



Maasdam Kicks Off 2012 Cruise Season

For Immediate Release
July 13, 2012

Corner Brook – The Corner Brook port will be alive on Tuesday with the first cruise ship of the season. The Maasdam of the Holland America Line will be calling into port at 8am on Tuesday, July 17, 2012 and staying until 5pm.

The Cruise Ship Steering Committee is using this visit as a test run for its Cruise Ship Collaborative initiative. The Humber Economic Development Board, City of Corner Brook, Corner Brook Port Corporation, Greater Corner Brook Board of Trade, Downtown Business Association, Qalipu Band, Western DMO, and the College of the North Atlantic are working strategically to improve the regional economic impact of cruise visits to the Corner Brook area. They hope that their efforts have kept businesses informed about the visits and will result in more sales opportunities for businesses. They have also implemented a plan to improve the visitor experience with a communal area set up in the Civic Square at City Hall, volunteer ambassadors positioned at waypoints around town and maps provided for self-guided touring.

This is the first vessel of the cruise season and will kick start the busy cruise season that gets into full swing in September and October.

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Holland America

www.hollandamerica.com

Ship: Maasdam

Capacity: 1258 Passengers | 580 Crew

Itinerary: 18 Day Voyage of the Vikings

Boston, Massachusetts; At Sea; At Sea; **Corner Brook (July 17, 2012)**; Red Bay, Labrador; At Sea; Nanotalik, Greenland; Cruising Prince Christian Sound; At Sea; Reykjavik, Iceland; Reykjavik, Iceland; Scenic cruising Berufjordur; Djupivogur, Iceland; At Sea; Geiranger, Norway; Cruising Geirangerfjord; Alesund, Norway; Bergen, Norway; At Sea; Amsterdam, The Netherlands; Amsterdam, the Netherlands

Dates: July 14 – August 1, 2012

Ship Notes:

- Last visited Corner Brook in August 2010
- Called on Woody Point in July 2011
- Named for the Maas River in Amsterdam
- Centrepiece of ship is a sculpture designed by Luciano Vitosi entitled "Totem" which uses nearly 2000 pieces of glass displayed in a three story atrium

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