



# CHARLOTTETOWN Harbour Authority Inc.

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*Historic Charlottetown Seaport*

**For Immediate Release**

## **Charlottetown Harbour Authority Celebrates 100<sup>th</sup> Visit of Holland America's Ship the Maasdam**

(June 23, 2010 - Charlottetown, PE) There is nothing more majestic than watching a ship glide through the harbour on a beautiful sunny morning and Holland America's ship the Maasdam is no stranger to this harbour. Today marks the 100<sup>th</sup> visit to the Island by this ship, a mainstay in the cruising industry for Charlottetown and the entire Atlantic Region.

Charlottetown, which has 44 scheduled ships this year, is one of the top ranking ports on the Canada/New England Itinerary. "Charlottetown consistently ranks among the top three ports of call for the Canada New England itinerary," explains Stan MacPherson, Chair of the Board of Directors for the Charlottetown Harbour Authority. "Holland America represents approximately fifty percent of our calls to Charlottetown which has a significant impact on our season."

"Our government is pleased to commemorate the 100<sup>th</sup> visit of Holland America's Maasdam Cruise Ship to Charlottetown," said the Honourable Gail Shea, on behalf of the Honourable Keith Ashfield, Minister of National Revenue, Minister of the Atlantic Canada Opportunities Agency and Minister for the Atlantic Gateway. "We continue to work with the cruise industry and government partners to promote Atlantic Canada as a premiere travel destination."

This fall will see the arrival of the Eurodam, one of Holland America's larger ships, carrying 2,044 passengers and 929 crew members. Ships of this size and larger are becoming increasingly popular in the cruise industry.

"Last year was a record season for cruise ship visits to Charlottetown and 2010 promises to be even better," Prince Edward Island Tourism and Culture Minister Robert Vessey said. "This season has already witnessed the earliest arrival ever of a cruise ship to the port and the 100<sup>th</sup> visit milestone by the Maasdam speaks well of Charlottetown as a must see destination," Minister Vessey said.

A total of twenty scheduled calls from Holland America this season represents a total economic impact of just over \$2.1 million dollars. The fall season will be jam packed with visits from nine different cruise lines and will wrap up with the arrival of the Costa Atlantica on October 27, 2010.

“Today, the City of Charlottetown is happy to extend congratulations to Holland America on the 100<sup>th</sup> milestone visit of their cruise ship – the Maasdam – to the Charlottetown Port. The Charlottetown Harbour Authority and its partners have worked aggressively to ensure the cruise ship industry has become a lucrative contributor to the capital city, stimulating much desired tourism and economic prosperity,” said Mayor Clifford Lee. “The recently expanded port has opened new doors to this industry, allowing for a greater number of cruise ships and elevated number of passengers to visit our city. We are pleased to offer a taste of our unique culture and hospitality during their brief stay, with the hope that, one day, passengers will return as a leisure visitor for an extended stay.”

Upon arriving in Charlottetown, passengers are greeted by the sounds of fiddles and step dancers and the warm hospitality of Charlottetown’s Cruise ship Ambassadors, a volunteer group of residents who enthusiastically welcome each passenger as they disembark.

For more information on this year’s cruise schedule or to become a Cruise Ship Ambassador, visit [www.historiccharlottetownseaport.com](http://www.historiccharlottetownseaport.com).

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## 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 44 ships and 72,896 passengers and 30,159 crew.

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