
PRESS RELEASE

Media advisory

For immediate release

The Port of Quebec is awarded the
“Best Destination Experience Independent” for the 4th time

Quebec City, March 18, 2010 – The Port of Quebec was awarded this prize, given by Dream World Cruise Destination magazine for the 4th time since 2004 during the largest cruise industry annual world convention, currently being held in Miami.

This prize is awarded to ports for which passengers have shown significant appreciation. The fact that Quebec City stands out among the destinations where travelers can discover the city’s charms on their own is considerable. “The location of the Pointe-à-Carcy cruise terminal, the quality of harbour services, the greeting and close proximity of tourist attractions such as the Petit-Champlain district explain this mark of appreciation” mentions Mr. Ross Gaudreault, President and CEO of the Quebec Port Authority.

The Seatrade annual convention that is presently going on in Miami constitutes the largest cruise industry gathering in the world. During this convention, different prizes are awarded to certain stakeholders of the cruise industry. The prize awarded for the 4th time to the Port of Quebec was also awarded to the ports of Barcelona, Venice and Copenhagen. “This prize is given to ports that stand out. Cruise lines pay special attention to them, since they measure their customers’ satisfaction on certain destinations” adds Mr. Ross Gaudreault.

It should be reminded that, since 2000, the Port of Quebec has more than doubled the cruise traffic in Quebec City. “Competition in the cruise industry is fierce. The degree of satisfaction of cruise passengers with Quebec City as a tourist destination

remains one of the most strategic assets we have to continue to market our city to cruise lines, as well as for its international prestige in general”, concludes the President and CEO.

It should be reminded that the Québec Port Authority is an independent federal agency constituted in accordance with the Canada Marine Act. According to a study conducted in 2007 by SECOR Group, maritime and harbour activities of Québec City generate close to \$800 M in terms of economic impact on the Canadian scale, revenues of close to \$160 M in taxes for the different government levels, as well as an essential contribution to the maintenance of nearly 9,800 jobs.

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