CRUISE THE ST. LAWRENCE

Cruise the Saint Lawrence was created to promote cruise tourism in Quebec, and includes the nine cruise vessel ports of call on the St. Lawrence River. The main mandate of Cruise the Saint Lawrence is to build a brand for cruise tourism in the region by defining and coordinating development efforts and partner/port of call attributes.

Specific marketing materials and efforts from Cruise the St. Lawrence include:

- Familiarization tours for members and partners.
- Reservation agent training.
- Itinerary planning help for cruise lines.
- Advertising services cruise lines offering itineraries on the St. Lawrence.

TYPE
Investment

ISSUE
Maritime Transportation

TAG
cruise tourism