CRUISE CANADA NEW ENGLAND

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CRUISE THE SAINT LAWRENCE

The Future of Cruising in the Americas & Caribbean

Seatrade Cruise Global
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Amy Powers, Director CruiseMaineUSA
Chair, Cruise Canada New England Alliance

About CCNE

The Cruise Canada New England (CCNE) Alliance is five core groups working together to represent more than 100 large, medium and small ports of call, as well as the region's primary homeports, located in three U.S. states, five Canadian provinces and one French colony.

In 2016:

- ✓ 21 cruise lines made a total of 1,186 ship calls to CCNE member ports
- ✓ 1.5 mil cruise visitors and 593,464 crew
- ✓ The result was a total economic impact of approximately $619 million.

These numbers reflect steady growth within the region and point to additional future opportunity.

Planning for the Future

Strategic Planning

In June, 2016, approximately 150 Canada/New England cruise region stakeholders gathered in New York City for the 18th annual CCNE Symposium. During this Symposium, a commitment was made by the CCNE Alliance Executive Committee to develop a strategic plan for the region prior to the 2017 Symposium in Montreal.

CCNE Vision

By 2026, the Canada/New England region will be:

- ✓ A premier, year-round cruise destination that welcomes dozens of international cruise lines
- ✓ Hundreds of cruise ship calls annually
- ✓ More than one million cruise visitors each year
- ✓ Known for its superior hospitality, unique activities, diverse destinations and authentic local experiences, Canada/New England will be a four-season holiday destination for cruise visitors from around the world and will consistently rank among the world's top cruise destinations for cruise visitor satisfaction.

SWOT Analysis

Strengths

- ✓ Committed and strong partnership
- ✓ Award winning marquee home ports & ports of call
- ✓ Authentic product throughout region
- ✓ Excellent airlift to homeports
- ✓ Diversity of cultures
- ✓ Globally renowned cuisine
- ✓ Safe destinations
- ✓ Quality of local workforce

Weaknesses

- ✓ Seasonality and weather (at times)
- ✓ Shore side capacity for shore excursions
- ✓ Consumer Awareness
- ✓ Sailing distances between key Northern and Southern ports limit 7-day itinerary options
- ✓ Public perception is that you can only visit in fall

Opportunities

- ✓ Untapped shore excursions
- ✓ Stronger spring and summer sailings
- ✓ Expanded International sourcing Europe, China, Japan, Australia
- ✓ Capturing Millennial cruisers
- ✓ Try new itineraries-within region and Arctic NW passage
- ✓ More overnight visits
- ✓ Better Land & Sea Vacation Packages
- ✓ New Building of small to mid-size ships fitting in our smaller ports

Threats

- ✓ Customs and Border Patrol issues on both sides of the border
- ✓ Emerging new cruise global cruise destinations
- ✓ Lack of upgraded infrastructure in some key ports
- ✓ Lack of a variety of tour operators

http://www.cruisesaintlawrence.com/CNEsymposium

CCNE Alliance Partners

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