

# Key Insights for Businesses Targeting the Cruise Industry

*Corner Brook, Newfoundland and Labrador*



Photography by Dru Kennedy

**May 7, 2025**

Hello Cruise Community,

Following a record-breaking 2024 season, the Port of Corner Brook is well-positioned for another strong and promising cruise season. From March 10 to October 22, there are twenty-three scheduled cruise ship calls, bringing a potential of 31,000 passengers and 14,700 crew.

This year, we are pleased to welcome four maiden calls, including the highly anticipated arrival of Ponant Cruises' *Le Commandant Charcot*. Its debut marked a groundbreaking moment for our port, extending our cruise season and highlighting our ability to adapt and grow as a premier destination for year-round expedition travel. Also making their first visit to Corner Brook are Norwegian Cruise Line's *Norwegian Star*, Celebrity Cruises' *Silhouette*, and Regent Seven Seas Cruises' *Splendor*.

The continued growth of the cruise industry in Corner Brook is a direct result of the collective effort and partnership between our team, local partners and stakeholders, and the broader Atlantic Region. Our remarkable growth is a testament to the passion, hard work, and shared vision of everyone involved. We are truly thankful for your ongoing support and look forward to all the exciting opportunities ahead.

Please be advised that any changes to the cruise ship schedule, such as adjustments to arrival or departure times and cancellations, will be promptly communicated on the Port of Corner Brook's Facebook page, website, and newsletter.

If you have any questions about the information package or would like a printed copy, please contact Patti Ricketts, Cruise Marketing Coordinator, and she will be happy to assist you.

Thank you,



**Patti Ricketts**

Cruise Marketing Coordinator  
Corner Brook Port Corporation  
[pricketts@cornerbrookport.com](mailto:pricketts@cornerbrookport.com)

# 2025 Cruise Schedule

**Last Updated: May 5, 2025.** This schedule is subject to change. All passenger and crew numbers listed represent the vessel's capacity and do not reflect the number of guests who will be on board at the time of their visit. *\*Inaugural Call*

Date	Vessel	Cruise Line	Time	# Pax	# Crew
Mon, March 10	Le Commandant Charcot*	Ponant Cruises	0900-1800	245	235
Wed, June 4	Carnival Pride	Carnival Cruise Line	0900-1700	2,124	930
Wed, June 25	Volendam	Holland America Line	1000-1700	1,432	647
Sun, July 6	Volendam	Holland America Line	0800-1700	1,432	647
Wed, July 16	Volendam	Holland America Line	1000-1800	1,432	647
Fri, July 18	Mariner	Regent Seven Seas	1000-1900	779	440
Mon, July 21	Marina	Oceania Cruises	1000-2000	1,250	780
Wed, July 23	Zuiderdam	Holland America Line	0800-1700	2,272	812
Sat, August 2	Marina	Oceania Cruises	1200-2000	1,250	780
Mon, August 11	Norwegian Star*	Norwegian Cruise Line	0900-1700	2,348	1,031
Tues, August 12	Volendam	Holland America Line	0800-1700	1,432	647
Thurs, August 21	Carnival Pride	Carnival Cruise Line	0800-1600	2,124	930
Sat, August 23	Silhouette*	Celebrity Cruises	0900-1800	2,902	1,000
Fri, September 5	Splendor*	Regent Seven Seas	0700-1400	829	542
Sun, September 7	Insignia	Oceania Cruises	0800-1600	824	400
Tues, September 9	Amadea	Phoenix Reisen	0900-1700	600	250
Sat, September 20	Insignia	Oceania Cruises	1000-1800	824	400
Tues, September 30	Insignia	Oceania Cruises	1100-1900	824	400



