

**For Immediate Release**

**Cruise in Prince Edward Island continues to be a strong force for Island Tourism**

**(October 25, 2011 – Charlottetown, PE)** The Historic Charlottetown Seaport has wrapped up another successful cruise season here on Prince Edward Island. The 2011 cruise season generated \$12.9 million\* in economic impact on PEI, and despite a decline in tourism numbers this year, cruise remains in a growth pattern moving into the 2012 season.

The 2011 cruise season will wrap up with total visitation of passengers and crew 90, 021. “We’re extremely pleased to see the cruise industry so vibrant in Charlottetown,” explains Les Parsons, Chief Executive Officer of the Charlottetown Harbour Authority. “Our numbers have remained in a consistent growth pattern over the past couple of years, and 2012 will be no exception, with our largest year over year growth to date.”

The 2012 season is currently set to take a 36% jump from the 2011 schedule. There are an additional fifteen ships scheduled to arrive next year. “We’re thrilled to have this kind of demand from the cruise lines,” states Corryn Morrissey, Manager of Marketing and Communications for the Charlottetown Harbour Authority. “We are continually working to market Prince Edward Island as an in-demand cruise destination, and this is a good indication that the lines see the value in bringing their ships here.”

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**Background Info:**

The Charlottetown Harbour Authority is a member of the Atlantic Canada Cruise Association. The Atlantic Canada Cruise Association is a regional partnership leading growth and development of the cruise industry to enhance Atlantic Canada's market position. Growth of the cruise industry in Atlantic Canada provides broad economic benefit to the Atlantic Canada region through the growth of port infrastructure to meet the needs of the cruise industry and through strategic marketing partnerships.

\*Economic impact numbers were derived from research compiled from the Tourism Research Centre in 2010, and also BREA Research on Cruise in Atlantic Canada for 2007-2008.

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