

MEDIA RELEASE

2015 Cruise Season is Underway

April 27, 2015 (Halifax, Nova Scotia) – With the arrival of the Phoenix Reisen vessel Amadea to Halifax this morning, the 2015 cruise season is officially underway in Atlantic Canada.

The Atlantic Canada Cruise Association (ACCA) is forecasting approximately 601,000 passengers will visit Atlantic Canada in 2015. This is up from 537,351 in 2014.

“The cruise sector is strong in Atlantic Canada,” said Nora Fever, Chair of ACCA. “Our ports remain very attractive to passengers and cruise lines alike. The region is known for delivering world-class experiences and we’re thrilled to be able to introduce so many people to what Atlantic Canada has to offer.”

ACCA estimates that direct spending by passengers and crew will be approximately \$40 million in 2015. When cruise line spending is included, total direct economic impact generated in the region will be \$79.8 million.

A number of smaller, Niche Ports in Atlantic Canada will have lines visit this season. Pictou, NS will host Pearl Seas Cruises ten times throughout the season while St. Andrews-by-the-Sea will welcome Blount Small Ship Adventures four times.

“We are pleased to see not only the major cruise lines, but also a number of new, smaller lines visiting many of our Niche Ports this coming year,” said Fever. “The success of our smaller ports is important both for these communities but also for the region as a whole as it allows us to attract lines looking for new destinations. The partnership between ports small and large in Atlantic Canada makes this possible.”

A full cruise schedule can be found at www.cruiseatlanticcanada.com.

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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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