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.
Charter Members of Cruise Saint John

- Uptown Saint John
- City of Saint John
- Saint John Port Authority
Rolled Out the Red Carpet

Literally ...
Rolled Out the Red Carpet

Meet and Greet
Music on arrival
Rolled Out the Red Carpet

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
Cruise Saint John Meet and Greet Volunteers

- 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
Meet & Greet Volunteers...
Professional, Dedicated, and Award Winning

- 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?
Cruise Stakeholders in Saint John

- 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
Vision Statement for Cruise Saint John

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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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.
Advertising on website

www.cruisesaintjohn.com
Market Your Business to Passengers and Crew in Saint John!

Cruise Saint John Advertising Program 2010

Digital Signage
Online 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 business's 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 offerings 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

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Full Screen</th>
<th>Half Screen</th>
<th>Quarter Screen</th>
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<tbody>
<tr>
<td>Artwork</td>
<td>18.85&quot;(W) x 10.67&quot;(H) - JPEG</td>
<td>9.43&quot;(W) x 10.67&quot;(H) - JPEG</td>
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<td>Rate</td>
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<td>$1,250.00</td>
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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
2010 Cruise Season

- 78 vessel calls
- over 200,000 passengers
- over 88,000 crew
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<th>Cruise Line</th>
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<th>2008</th>
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<td>Princess</td>
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Interesting to Note

- 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
8 = Number of 4 day cruises to the Bay of Fundy
2009 Post Cruise Survey Results

www.cruisesaintjohn.com
Question: Is this your first cruise?

- Yes: 13%
- No: 87%
Question: Would you visit Saint John or New Brunswick again?

- Saint John: 7%
- New Brunswick: 6%
- Both: 83%
- No Response: 5%
Question: On a scale of 1 (poor) to 5 (excellent) please rate your visit to Saint John?

- 1: 2%
- 2: 5%
- 3: 7%
- 4: 23%
- 5: 68%