



Corner Brook Port Corporation
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Corner Brook Port Corporation Receives 2015 Cruise Vision Award

CORNER BROOK – Corner Brook Port Corporation was the recipient of the 2015 Cruise Vision Award last week during the Hospitality Newfoundland and Labrador Conference in Gander, NL. The award is presented annually by Cruise Newfoundland and Labrador to an individual, group or business that has demonstrated a commitment to the provincial cruise industry and has contributed significantly to the growth of the cruise industry in Newfoundland and Labrador.

The Corporation has been marketing the Port of Corner Brook to the cruise industry since 2004. Promoting Newfoundland and Labrador as a unique, interesting and accessible cruise destination is an integral part of the Corporation's cruise marketing strategy. Annual marketing initiatives include sales calls and attendance at important industry events such as Cruise Shipping Miami. The hard work has paid off as Corner Brook holds the provincial record for most passenger arrivals at a single port in one season with 27,000 passengers arriving in 2012. 2014 was a particularly busy year in terms of cruise development as the Corporation hosted the 16th Annual Canada New England Cruise Symposium. The event is an annual gathering of cruise line executives, tour operations, cruise media, agents, ports and destinations involved in developing the cruise industry in the Canada New England region.

Jackie Chow, CEO of Corner Brook Port Corporation was very pleased with the recognition of the Port's marketing and development efforts. "We have worked hard over the last number of years to attract more cruise visitation to the port. In a globally competitive industry, we are challenged to set ourselves apart from other destinations," said Chow. "Hosting the Canada New England Symposium brought a whole new level of awareness to Corner Brook and to the entire province as we were able to bring our key industry contacts here to experience our destination first hand." The Symposium program featured elements of Newfoundland cuisine, music, culture and traditions while a dozen cruise executives and cruise media participated in familiarization (fam) tours which spanned the entire province. In addition, the Symposium generated more than 15 articles highlighting the destination in international cruise publications.

The Western Destination Management Organization, Go Western Newfoundland, nominated the Corporation for the award. Go Western Newfoundland was a partner of the 2014 Canada New England Cruise Symposium through a collaboration with a number of organizations from throughout the Western region. The Corporation is appreciative of the partnership and for the award nomination.

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Claire Sullivan (left), Marketing Manager with Cruise Newfoundland and Labrador, presents the **2015 Cruise Vision Award** to Corner Brook Port Corporation CEO, Jackie Chow (middle) and Chair, Verbon Hewlin (right) at the Hospitality Newfoundland and Labrador Tourism Excellence Awards Gala held February 26, 2015 in Gander, NL.