

MEDIA RELEASE

Cruise Industry Surpasses \$100 Million Mark for the First Time in Atlantic Canada

April 25, 2017 (Halifax, Nova Scotia) –The Atlantic Canada Cruise Association (ACCA) is very pleased to report that direct spending by the cruise industry in Atlantic Canada in 2016 totalled \$102 million. These details come from a recent study titled, “The Economic Contribution of the International Cruise Industry in Canada 2016.” The report details the economic impact of the cruise industry as a whole in Canada for 2016 and shows that Atlantic Canada is a premier cruise destination with unique port destinations that offer the thrill of discovery, the tranquility of nature and welcoming people.

“The cruise sector continues to grow in our region and we are seeing the results of our collective efforts to grow the industry,” said Cathy McGrail, Chair of Atlantic Canada Cruise Association (ACCA). “We are working hard with all of our industry partners and stakeholders to further develop this growing sector.”

Atlantic Canada is a popular destination among cruise lines and travelers, and that interest continues to grow. With the 2017 season already underway, ACCA is forecasting a record number of 750,000 cruise passengers expected to visit the region. These are impressive gains for the industry considering passenger visits in 2016 totalled 574,495, a 30% growth year over year.

With direct spending in 2016 reaching \$102 million, it is important to note that when adding the indirect spending numbers, the cruise industry in 2016 provided a total contribution of \$233 million to the economy of Atlantic Canada. In terms of employment, the number of jobs generated by the industry is estimated at 1,400, paying \$61 million in wages and salaries.

“We are thrilled with these latest numbers, they simply motivate us to aim high and plan strategically with our partners to improve,” said Ms. McGrail. “2017 has a lot of exciting things to offer for the cruise industry, including Canada’s 150th celebrations, and much more.”

ACCA is a partnership between ports, tourism and cruise ship interests in each of the four Atlantic Provinces, the Atlantic Canada Opportunities Agency, and Parks Canada. The mission of the Association is to lead growth to enhance Atlantic Canada as a cruise destination through strategic marketing. ACCA actively promotes Atlantic Canada as a premiere spring, summer and fall cruise destination.

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