

*For immediate publication*

## **Cruise Shipping Miami 2013: Destination Saint Lawrence garners global recognition**

RIMOUSKI, 20 March 2013 - A 25-member delegation from Québec recently took part in the international cruise industry's leading trade show: Cruise Shipping Miami.

The 29<sup>th</sup> edition of this industry event grouped together over 900 exhibitors from 123 different countries, with all currently recognized international cruise destinations in attendance.

Destination Québec seized the occasion to organize a series of business meetings which enabled representatives to fine-tune details for the upcoming 2013 season, confirm bookings for 2014, and advance ship deployment planning for 2015. During the event, meetings were conducted with representatives from a total of 20 different cruise companies.

Priscilla Nemey, President of Cruise the Saint Lawrence, had the following to say about the event and event proceedings: "This grand annual gathering once again proved ripe with opportunity for our destination. The event allowed us to consolidate relations with cruise industry executives and to position ourselves as an international cruise destination of choice throughout the entirety of the Saint Lawrence cruise shipping season."

To round out the week-long proceedings, prestigious trade magazine *Cruise Insight* organized the annual **Cruise Insight Awards** which recognize exceptional performance by ports and destinations worldwide. Both **Saguenay Port of Call** and the **Port of Montréal** received awards for the quality of services offered in 2012.

Saguenay Port of Call merited the 'Best Port Welcome' award, accompanied by the following mention: "assuredly the best in the world, hands down!" Readers will appreciate that cruise ships stopping in at Saguenay are greeted by over 50 costumed performers from the stage extravaganza La Fabuleuse who greet passengers with a mix of song and dance. The official greeting ceremony, coordinated by a specially trained team of individuals, also includes artisans from across the region and the taste-testing of regional specialties.

The Port of Montréal received an award for 'Most Efficient Port Services'. This distinction rewards efficient, seamless port and customs services, as well as excellence of relations entertained with cruise lines.

Cruise the Saint Lawrence groups together partners committed to the promotion and development of the nine ports of call located along the shores of the Saint Lawrence River. The association receives financial support from Economic Development Canada, Tourism Québec and industry partners. The mission of the organization is to position Destination Saint Lawrence with cruise companies by defining and coordinating development efforts and partner/port of call attributes, the ultimate aim being to build a genuine 'Cruise the Saint Lawrence' brand.

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