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Minister of Tourism awards \$492,000 to the Cruise the Saint Lawrence Association

Rimouski, August 12, 2010 – The Minister of Tourism, Nicole Ménard, has announced funding of \$492,000 over three years for the Cruise the Saint Lawrence Association (CSLA) to support its marketing activities with cruise lines.

"Developing and promoting the St. Lawrence River as a major international cruise destination has been identified as a priority by our government. I am therefore pleased to support the Cruise the Saint Lawrence Association in its work to make Québec a leading destination for cruises worldwide," said Minister Ménard.

This contribution will enable the CSLA to continue its efforts to interest cruise lines in choosing the St. Lawrence as a destination, increasing the number of ports of call along the river and extending the season by offering more spring and summer cruises.

"The tourism industry is a powerful stimulus for economic development in all our regions and Québec has wonderful assets to place it among the most attractive destinations in the world, particularly with regard to the international cruise industry," said Ms. Ménard.

In 2008, the Québec government unveiled the *Strategy for the Sustainable Development and Promotion of International Cruises on the St. Lawrence*. One of its objectives is to increase tourism spending and the number of cruise ship passengers visiting Québec's nine ports of call.

According to Priscilla Nemey, President of the CSLA, "This contribution will enable nine identified ports of call along the St. Lawrence to develop their image and improve their presence in an increasingly competitive market. The St. Lawrence must enhance its competitive advantages with regard to other summer destinations such as the Mediterranean, the Baltic or Alaska. Meetings with major international cruise line decision-makers are essential for increasing our market share and the funding granted by the Minister of Tourism will enable us to do this on a regular basis.

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Source:

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