



# CHARLOTTETOWN Harbour Authority Inc.

---

*Historic Charlottetown Seaport*

**For Immediate Release**

## **Charlottetown Harbour Authority Enjoys Record Breaking Year and Looks to an Even Better 2011 Cruise Season**

(September 21, 2010 Charlottetown, PE) With the fall season now in full swing, so is the cruise schedule at the Historic Charlottetown Seaport. Passenger and crew numbers have consistently grown over the past few years as the number and size of ships making Charlottetown a Port of Call continue to grow.

The 2010 season will bring just over 100,000 passengers and crew to the capital city. In addition to bringing the largest numbers on record, 2010 is also the longest running season, with ships beginning their calls to the port in April of this year.

In September, the Historic Charlottetown Seaport will host five inaugural calls from five separate cruise lines. These calls are the first time that these ships have been to the port of Charlottetown. The first inaugural visit took place yesterday with the Silver Whisper, a Silverseas Cruise ship, which holds 382 passengers and 295 crew. On the heels of this ship is the Celebrity Summit on Thursday, with 2,100 passengers and 950 crew. The next day brings the Crown Princess, carrying 3,100 passengers and 1,163 crew. Saturday will see the inaugural visit of the Poesia, an MSC ship with 2,550 passengers and 987 crew. The final inaugural of the season comes on Wednesday Sept. 29<sup>th</sup> with the first call of the MS Amadea carrying 618 passengers and 262 crew.



“The 2010 Cruise season has been a phenomenal year for the Province of Prince Edward Island” states Les Parsons, CEO of the Charlottetown Harbour Authority. “The economic impact of the cruise industry on this Island is substantial and comes at a typically slower time of year, which helps in extending the tourism season for many operators.”

The 2011 season also promises to be another record breaking year with over 105,000 passengers and crew coming to the island. “This is a great indication that passengers and the cruise lines are happy with what our Island has to offer,” explains Les Parsons, CEO of the Charlottetown Harbour Authority. “The addition of new shore excursion products enhances the passenger’s visits and encourages these lines to bring more of their passengers to the port of Charlottetown.”

The 2011 Cruise season will kick off on May 2, with the first visit of Holland America’s Maasdam, a mainstay in cruise visitations for Charlottetown, as the Holland America line represents approximately 50% of the ships that visit Prince Edward Island. The full 2011 schedule will be release in the upcoming week and can be found online at [www.historiccharlottetownseaport.com](http://www.historiccharlottetownseaport.com).

-30-

#### Background Information

Prior to the expansion of the South Berth, Charlottetown typically enjoyed 20-28,000 visitors per annum, representing approximately 20 ports of call. In 2010, Charlottetown will welcome just over 100,000 passengers and crew, The estimated economic impact for 2011 is approximately \$5.3 million.

#### Media Contact

Corryn Morrissey

Manager of Marketing & Communications

Tel. (902)894-4837

Email: [cmorrissey@chaipei.com](mailto:cmorrissey@chaipei.com)