

Cruise Saint John Stakeholder Engagement Project June 16, 2010

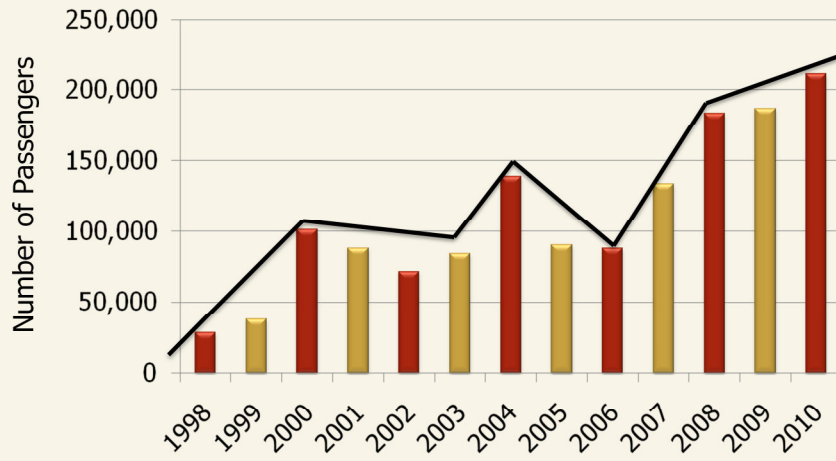
Betty MacMillan
Manager Business Development
Saint John Port Authority



- September 10, 1989 the Cunard Princess entered our harbour in order to avoid Hurricane Gabrielle which was heading to Bermuda.



Saint John – Cruise History



Charter Members of Cruise Saint John

- Uptown Saint John
- City of Saint John
- Saint John Port Authority



Literally ...



Meet and Greet



Music on arrival



Piper on departure



KEYS :

- Meet & Greet Committee
- Cruise Friendly Community
- Communication – telling the story over and over again
- Celebrating Milestones



Cruise Saint John Meet and Greet Committee



- The Cruise Meet and Greet group was established in 1989 by several cruise stakeholders wanting to create a memorable welcome to cruise passengers as they docked in Saint John.
- Currently 75 volunteer group base
- Volunteers are located both on the cruise terminals and in the center of Uptown Saint John



- Pass out tourism information and answer related questions
- Passes roses to female passengers, pins to male passengers, and Canadian flags to the children
- Provide entertainment on arrival and bag piper on departure
- Pass out postcards at the end of the day – directing them to on-line survey



- Board of Trade Presidents' Trophy
- Certificate of Commendation from the ACPA
- Marmie Campbell Volunteers of the Year award 2007 – Saint John Tourism Launch



Meet and Greet Committee

ESSENTIAL

to our success!

First Impression

Last Impression





CRUISE SAINT JOHN ..
Stakeholder group



Who benefits from Cruise?



- Saint John Port Authority
- Agents
- Harbour Pilots
- Port Labour
- Tugs
- Local Businesses
- Surrounding Municipalities
- Museums
- Restaurants
- Retailers
- Taxis and City Transit
- Motor Coach Companies
- Tour Operators
- Suppliers to Tour Operators
- Venues
- Car Rental Agencies



Big Pink Bus



About 60% of the passengers take shore excursions :

They go to :

Hopewell Rocks

St. Martins

St. Andrews

Kayaking

Jet Boat Ride

Whale Watching



To ensure a positive experience for cruise guests and crew within the community, through participation and effective communication of stakeholders, in order to position **Saint John as a world-class cruise destination.**



The purpose for Cruise Saint John is two fold:

1. To support the on dock activities of the Meet and Greet Committee.
2. To educate and inform stakeholders involved in the Cruise Industry.

Cruise Saint John is open to those businesses and organizations that are directly impacted by cruise or have expressed an interest in the vision of Cruise Saint John.



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Advertising on
 website

www.cruisesaintjohn.com





*Market Your Business to Passengers and Crew
in Saint John!*



*Cruise Saint John
Advertising
Program
2010*

Digital Signage

On-line Advertising

Printed Brochures

Choose from three advertising opportunities targeting cruise passengers and crew visiting Saint John during the 2010 Cruise Season and create a program best suited for your businesses advertising requirements and budget.

Digital Signage



Cruise Terminal Monitor Advertising

Looking to attract cruise passengers and crew to your business during the 2010 Cruise Season? A network of four digital monitors are strategically located within the welcoming area of the Great Hall in the Marco Polo Cruise Terminal. These monitors are an excellent way for you to promote your offering to over 240,000 passengers and crew! A great way for you to leave your impression as visitors depart to explore Uptown Saint John at their leisure.

Ad Specifications

- Ads will be displayed simultaneously on four monitors
- Ads will be displayed on cruise ship days (May - October 2010)
- Ads must be still images
- Maximum number of full screen ads available - 24
- Length of Ad - 15 seconds
- Cycle of Ads - 1 time per 6 minutes
- Artwork Format - JPEG 72 DPI
- All artwork material is subject to the approval of the Saint John Port Authority



Ad size	Full Screen	Half Screen	Quarter Screen
Artwork Requirements	18.85"(W) x 10.67"(H) - JPEG	9.43"(W) x10.67"(H) - JPEG	9.43"(W) x 5.33"(H) - JPEG
Actual Ad Size	55"(W) x 30"(H)	27.5"(W) x30"(H)	27.5"(W) x 15"(H)
Rate	\$2,500.00	\$1,250.00	\$625.00

Cruise Friendly Community !