# 2025 Cruise Schedule Cont.

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Date	Vessel	Cruise Line	Time	# Pax	# Crew
Mon, October 6	Splendor	Regent Seven Seas	1030-1800	829	542
Fri, October 10	Insignia	Oceania Cruises	1000-1800	824	400
Mon, October 13	Queen Mary 2	Cunard	0800-1700	2,726	1,253
Thurs, October 16	Splendor	Regent Seven Seas	0900-1730	824	542
Wed, October 22	Insignia	Oceania Cruises	1100-1900	824	400

## General Information

Passengers and crew often inquire about locating various businesses and services. It's beneficial to ensure your staff can provide directions from your location to nearby amenities like ATMs, grocery stores, liquor stores, shopping areas, post offices, and coffee shops. Additionally, knowing directions to local attractions such as Captain Cook's Lookout or the Corner Brook Stream Trail can enhance the visitor experience.



When providing directions to visitors, keep these tips in mind to ensure they find their way with ease:

- Speak slowly and clearly.
- Use identifiable landmarks as points of reference.
- Incorporate visuals if possible to make it easier for visitors to locate a destination.
- Provide an estimate of the distance and time required to reach the destination.
- Consider the abilities of the visitors and suggest alternative transportation options if necessary.
- Provide additional details, such as admission prices or operating hours, to enhance the visitor experience.



# Make the Most of Cruise Days

Outlined below are various methods to entice cruise customers to visit your business. We encourage you to think outside the box and try new, innovative approaches throughout the season. At the end of the season, we would love to learn what tips and tricks worked best for you!



## Consider Accepting US Currency

The majority of our cruise tourists are from the United States. Regardless of whether you decide to accept US currency, it's a good idea to stay on top of the current US-CAN exchange rate to help guests calculate the price of the items you sell.

## Take Care of the Ship Crew

Don't overlook the needs of the crew! In addition to souvenirs, they are on the lookout for everyday items, such as detergent and snacks, that can be quite costly on board the vessel. Phone cards are also a popular item amongst both passengers and crew.

## Enhance your Storefront to Tailor Cruise

Offering complimentary Wi-Fi is a surefire way to delight cruise guests! If your business provides this service, you should consider displaying a sign in your storefront. On days when cruise ships are in port, you might choose to create a customized welcome sign, adorn your entrance with balloons, or even host a live musician! A vibrant and lively storefront will attract cruise guests and locals alike.

## Reevaluate your Product Offering

When purchasing, packaging and bundling your product(s) be mindful that cruise tourists often have limited space in their luggage. For bulkier items, you may want to consider offering shipping. When looking for souvenirs, passengers and crew often focus on purchasing items that remind them of their time in port, such as magnets, NL-branded t-shirts, and treats. We also encourage businesses to be well-versed in the rules and regulations on what passengers can and cannot bring across the border (ex: product made from antlers).

### **Plan Ahead and Staff Accordingly**

Consider hosting a pre-season meeting to ensure your staff are prepared to welcome cruise tourists. Then on a ship's arrival day, it is essential to ensure that you have enough staff scheduled to handle the extra demand. Another option to consider is adjusting your operating hours to better align with a vessel's time in port.

### **Partner with Another Business for Cross-Promotion**

Consider the pairings that catch tourists' attention (coffee and books, souvenirs and photos, etc.) and collaborate with other businesses to create joint coupon codes. This is extremely helpful when one of the businesses involved is slightly hidden or situated beyond the downtown core.

### **Have Maps and Guide Booklets Available**

Visiting a new city can be overwhelming at first. You can help ease tourists' worries by having takeaway maps readily available for them. The City of Corner Brook and Visitors Information Centre are eager to assist you.

### **Offer Special Promotions**

If you operate a restaurant, consider offering a special menu with traditional Newfoundland dishes while cruise guests are in Port. Do you sell spirits? If so, you could consider bringing in local products or hosting a Screech-In ceremony.

### **Showcase Your Love for Corner Brook**

Tourists are interested in visiting the best restaurants, purchasing the coolest souvenirs, and embracing the unique culture and history of our City when in Port. Be prepared to share all of your local favorites!

