



Corner Brook Port Corporation
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Corner Brook to host 2014 Canada New England Cruise Symposium

CORNER BROOK – The Port of Corner Brook will be the host of the 16th Annual Canada New England Cruise Symposium June 11-13, 2014. The symposium has developed a reputation within the cruise industry as a high quality, must attend annual event. The event rotates between ports from the five partner organizations within the Canada New England Alliance: Atlantic Canada Cruise Association, Cruise Maine, Cruise the St. Lawrence, Cruiseport Boston and New York Cruise.

The overall goal of the Canada New England Cruise Symposium is to highlight Canada New England as a world-class, dynamic cruise destination. At the same time, the host community and province/state have a unique opportunity to showcase their distinct tourism attributes, including music, history, culture, scenery and cuisine. Typically, the event attracts cruise line executives and media as well as representatives from ports, destinations, ship agencies, transportation companies and tour providers throughout the Canada New England region. Approximately 150 delegates are expected to participate.

Port Corporation CEO Jackie Chow indicated that the Corporation is extremely pleased that Corner Brook will be hosting the 2014 Symposium. “We compete for cruise business on a global scale and this event is an invaluable opportunity to present our region to the cruise lines and our partners in the Canada New England region,” said Chow. “The symposium will enable delegates to experience the destination first hand, complementing our ongoing cruise marketing activities.”

The symposium program will feature a number of panel discussions covering topics such as itinerary planning, shore excursions and multi-channel marketing. Elements of Newfoundland and Labrador music, culture and cuisine will be featured throughout the event. Registration is open via the conference website at www.ccnesymposium.com.

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