

# Cruise Industry in Canada New England APA Cruise Workshop April 2013





# CRUISE CANADA NEW ENGLAND



# Homeports in the Region

- New York (Manhattan & Brooklyn)
- Bayonne, N J
- Boston
- Baltimore
- Halifax
- Montreal
- Quebec City



# Cruise Lines Calling the Region

- AIDA
- Carnival Cruise Line
- Crystal Cruises
- Cunard Line
- Holland America Line
- Norwegian Cruise Line
- Oceania Cruises
- P&O Cruises
- Princess Cruises
- Regent
- Royal Caribbean Cruise Line
- Silversea
- Transocean Tours

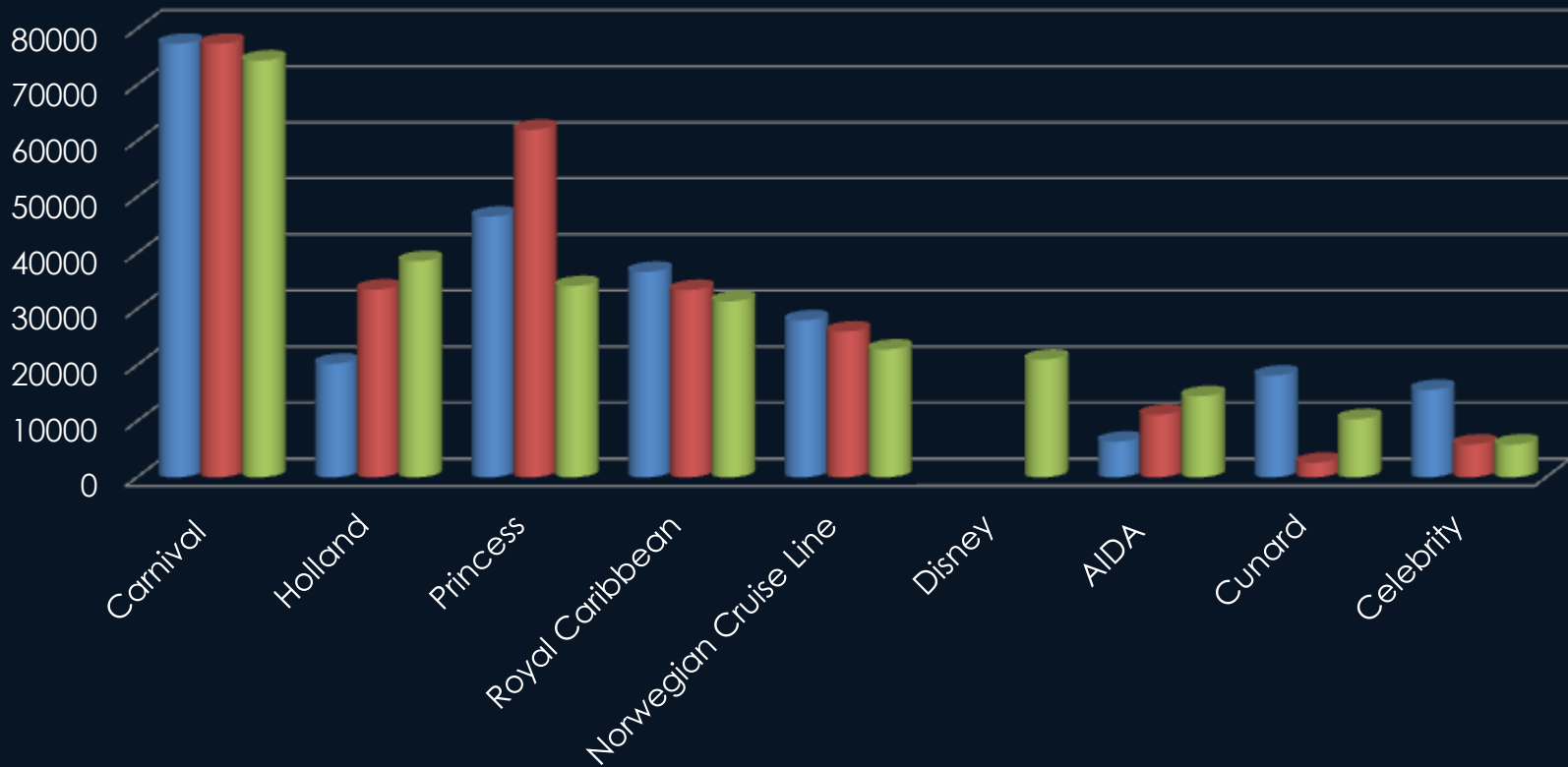


# Canada New England



Source: Cruise Industry News

# Three Year Trend

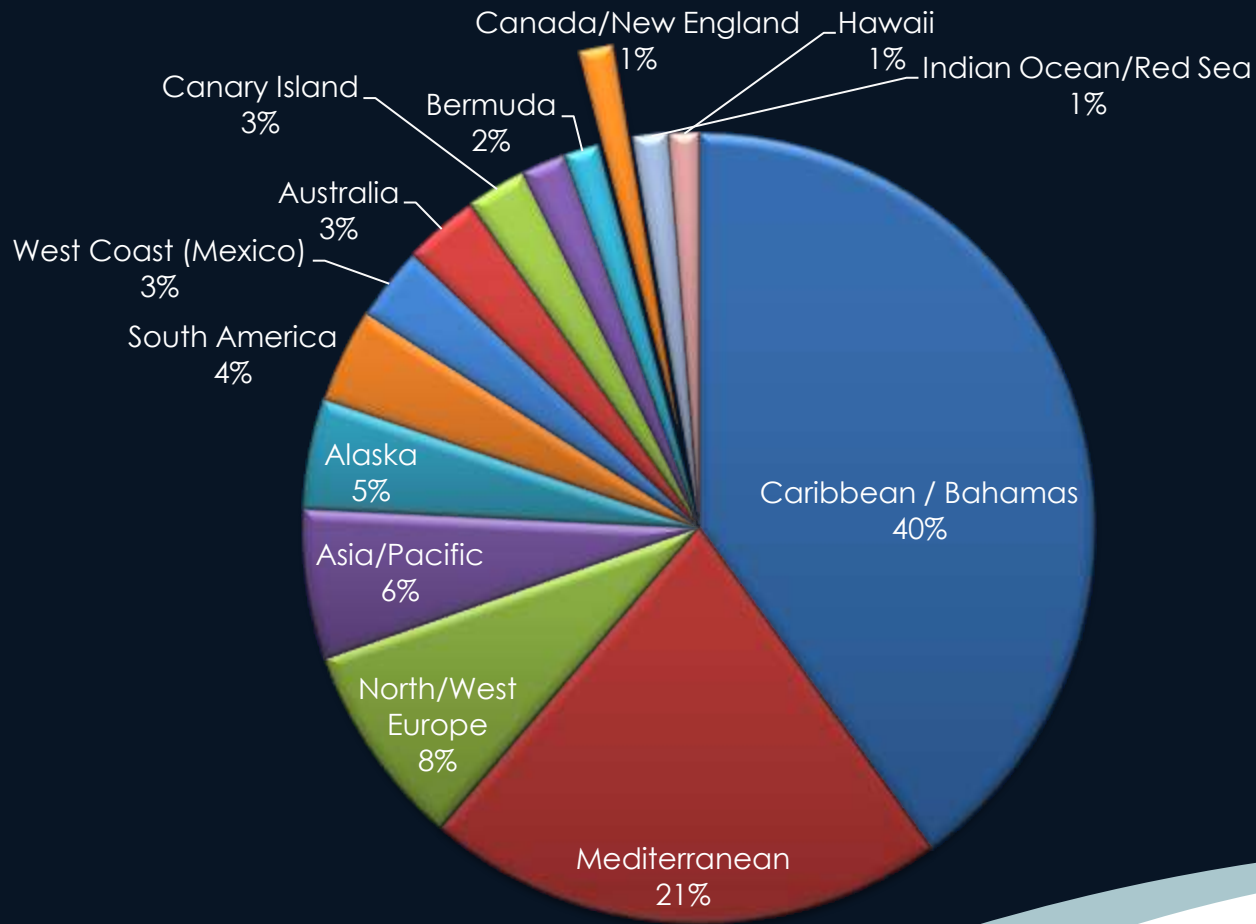


Lines Over 5,000 Passengers