### **Share Your Special Events with Us**

Did you know: CBPC staff provide the Captain with a list of events and other important information to announce prior to docking at the Port? We also have Cruise Information Officers dockside to assist passengers and crew and provide them with recommendations for their time in port!

## **The Cruise Traveller**



Main Source Markets: United States & United Kingdom



Average Age: 64 years



Composition: Affluent Couples, Multi-Generational Families



Different Interests Among Luxury, Expedition, & Contemporary Cruisers

# Training Programs

*Hospitality Newfoundland and Labrador (HNL) – One source for tourism growth and development*

Established in 1983, HNL is a non-profit membership association that leads, supports, represents and enhances the province's tourism industry through advocacy, skills & knowledge development, and membership opportunities.



As an association, they value sustainability, whole industry perspective, environment, technology, and accessibility. While we're featuring two programs, HNL provides a wide range of training opportunities for tourism professionals year-round. To explore all available programs, visit [www.hnl.ca](http://www.hnl.ca)

- **Service Best Training Workshop:** a full-day workshop that teaches employees and businesses how to create memorable customer experiences, identify and respond to customer needs, and turn dissatisfied customers into loyal fans.
- **Food & Beverage Service Workshop:** a full-day interactive and practical workshop that provides an overview of the knowledge and skills required by professional food and beverage servers.

## Learn More

To learn more about cruising in our region, visit our partners:



To learn more about *Cruise in our Community*, visit members of our Cruise Network Committee:

- Ambassatours Grey Line
- Cathedral of St. John the Evangelist
- City of Corner Brook
- Corner Brook Museum & Archives
- Go Western DMO
- Greater Corner Brook Board of Trade
- Marble Mountain
- Parks Canada
- Ride in Style
- Rotary Arts Centre
- Royal Canadian Legion
- Rugged Edge
- Wildland Tours



# Get Involved

The Cruise Association of Newfoundland and Labrador (Cruise NL) was established in 2002 as a non-profit organization dedicated to developing and promoting Newfoundland and Labrador as a premier international cruise destination. Over the years, Cruise NL has evolved into a dynamic marketing partnership, leveraging strategic alliances, leading cruise marketing initiatives, and providing essential leadership to ports and destinations across the province.

As key marketing partners, the Port of Corner Brook and the City of Corner Brook work closely with Cruise NL and its stakeholders, and have played a crucial role in the responsible growth of the cruise industry in Newfoundland and Labrador.

Cruise Newfoundland & Labrador offers two tiers of membership – Associate and Partner Member – to businesses and organizations in the cruise, travel, and tourism industries. For more information, visit [www.cruisenl.ca](http://www.cruisenl.ca) or contact Katelyn Budgell, Managing Director, at [director@cruisenl.ca](mailto:director@cruisenl.ca) | (709) 738 – 7530.



## Opportunities for Local Vendors

While the Port of Corner Brook dockside market kiosks are fully booked for the 2025 season, there are still opportunities to engage with souvenir-seeking cruise guests! On cruise ship days, the City of Corner Brook transforms Civic Square into a vibrant vendor market, even featuring live entertainment on select days.

Vendors are responsible for providing their tent (maximum size 10 sq ft), table(s), and/or chair(s). The market space is available for \$20, HST included, per day. For additional information, visit the [Vendor Application](#) or contact Billy White, Tourism Development Assistant, at [bwhite@cornerbrook.com](mailto:bwhite@cornerbrook.com) | (709) 637 – 1666.



# Plan for 2025

Did you know that there is no true 'down-time' in the cruise industry? While we're not actively welcoming ships from November to April, we're busy traveling to meet with cruise line executives and planning for the upcoming season!

Throughout March and April, with specific dates to be announced, the Port will post Expressions of Interest for transportation providers, musical entertainment, and local vendors on its website and social media channels. Please note that this process is separate from the City of Corner Brook's general call for musical entertainment and local vendors.



