January 3\textsuperscript{rd} to 9\textsuperscript{th} 2019 by asking 1 000 citizens in the Québec region.
"Overtourism is an effect of success" says Albert Arias Sans, Head of the Barcelona City Council’s Strategic Plan for Tourism. But this success is always somehow planned and facilitated by other things that are not related to tourism.
CONCLUSIONS AND ACTIONS

PORTS CAN TAKE THE LEAD

- Cruise is manageable:
  - We can work on reducing seasonality
  - Promote dispersal of visitors – Cruise month by month based (peak) dispersal in the city
  - Promotion of new itineraries
  - Ensure local employment
  - Create city experiences to benefit both residents and visitors
  - Communicate and engage with local stakeholders
  - Monitoring and date to sustain decision making process.

- Social license to operate is highly sensitive
PORT OF QUÉBEC BEST PRACTICES FOR PEAK DAYS MANAGEMENT

CRUISE IS MANAGEABLE:

- Work with cruise lines to reduce seasonality
- Promote dispersal of visitors – Cruise month during the time based (peak) involving visitor’s dispersal in the city
- Promotion of new itineraries
- Ensure local employment
- Create city experiences to benefit both to residents and visitors
- Communicate and engage with local stakeholders
- Monitoring and date to sustain to decision making process.
"Tourism will only be sustainable if developed and managed considering both visitors and local communities. This can be achieved through community engagement, congestion management, reduction of seasonality, careful planning that respects the limits of capacity and the specificities of each destination and product diversification".

Zurab Pololikashvili, Secretary General, World Tourism Organisation
BEST PRACTICES FOR THE COMMUNITY

BE VOCAL
- The industry, the port and local tourism have to speak with a unified voice

BE PREPARED
- Make sure to have the narrative to address the criticism

COMMUNICATE THE FACTS
- Don’t let internet and friends of the heart define you

INVEST IN YOUR COMMUNITY RELATIONS
- Your stakeholders are key to solving your operational problems