

Cruise Sector

Sound results, industry reward and innovative advertising for Port of Montréal cruise sector in 2009

Montréal, 25 November 2009 – The Port of Montréal cruise sector posted sound results in 2009 despite the challenging economic juncture: the number of passengers decreased by only 2.2% for a total of 38 764. Whereas the number of passengers on the Montréal–Îles-de-la-Madeleine route increased by 3% (6532 in 2009 versus 6324 in 2008), the number of international cruise ship passengers softened by 3% (32 232 in 2009 versus 33 312 in 2008).

Montréal's Marine Terminal, a destination terminal for eight out of ten cruises, welcomed 26 international cruise ships, which is to say one more than in 2008. Three ships docked at the terminal on Alexandra Quay for the first time: Balmoral, operated by Fred Olsen Cruise Lines; Clelia II, owned and operated by Helios Shipping Ltd; and, Princess Danae of World Cruises Agency.

The New England route led the way and accounted for a full 75% of cruise passengers, followed by the Montréal–Îles-de-la-Madeleine route (17%), the transatlantic route (7%) and the Great Lakes route (1%).

"We are extremely satisfied with results achieved this year given the challenges associated with prevailing economic conditions worldwide and anticipate a return to 2008 levels for next year," stated Tony Boemi, Vice President, Growth and Development.

Recognized in industry circles for service quality, the Port of Montréal received an award for *Best Turnaround Port Operations 2008*, a distinction bestowed upon the Authority in March 2009 by *Dream World Cruise Destinations Magazine*. This prestigious honour rewards ports which distinguish themselves through a combination of infrastructure excellence and the quality of the services offered passengers and cruise ships.

The year 2009 also provided an opportunity to stand out as a result of the launch of innovative advertising aimed specifically at cruise lines and organizers. The four-point thrust of the initiative centred on the quality of the services offered ships and passengers, timely disembarkation procedures, proximity of key city attractions and ease of connections through one or other of Pierre Elliott Trudeau International Airport or Central Station. Set against a visual backdrop designed to portray the warm, laid back welcome of a city steeped in history, the campaign slogan read as follows: WELCOME OFFBOARD!!

About Montréal Port Authority

Montreal Port Authority (MPA) operates the world's largest inland port. A leader among container ports, the facility handles over 26 million tonnes of cargo annually. In 2008, more than 1 473 000 TEUs (twenty-foot equivalent units) transited through the Port of Montréal. The port operates its own rail network, providing direct access to berths, and is linked to two major railways as well as the city's highway system. The Port of Montréal also operates a grain terminal and marine passenger terminal, with all other terminals being operated by private stevedoring firms. Port of Montreal activities provide employment for 18 200 individuals and generate \$1.5 billion in economic spin-offs every year.

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Novel advertising campaign for cruise sector

WELCOME OFFBOARD



SAVE THE BEST DESTINATION FOR LAST. Montreal, a world-class cruise city, is a favourite destination of cruise lines. The non-tidal harbour is located right at the heart of Old Montreal. The two-sided 1383-foot Alexandra Pier offers full ship services dockside or by barge and, with only 15 minutes from ship to shore, customs cleared, passengers lose no time getting to shopping areas, landmark hotels and historical and modern neighbourhoods, all within easy walking distance. They can also choose from a wide variety of tour options available dockside. Other features include a terminal accessible to persons with reduced mobility and major health facilities/closets.

Conveniently connected for the traveling passenger, the Port is located only 20 minutes from Pierre Elliott Trudeau International Airport and 3 minutes from Montreal Central Train Station. So let us take care of everything, enjoy the surroundings and *Bienvenue à Montréal!*

WELCOME OFFBOARD

Port of Montreal
Port de Montréal

Winner, 2008 Best Turnaround Port Operations Award
from Dream World Cruise Destinations Magazine

Cruise sector honoured

Port of Montréal awarded *Best Turnaround Port Operations 2008* honour by *Dream World Cruise Destinations Magazine*.



(From left to right) Jean-Luc Bédard, Vice President, Operations and Captain, Port of Montréal; Steven Masters, Operations Coordinator; and, Tony Boemi, Vice President, Growth and Development.