



FOR IMMEDIATE RELEASE

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2017 CRUISE SEASON GETS UNDERWAY IN NEWFOUNDLAND AND LABRADOR WITH FORECAST FOR CONTINUED GROWTH

The provincial cruise season got underway this week with Adventure Canada's 11-day Newfoundland Circumnavigation cruise which began in St. John's on June 5. Adventure Canada's 198 passenger vessel, Ocean Endeavour, will visit L'Anse aux Meadows, Red Bay, Woody Point/Gros Morne National Park, Miawpukek (Conne River) and Saint Pierre-et-Miquelon before returning to St. John's where the cruise finishes on June 15. "Adventure Canada has been operating cruise programs in Newfoundland and Labrador for more than 25 years and it's fitting that this company kicks off the season with visits to these ports this year," said Dennis O'Keefe, Chair of Cruise Newfoundland and Labrador.

Cruise Newfoundland and Labrador expects a strong cruise season in 2017 with an anticipated 105 port calls by cruise ships visiting 20 provincial ports. It's estimated that the province will host approximately 92,000 passengers and crew this year which will be an 82% increase over 2016 visitation. "While the number of cruise visitors to Newfoundland and Labrador is growing so too is the number of companies featuring our province," said O'Keefe. "We're delighted to have TUI, Disney and Viking Cruises starting to bring business to the province for the first time this year which will mean inaugural visits by Mein Schiff 6 on August 29 and Disney Magic on September 24 to St. John's as well as Viking Sky and Viking Sea on September 19 and 27 respectively to L'Anse aux Meadows."

Newfoundland and Labrador continues to accrue benefits from expedition cruise programs around the province as well as from mass market vessels on Canada-New England and transatlantic itineraries. According to a recently released report 'The Economic Contribution of the International Cruise Industry in Canada' prepared by Business Research and Economic Advisors the cruise industry generated \$12.2 million in revenue for the Newfoundland and Labrador economy in 2016. Cruise lines, passengers and crew spending generated \$6 million in direct revenue for the province and a further \$6.2 million in indirect revenue. Visitation in 2017 is expected to generate an increase in economic impacts on the provincial economy this season.

According to O'Keefe, "Cruise ships will continue to bring visitors to our ports through the summer and into the fall to experience our unique culture, history, heritage, natural environment, friendliness and hospitality." The season will conclude on October 28 with the Norwegian Jem's visit to Corner Brook and Artania's visit to St. John's.

Many of the vessels cruising Newfoundland and Labrador waters will also visit Cruise NL partners of Saint Pierre-et-Miquelon who are looking forward to another bright season with 18 port calls by vessels which will carry an estimated 11,800 passengers and crew to their destination this year.

Stay up to date with the latest cruise news by visiting www.cruisetheedge.com.

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