**Transportation Providers:** The Port offers a complimentary shuttle service for cruise guests, transporting them from the dock to Civic Square. The number of buses needed each day is determined by the ship's capacity, with priority given to wheelchair-accessible buses when possible.



**Musical Entertainment:** The Port arranges live entertainment for every ship day throughout the season. The duration of the performance, ranging from 2 to 4 hours, depends on the ship's capacity and its time in port. The City of Corner Brook organizes live entertainment on ship days when passenger numbers exceed 1,000.



**Local Vendors:** The Port offers four (4) 12'x12' kiosks and three (3) 12'x16' kiosks for rent dockside. Priority is given to those able to commit to being open for every ship day. For information about the City of Corner Brook's vendor market, please refer to section *Opportunities for Local Vendors*.





# Shore Excursions

One of the most common questions we get is, “How can I get involved in the cruise industry?!” Before we dive into that, let's first understand the difference between a pre-booked experience and a day-of-sale excursion.

Cruise lines generate significant revenue from shore excursions, leading to high pre-sale numbers. As a result, more than 70% of a ship's passengers often have their day in Corner Brook planned out before they even arrive. In this model, a local operator partners with a larger, preferred shore excursion provider chosen by the cruise line to offer guests a unique and immersive experience. In Corner Brook, the preferred operators include Wildland Tours, Ambassatours Grey Line, and Maritime Travel, depending on which ship is in port.

However, this doesn't mean there are no opportunities for day-of-sales! Due to limited space dockside and in consideration of our relationship with the cruise lines, the Port is unable to accommodate independent operators. However, it does accept brochures and pamphlets for its Information Kiosk. Additionally, our complimentary shuttle service takes passengers directly to Civic Square, where you're welcome to set up as part of the vendor market (see: *Opportunities for Local Vendors*).

**Do you think you have a great idea? Here are some important factors to keep in mind as you move forward:**



- Flexibility is essential, as changes to itineraries, arrival and departure times, and the addition or cancellation of calls are common in the cruise industry.
- When developing your product offering, take a step back and view it from an outsider's perspective. What appeals to locals may not necessarily resonate with tourists and vice versa.
- The ability to deliver a consistent product reliably, every time.
- Successfully executing a tour requires qualified and friendly staff to ensure a positive experience for all participants. Would you be able to provide your own staff, or would this responsibility fall to an external tour operator? Additionally, it's always a great advantage to have bilingual guides available, particularly in languages such as French, German, and Spanish, to accommodate a wider range of guests.
- Having a clear understanding of your limitations—such as space, resources, and more—and being able to accurately set both minimum and maximum capacities.



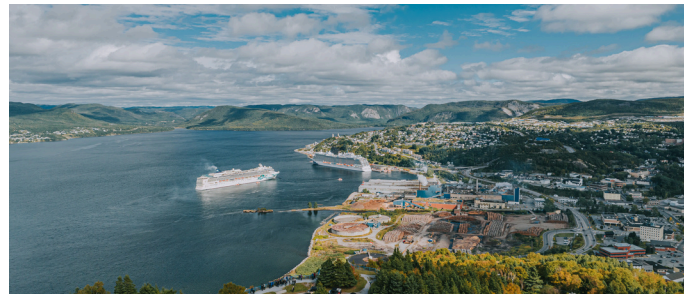
# Upcoming Events

From June 9 to 11, 2025, Halifax, Nova Scotia, will proudly host the **Cruise Canada New England Symposium** for the first time since 2005. This event is only hosted in Atlantic Canada every five (5) years.

This milestone event is expected to welcome over 150 industry delegates, including representatives from ports, cruise lines, tourism operators, marine agencies, and government stakeholders. The CCNE Symposium provides an invaluable platform for industry and stakeholders to share insights, foster relationships, and learn about the latest trends.