Source: Cruise Industry News

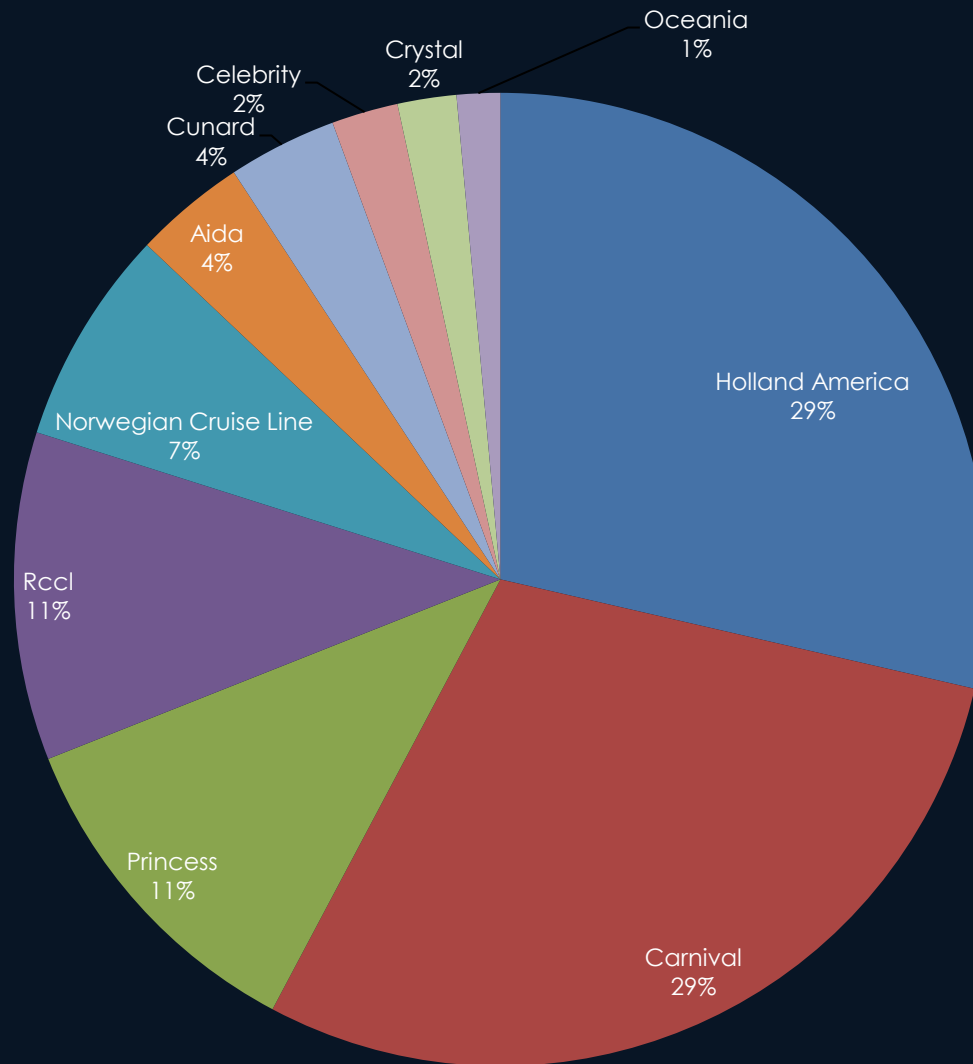
■ 2010 ■ 2011 ■ 2012

# Trends



Source: Cruise Industry News

# CNE 2013 Forecast by Line





# Trends

Region has high satisfaction level

- Holland America reports that Quebec City is the highest performing port in the world.
- Yahoo! Travel mentioned Saint John in their top 7 “Best Ports of Call ” in 2013



# Trends – Ports are very Welcoming





# Trends - Port Investments

## Manhattan / Brooklyn Terminals



# Trends – Port Investments



# Trends – Port Investments



Ocean Gateway - Portland, Maine



# Trends - Port Investments

Halifax, NS



# Trends – Port Investments

Joan Harris Pavillion - Sydney, Nova Scotia





# Trends - Port Investment

## Gaspésie, Quebec

Brand new intermodal facility, cruise terminal and train station.



Carrefour Intermodal de Gaspé

Vachon  
ARCHITECTES  
ROY

ESCALE GASPÉSIE

Ville de Gaspé

DESSAU  
PROJECTION

# Trends - Port Investment





# Trends – Port Investments

2002 Port Saint John





# Trends – Port Investments

2012 Port Saint John after 40+ Million Investment



# Trends – Port Investments

## Shore Power

Halifax & New York – confirmed  
Saint John – finalizing details



# Challenges

Still need more work on destination awareness. All too frequent lack of understanding of what the region has to offer ..



