



**PRESS RELEASE**  
For immediate release

2013 Cruise Season

**The Port of Montréal welcomes the first boat of the season**

**Montréal, May 18, 2013** – On May 18, Montréal's 2013 cruise season will kick off with the arrival of the first ship of the year: the Masdaam, operated by [Holland America](#). This ship, with a maximum capacity of 1,266 passengers, will be visiting the Port of Montréal throughout the cruise season, which, for the first time ever, will run from May right through to October.

Thanks to an anticipated 9% increase in the number of cruise-goers this year, Montréal will continue the exceptional progress it began last year, when a [record total of 55,000 passengers](#) and 14,000 crew members arrived at the Port. In 2012, the amount of direct economic spin-off for Montréal came to a grand total of \$14 million.

"I am delighted to see the 2013 season get off to such an exciting start in the Port," said the Honorable Charles Lapointe, President and Chief Executive Officer of Tourisme Montréal. "We owe Montréal's success in the cruise market to the dedicated efforts of the Montréal Cruise Committee. Since 2010, the committee members have been single-mindedly pursuing the goal of turning Montréal into a premier cruise destination."

Jointly led by [Tourisme Montréal](#) and the Montréal Port Authority, and with the financial support of the ministère du Tourisme du Québec, the other committee members include Aéroports de Montréal, the Board of Trade of Metropolitan Montréal, the Old Port of Montréal Corporation, the Hotel Association of Greater Montréal, the City of Montréal, Casino de Montréal and the Société de développement commercial du Vieux-Montréal.

"The upcoming season confirms Montréal's position as a preferred destination for international cruise companies. They recognize our efficiency, the quality of our services, and the fact that we are constantly improving our welcome for their passengers," said Sylvie Vachon, CEO of the Montréal Port Authority.



Another note-worthy development is that all ships passing through Montréal this season will be either embarking or debarking, i.e., their passengers will either start or end their cruise in Montréal. This could lead to significant economic spin-off for the city's accommodation and dining sectors, among others. This development also explains why Montréal is the most expensive port of call on the St. Lawrence, with average passenger expenditures of \$172, according to a recent study conducted by *Business Research and Economic Advisors* (BREA).

**Photo op:** The Masdaam will be moored at the Iberville Passenger Terminal on May 18 from 8:00 am until 5:00 pm. Media reps who wish to take pictures can do so from the Alexandra Quay, situated across from the Pointe-à-Callière Museum.

### About the Port of Montréal

Operated by the Montréal Port Authority (MPA), the Port of Montréal is a major diversified trans-shipment centre that handles all types of goods: containerized and non-containerized cargo, liquid bulk and dry bulk. In 2012, the Port handled close to 10 million tons of liquid bulk products, almost 3.5 million tons of bulk solids and just over 3 million tons of grain. The Port of Montréal owns its own rail network, which operates directly on the piers and is connected to the two national railway networks and a highway network. The Port also operates a passenger terminal that welcomed 69,992 passengers and crew members in 2012. All the other terminals are managed by private stevedoring companies.

Port activity supports 18,200 jobs and generates \$1.5 billion in economic spin-off per year. For more information, please visit [www.port-Montréal.com](http://www.port-Montréal.com).

### About Tourisme Montréal

Tourisme Montréal is responsible for providing leadership in the concerted efforts of hospitality and promotion in order to position the 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: [www.tourisme-montreal.org](http://www.tourisme-montreal.org).

- 30 -

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#### Information:

Alexandra Graveline  
Manager – Corporate Public Relations  
Tourisme Montréal  
514 844-3558  
Cell: 514-994-5639  
[graveline.alexandra@tourisme-Montréal.org](mailto:graveline.alexandra@tourisme-Montréal.org)

Yves Gilson  
Manager, Communications  
Montréal Port Authority  
514-283-6976  
[gilsony@port-Montréal.com](mailto:gilsony@port-Montréal.com)



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