For more information, visit [www.cruiseccnesymposium.com](http://www.cruiseccnesymposium.com) or email [CCNE2025@porthalifax.ca](mailto:CCNE2025@porthalifax.ca).

We had an amazing time hosting last year's **Community Port Day**, so we're bringing it back! While the date is still to be confirmed, be sure to follow us on social media to stay updated and see how we're making this year's event even bigger and better!



## Stay in Touch



Stay in the loop and never miss an update by subscribing to our mailing list! Our newsletter is your go-to source for last-minute changes, exciting opportunities, and all the latest happenings in the cruise industry within our community.

If you have a special event or exclusive discount that you are offering to cruise guests, we would be happy to help you promote it! Please contact Patti Ricketts, Cruise Marketing Coordinator, for more information at [pricketts@cornerbrookport.com](mailto:pricketts@cornerbrookport.com).



Port of Corner Brook



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cornerbrookport.com

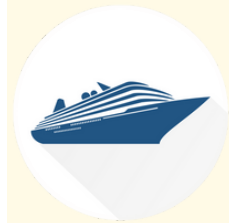


Port of Corner Brook

**Tag Us #CruiseCornerBrook**

# Cruise Ship Itineraries

Corner Brook is well-positioned to attract cruise ships from three primary itineraries: Trans-Atlantic, Canada New England and the Arctic. **The following itineraries are listed in order of date of arrival and are subject to change.**



## ***Did you know?***

CruiseMapper is an online platform that provides free cruise tracking, current ship positions, itinerary schedules, and specific details regarding cruise ships around the globe.

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### **Carnival Pride** (Greenland-Canada, Round-Trip, 14 Days)

Baltimore – Nanortalik – Qaqortoq – St. Anthony – *Corner Brook* – Sydney

### **Volendam** (Canada-New England-New France, One-Way, 10 Days)

Montreal – Quebec City – Baie Comeau – Havre Saint Pierre – *Corner Brook* – St. Anthony – St. Johns – Halifax – Portland – Boston

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### **Volendam** (Canada & New England Circle, Round-Trip, 11 Days)

Boston – Sydney – Charlottetown – Cap aux Meules – *Corner Brook* – Saint Pierre and Miquelon – St. Johns – Halifax

### **Volendam** (Canada-New England-Greenland & Iceland, Round-Trip, 25 Days)

Boston – Eastport – Sydney – *Corner Brook* – Red Bay – Isafjordur – Husavik – Akureyri – Djupivogur – Reykjavik – Grundarfjordur – Nanortalik – Qaqortoq – St. Anthony – St. Johns – Halifax – Portland

### **Mariner** (Grand Cultural Quest, Round-Trip, 116 Days)

New York City – Portland – Bar Harbor – Saint John – Halifax – Sydney – *Corner Brook* – Nuuk – Paamiut – Narsarsuaq – Isafjordur – Reykjavik – Djupivogur – Klaksvik – Torshavn – Kirkwall – Ullapool – Belfast – Isle of Man – Dublin – Holyhead – Liverpool – Cobh Cork – Saint Malo – Le Harve Paris – Calais – Antwerp – Amsterdam – Copenhagen – Kiel – Ronne – Gdansk – Klaipeda – Riga – Stockholm – Visby – Oslo – Lysekil – Skagen – Kristiansand – Stavanger – Olden – Kristiansand – Trondheim – Hammerfest – Honningsvag – Tromso – Leknes Gravdal – Alesund – Lerwick – Invergordon – Leith Edinburg – Newcastle – Amsterdam – Zeebrugge – Guernsey Island – Bordeaux – Saint Jean de Luz – La Coruna – Oporto – Lisbon – Cadiz – Barcelona – Palamos – Marseille – Saint Tropez – Livorno – Civitavecchia Rome – Salerno – Santorini Island – Piraeus Athens – Kavala – Istanbul – Kusadasi – Mykonos Island – Katakolon – Corfu Island – Kotor – Split – Zadar – Trieste – Valletta – Naples – Livorno – Marseille – Barcelona