Saint John is VERY Cruise Friendly



Saint John is VERY Cruise Friendly



Saint Johners are MUCH prouder of their City



Proud of our Marco Polo Cruise Terminal



CELEBRATING MILESTONES !



500,000th passenger





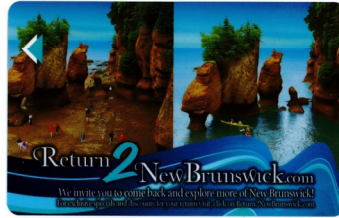
Community participates - gifts to help commemorate the occasion



COMMUNICATION !



Return 2 New
Brunswick Program



Economic
Impact



RECORD BREAKING YEAR
With over
200,000 Passengers



- 78 vessel calls
- over 200,000 passengers
- over 88,000 crew



Saint John – Historic Cruise Season Comparison

Cruise Line	2006	2007	2008	2009	2010
Carnival	17	23	23	26	26
Royal Caribbean	4	9	12	12	15
Princess	8	9	16	13	13
Norwegian Cruise Line	0	2	16	10	7
Celebrity Cruises	1	0	1	2	5
Crystal Cruise Line	1	3	3	3	4
Holland America Line	0	3	3	3	2
Cunard	2	0	2	3	1
Misc.	1	4	4	3	4
Total Calls	34	53	80	75	77



When Are they Calling?

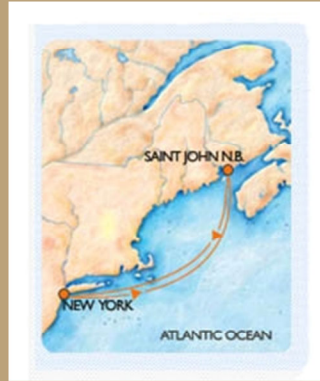
Month	Number of Calls
May	1
June	7
July	9
August	13
September	23
October	24



- First Ship of the Season= Hapag Lloyd's Hanseatic (May 28)
- Last Ship of the Season= Queen Mary 2 (October 29)
- 7 = Number of days with 2 ships
- 2 = Number of days with 3 ships
- 3 = Inaugural calls: Carnival Glory, Celebrity Summit, Arcadia (P&O Cruises)
- 8 = Number of 4 day cruises to the Bay of Fundy



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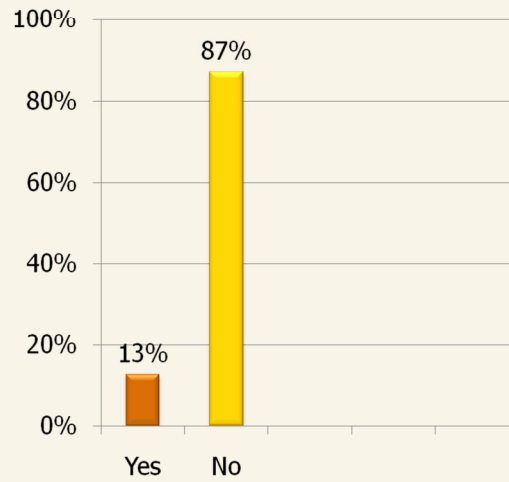
2009 Post
 Cruise Survey
 Results

www.cruisesaintjohn.com

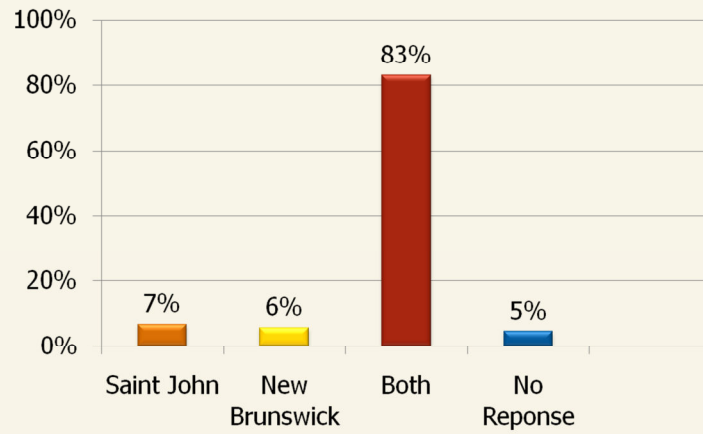
The screenshot shows the homepage of the Cruise Saint John website. At the top, there is a navigation bar with 'Site Search' and 'Gal' tabs. The main header features the 'Cruise Saint John' logo and a large image of a harbor. Below the header, there is a 'Welcome' section with the text 'Anchor in the Bay of Fundy' and a 'Win Lobster' promotion. The main content area includes a 'Cruise Schedule' link and a 'Cruise' button.



Question: Is this your first cruise?



Question: Would you visit Saint John or New Brunswick again?



Question: On a scale of 1 (poor) to 5 (excellent) please rate your visit to Saint John?

