



### THINKING BIG.

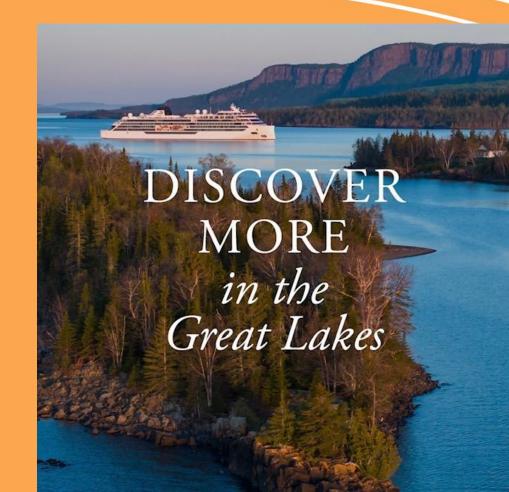
### CRUISE PORT THUNDER BAY

Rural Ontario Municipal Association January 22 2024





# "LAKE SUPERIOR IS AS EXOTIC AS ANYWHERE ELSE ON EARTH."





#### WHY CRUISING IS IMPORTANT

- It brings significant global media attention
- It attracts affluent, educated, influential and curious travellers to our community.
- It helps the community showcase existing and develop new visitor experiences
- Builds community pride of place





#### CRUISE SHIPPING IS A LONG GAME

- 2009 2011 22 vessel visits
   Pool 6 Cruise Terminal opened
   \$250 000 in capital upgrades lipstick on the pig.
- 2021-2024 44 vessel visits
   \$3 million in capital upgrades





#### COMMUNITY PARTNERSHIPS ARE CRITICAL

• It all starts with the cruise lines

- Public, private and not for profit sectors working together is essential and achievable.
- Define roles and communicate among partners.
- The media is a partner too.





#### **MUNICIPAL LEADERSHIP**

Elected and Administrative Champions are critical to success.

- Engage them early on
- Communicate progress regularly
- Critical advocates for provincial and federal funding supports and regulatory change
- Support the seed capital required to develop

The Cruise Industry notices strong municipal support and leadership in their ports of call.





### THINK OUTSIDE YOUR COMMUNITY

Engage in local, regional and even international partnerships to achieve success.

- Tourism Organizations including RTOs
- Indigenous communities
- Rural communities
- Cruise Advocacy Organizations
  - Great Lakes Cruise Association
  - Great Lakes Cruise Coalition
  - Cruise the Great Lakes





#### **CELEBRATING SUCCESSES**

- Generated \$10.3 million in economic impact (2022-2023)
- Won Chamber of Commerce "Gamechanger Award"
- One of five global "Ports on the Rise" in Cruise and Ferry Magazine
- Welcomed thirteen cruise media and twelve cruise travel trade representatives





### THE RIGHT TOOLS FOR SUCCESS

The **Municipal Accommodation Tax** is the most powerful tool available for local tourism development

- Provides top up seed funding to leverage Municipal, Federal and Provincial capital funding.
- Powers global cruise marketing and communications programs, partnerships and visitor shore experience development.
- Support capacity growth with cruise partners.

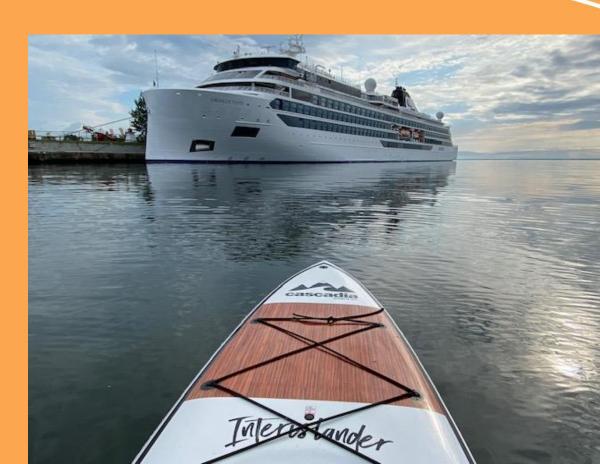




### **LESSONS LEARNED**

- Make data driven decisions
- Be persistent
- Be nimble to changes
- Communicate progress AND challenges
- Manage expectations

# Visit THUNDER BAY







### **THANK YOU!**

visitthunderbay.com/cruiseships

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