**Marina** (Canada-New England-Iceland, One-Way, 16 Days)

Reykjavik – Grundarfjordur – Isafjorur – Narsarsuaq – Paamiut – Nuuk – St. Anthony – *Corner Brook* – Sept Iles – Saguenay – Quebec City – Montreal

**Zuiderdam** (Voyage of the Vikings, One-Way, 17 Days)

Boston – Portland – Sydney – *Corner Brook* – Red Bay – Paamiut – Nanortalik – Isafjordur – Akureyri – Eidfjord – Rotterdam

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**Marina** (World Cruise, One-Way, 28 Days)

Montreal – Quebec City – Saguenay – Baie Comeau – Charlottetown – *Corner Brook* – Paamiut – Narsarsuaq – Nanortalik – Isafjorur – Grundarfjordur – Reykjavik – Heimaey Island – Eskifjordur – Torshavn – Kirkwall – Belfast – Dublin – Holyhead – Cobh Cork – Weymouth – Saint Malo – Southampton

**Norwegian Star** (Northern Europe: Nova Scotia, Iceland & Greenland, One-Way, 14 Days)

New York City – Halifax – Sydney – *Corner Brook* – Nuuk – Paamiut – Isafjordur – Akureyri – Grundarfjordur – Reykjavik

**Volendam** (Canada and New England, One-Way, 10 Days)

Boston – Portland – Halifax – St. Johns – St. Anthony – *Corner Brook* – Havre Saint Pierre – Baie Comeau – Quebec City – Montreal

**Carnival Pride** (Greenland & Canada, Round-Trip, 14 Days)

Baltimore – Sydney – *Corner Brook* – St. Anthony – Qaqortoq – Nanortalik

**Silhouette** (Greenland & Iceland, One-Way, 13 Days)

Reykjavik – Isafjordur – Akureyri – Qaqortoq – *Corner Brook* – Sydney – Halifax – Boston

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**Splendor** (Transatlantic Discoveries, One-Way, 28 Days)

Barcelona – Alicante – Motril – Cadiz – Funchal – Ponta Delgada – Horta – St. Johns – *Corner Brook* – Quebec City – Montreal – Quebec City – Saguenay – Sydney – Halifax – Saint John – Portland – Boston – New York City

**Insignia** (Glaciers & Lighthouses, One-Way, 19 Days)

Reykjavik – Djupivogur – Husavik – Isafjordur – Qaqortoq – Paamiut – Nuuk – St. Anthony – *Corner Brook* – Saint John – Bar Harbor – Boston – Oak Bluffs – New York City

**Amadea** (The Great Journey to the New World, Round-Trip, 46 Days)

Bremerhaven – Reykjavik – Tasiilaq – Narsarsuaq – St. Johns – *Corner Brook* – Sept Iles – Saguenay – Quebec City – Montreal – Quebec City – Baie Comeau – Charlottetown – Sydney – Boston – Newport – New York City – Horta – Praia da Vitoria – Weymouth



**Insignia** (Charismatic Canada, One-Way, 11 Days)

New York City – Newport – Boston – Bar Harbor – Saint John – Halifax – Sydney – *Corner Brook* – Saguenay – Montreal

**Insignia** (Fall Tableau, One-Way, 11 Days)

Montreal – Saguenay – Baie Comeau – Sept Iles – Havre Saint Peirre – *Corner Brook* – Sydney – Halifax – Saint John – Portland – Boston

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**Splendor** (Fall Foliage, One-Way, 11 Days)

Barcelona – Alicante – Motril – Cadiz – Funchal – Ponta Delgada – Horta – St. Johns – *Corner Brook* – Quebec City – Montreal – Quebec City – Saguenay – Sydney – Halifax – Saint John – Portland – Boston – New York City