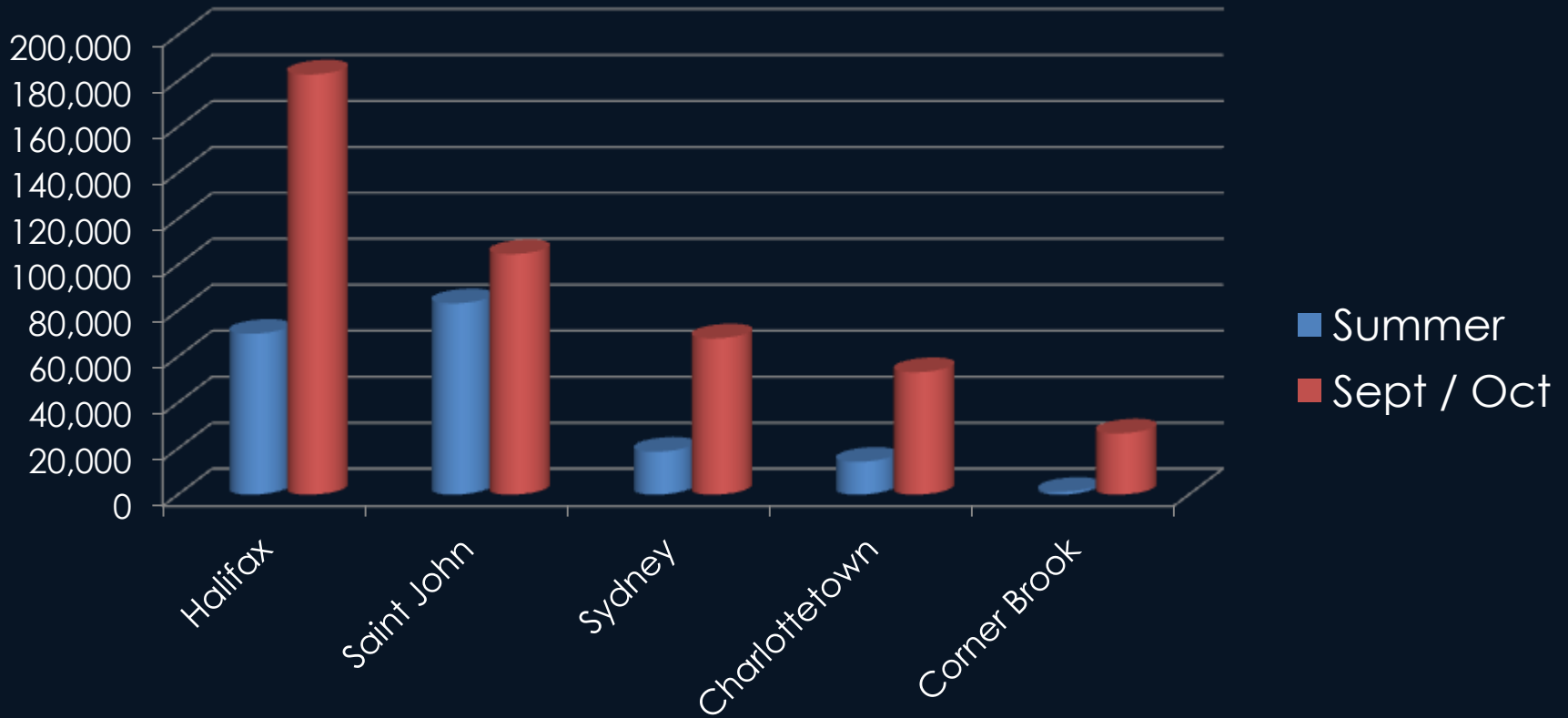


# Challenges - Concentration of Cruises in the Fall



# Challenges

## Concentration of Cruises in the Fall



2012 Atlantic Canada



# Challenges

## Understanding of Region



**We have beaches too !**



# Challenges

## Destination Awareness

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St. Lawrence Cruise Association  
Atlantic Canada Cruise Association  
Massport

and many others are working on projects with cruise lines and to consumers directly.

Ports are working individually as well..

Example:

# Destination Awareness & Demand

DISCOVER · DÉCOUVREZ  
**SAINT JOHN**



**WIN A 4 DAY CRUISE FOR TWO**  
On Board Carnival Glory



*Enter Here*



# Challenges - ECA

## NORTH AMERICAN ECA





Thank-you for your time!

