



**For Immediate Release
May 28, 2012**

Helping Businesses be Cruise-Ready

Corner Brook – With fifteen cruise ships coming to the Corner Brook port between July and October this year, there is opportunity for businesses to attract some new customers in the cruise visitor.

That is why the Humber Economic Development Board (HEDB) and the Corner Brook Port Corporation (CBPC) will be delivering a Cruise-Readiness session to business owners on May 31st. The session is intended to provide the attendees with valuable information they will need to understand the cruise customer and the activities that are planned for this region.

“The Port Corporation would like to share some general information about the cruise industry and our marketing activities. We will also talk about the services the corporation provides to cruise ships and what we see as some of the opportunities for local businesses to benefit from the cruise visits,” says Nora Fever, CBPC Business Development Manager.

The HEDB will present information on its multi-stakeholder project. The steering committee, with partners like the City of Corner Brook, Downtown Business Association, Greater Corner Brook Board of Trade, Western DMO, College of the North Atlantic, and Grenfell Campus, are working on increasing the business engagement and knowledge, enhancing the visitor experience, ensuring good communication with the stakeholders, and delivering themed information sessions. The session on May 31st will be the second of these.

“We want businesses to understand what we have planned as a committee. From window signage to downtown maps and a communal meeting area at the new City Hall, it will be good for them to be aware of what is intended for some of the visits. Also, we want them to look at new ways of drawing customers to their businesses,” says Valerie Simms-Anderson, HEDB Executive Director.

The Cruise-Readiness session will happen on May 31st starting at 7 pm at the R.A. Pollett (Port) Building. No registration is required. Business owners and entrepreneurs are encouraged to attend.

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The Cruise Ship Collaborative initiative is a collaboration of the Humber Economic Development Board, City of Corner Brook, Corner Brook Port Corporation, Greater Corner Brook Board of Trade, Downtown Business Association and Go Western Newfoundland (Western DMO,) among other partners. This collective will be working strategically through a steering committee to improve the regional economic impact of cruise ship visits to the Corner Brook port through business awareness and engagement, improved visitor experience, and coordination of partner roles and responsibilities. The committee is

currently in planning mode with a goal of doing a test run on July 17th when the Maasdam comes to port with nearly 1800 people on board.

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