



**PRESS RELEASE**  
For immediate release

### Familiarization event for taxi drivers

## Taxi drivers motivated and informed for the upcoming cruise season

Montréal, May 5, 2014 – On May 17, the first ship of the 2014 cruise season will anchor in the [Port of Montréal](#). To ensure a warm welcome for the some 55,000 passengers who will visit Montréal in the coming months, members of the Montréal Cruise Committee have organized a familiarization event for taxis. More than 200 drivers are expected to attend the event today, between 9:30 am and 12:30 pm on the Alexandra Quay.

The drivers will be given practical information about port facilities and cruise embarkation and disembarkation procedures. A contest has been organized and free coffee and refreshments will be provided. The objective of the event is to ensure improved transportation for passengers who wish to take advantage of Montréal's many attractions during their trip.

"It is very important that the Cruise Committee and the taxi drivers work together in welcoming passengers to Montréal," said Yves Lalumière, President and CEO of Tourisme Montréal. "The taxi driver is often the first point of contact between the tourist and the city; it is therefore essential that he or she be motivated and informed of our approach."

"The ever increasing number of cruise line passengers represents a fantastic opportunity for taxis. This type of event is important for our members because it helps them understand how cruise activities function, so they can provide their cruise line customers with quality service," added Benoit Jugand, General Manager of the Bureau du taxi de Montréal.



Montréal's success on the cruise market is the result of concerted efforts by members of the Montréal Cruise Committee, who have been working hard since 2011 to make the city a premier cruise destination.

Nor is this the only initiative taken by the Committee to improve the Montréal experience for cruise passengers. In addition to organizing today's familiarization event, it is also behind last year's renovations to the cruise terminal and the passenger areas, the hiring of a Transit Chief and a Traveller Information team. The Port of Montréal's longshoremen and baggage handlers have also received additional training.

Organized by Tourisme Montréal and the Montréal Port Authority, the Cruise Committee receives financial support from Tourisme Québec and counts the following organizations among its members: Aéroports de Montréal (Montréal airports), the Old Port of Montréal Corporation, the Montréal Casino, the Old Montréal Business Development Corporation, the Hotel Association of Greater Montréal and the City of Montréal.

For more information on Montréal cruises, go to [cruises.alamontreal.com/](http://cruises.alamontreal.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 as well as liquid bulk and dry bulk goods. It is a leading container port served by the largest container shipping lines in the world. The Port of Montréal has its own rail network directly dockside. It is connected to the two national rail networks and a highway system. The Port operates a passenger terminal that welcomed 69,966 passengers and crew members in 2013. All other terminals are run by private stevedoring firms. For more information, go to [www.port-montreal.com](http://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.tourisme-montreal.org](http://www.tourisme-montreal.org).

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Source: Montréal Cruise Committee

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