

Cruise Opportunities for Local Businesses

April 12, 2010

For Immediate Release

(Saint John, NB) – “If your business benefits from the cruise industry or could benefit in the foreseeable future, you should be in attendance at the Canada New England Cruise Symposium from June 8th to 10th, at the Saint John Trade and Convention Centre.” That is the message from Betty MacMillan, Manager of Business Development for the Saint John Port Authority.

This annual Symposium is coming back to Saint John, where it started 12 years ago. This event attracts the biggest names and companies in the cruise industry. Attendance has already been confirmed for representatives from Princess Cruises, Royal Caribbean Cruise Line, Norwegian Cruise Line, Carnival Cruise Lines, Parks Canada and many other key players in the industry.

Registration for the panel sessions is available at a cost of \$75.00 per participant. Panel sessions will include the following topics; *Cruise 101, An In-depth Overview of How the Cruise Industry Works, Green Cruising; Managing Environmental Impact, Innovation in Shore Excursions, Port Congestion, Industry Marketing Trends, Challenges and Opportunities, Small Ship Cruising, Destination Development and Cruise and the Community.*

“The cruise industry continues to grow. This will be another record season for Saint John with over 210,000 passengers expected. Having this Symposium in Saint John is an excellent opportunity for local companies that are interested in learning about how the cruise industry works. But most importantly, this will be an invaluable opportunity to showcase Saint John and Southern New Brunswick and for business owners to network with cruise industry decision-makers.” concluded MacMillan.

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