**Insignia** (Canadian Connoisseur, One-Way, 11 Days)

Boston – Bar Harbor – Saint John – Halifax – Sydney – *Corner Brook* – Harve Saint Pierre – Sept Iles – Baie Comeau – Saguenay – Quebec City – Montreal

**Queen Mary 2** (Transatlantic Crossing & Canada, One-Way, 14 Days)

Quebec City – *Corner Brook* – Sydney – New York City – Southampton

**Splendor** (Fall Foliage, One-Way, 11 Days)

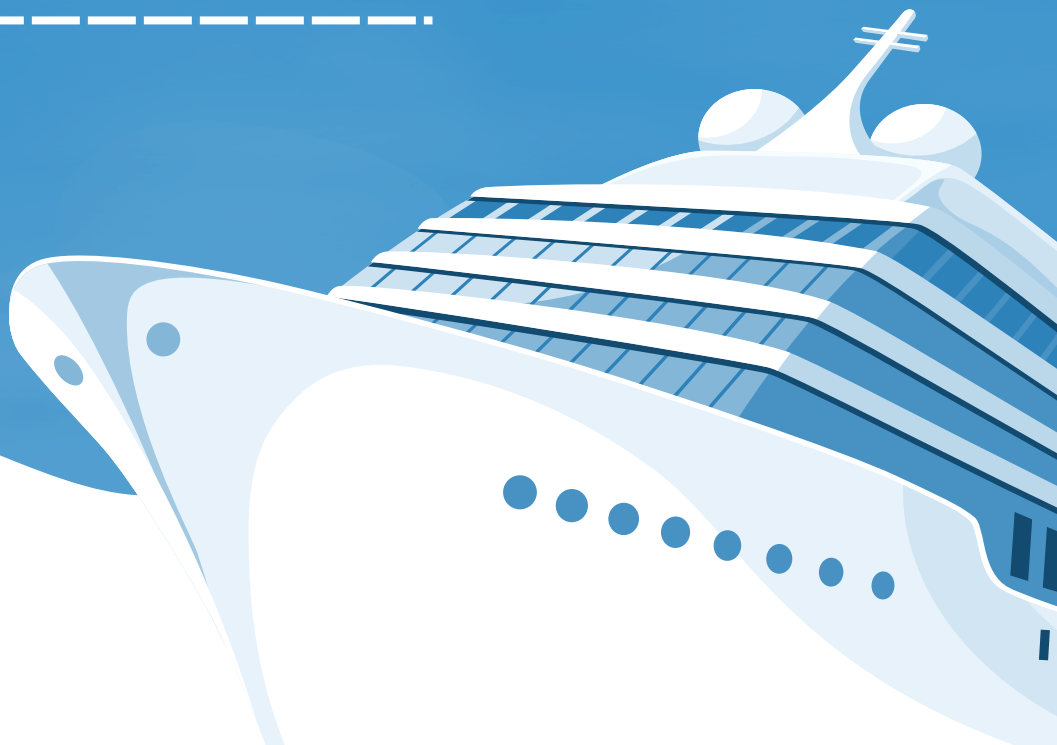
Boston – Bar Harbor – Saint John – Sydney – *Corner Brook* – Havre Saint Pierre – Sept Iles – Saguenay – Quebec City – Montreal

**Insignia** (Canadian Connoisseur, One-Way, 11 Days)

Montreal – Quebec City – Saguenay – Baie Comeau – Sept Iles – Harve Saint Pierre – *Corner Brook* – Sydney – Halifax – Saint John – Bar Harbor – Boston

# **WELCOME PASSENGERS & CREW!**

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**Please show your ship  
badge at the front counter  
for a special discount.**  
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# **WELCOME PASSENGERS & CREW**

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**To Corner Brook,  
Newfoundland & Labrador.  
We're so happy you're here!**  
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