



MONTREAL

A WORD-CLASS CRUISE DESTINATION

PRESS RELEASE
For immediate release

Positive Cruise Season Results for Montréal

Montréal, October 21, 2016 – Montréal's cruise season will come to a close tomorrow with the departure of Oceania Cruises' *Regatta*. According to the information collected to date, the city welcomed 90,000 passengers and crew members this year, representing some \$23 million in tourist spending at local businesses, attractions and hotels.

Cruise season officially began on May 7. Sixteen international vessels brought passengers in a total of 38 stops at the temporary cruise terminal located in Eastern Montréal and at the McKay pier in Old Montréal. Four deluxe cruise ships made their first-ever visit to the city, including the *Azamara Quest* from Azamara Club Cruises, the *SS Mariner* from Regent Seven Seas Cruises, the *Europa 2* from German company *Hapag Lloyd* and the *Viking Star* from Viking Cruises.

According to data collected by the Montréal Cruise Committee, clients are primarily American (72%), Australian (8.5%), Canadian (7.5%) and English (4.5%).

"Montréalers can be proud of catering to this high-end customer base, known for consuming luxury products. According to our surveys, tourists have an excellent appreciation for Montréal, with 95% saying they were satisfied with their stay in the city. The 2017 season looks promising, with a 25% increase in traffic being projected, which would bring the total number of cruise passengers to a record 100,000," said Yves Lalumière, President and CEO of Tourisme Montréal.

With 50 stops already scheduled in Montréal, 2017 promises to be a record year. The ships will return to the Old Port, where passengers will be welcomed in the new facilities on the Alexandra pier.

"The 2016 season was a very positive one, and 2017 should be nothing short of spectacular. The rehabilitation work being done on the new maritime terminal is going according to schedule and we will be ready to open its doors on May 6, just in time to welcome the first ship of the season. In addition, to meet the increased number of cruise ships coming to the Port of Montréal in the coming years, we have decided to permanently add piers 34 and 35, as well as our tent, to our reception infrastructure," added Sylvie Vachon, President and Chief Executive Officer of the Montréal Port Authority.

About the Montréal Cruise Committee

Supported by Tourisme Québec, the Montréal Cruise Committee works closely with the Montréal Port Authority and Tourisme Montréal, as well as five other local organizations: Aéroports de Montréal, the Old Port of Montréal Corporation, the Old Montréal Business Development Corporation, and the Hotel

Association of Greater Montréal. For more information about cruises in Montréal, go to croisieresmontreal.com.

About the Port of Montréal

Operated by the Montréal Port Authority (MPA), the Port of Montréal is a major diversified transshipment centre that handles all types of goods – containerized and non-containerized cargo, liquid bulk and dry bulk. It is a leading container port served by the largest container shipping lines in the world. In 2015, the Port of Montréal handled 32 million tonnes of cargo and welcomed 91,000 passengers and crew members at its cruise terminal. The MPA has its own railway network directly dockside that is connected to two national rail networks and a highway system. Port activity supports 16,000 jobs and generates \$2.1 billion in economic spin-offs annually. For more information, visit www.port-montreal.com.

About Tourisme Montréal

Tourisme Montréal is responsible for providing leadership in the concerted efforts of hospitality and promotion in order to position the "Montréal" destination on leisure and business travel markets. It is also responsible for developing Montréal's tourism product in accordance with the ever-changing conditions of the market. For more information, visit www.mtl.org.

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