

> CRUISE PASSENGER NUMBERS EXPECTED TO LEAP 46% IN 2012

The 2012 cruise season, which starts this Saturday with the arrival of the Maasdam at Alexandra Pier, will set a record: 55,500 passengers are expected to visit Montreal, up 46% over last season.

This means that from May 12 to October 24, 2012, 49,000 passengers are expected to transit through the passenger terminal during 35 scheduled international stopovers, and a further 6,500 passengers will embark on domestic cruises, primarily for the Magdalen Islands - and this record number doesn't include the 14,000 crew members who attend to the comfort and wellbeing of their passengers.



From left to right: the Honourable Charles Lapointe, President and Chief Executive Officer of Tourisme Montréal and Sylvie Vachon, President and Chief Executive Officer of the Montreal Port Authority.

"I am absolutely thrilled by these results that show a very promising future for Montreal's international cruise industry as well as significant economic spinoffs for the city," stated Sylvie Vachon, President and Chief Executive Officer of the Montreal Port Authority, at a press conference held Thursday morning at Iberville Passenger Terminal.

"The success of the 2012 cruise season isn't a coincidence. Those involved in this rapidly developing industry have joined forces on the Montreal Cruise Committee and have established the success of this sector as a major priority," stated the Honourable Charles Lapointe, President and Chief Executive Officer of Tourisme Montréal.

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Led by Tourisme Montréal and the Montreal Port Authority, the Montreal Cruise Committee brings together Aéroports de Montréal, the Board of Trade of Metropolitan Montreal, the Old Port of Montreal Corporation, the Hotel Association of Greater Montreal, the City of Montreal, Casino de Montréal and the Société de développement commercial du Vieux-Montréal. The committee is also supported by the Ministère du Tourisme du Québec.

The 2012 cruise season should generate about \$14 million in economic benefits.

> SYLVIE VACHON AWARDED THE PRIX ORCHIDÉE



The President and Chief Executive Officer of the Montreal Port Authority received the Prix Orchidée from the East Montreal Chamber of Commerce (EMCC). This award honours a VIP who makes both a commitment and an outstanding contribution to East Montreal's economic and social development. The award

was presented Wednesday night during the 24th annual PrixESTim Contest. For its part, Montreal Gateway Terminals, which operates the Cast and Racine terminals at the Port of Montreal, was a finalist in two categories: Services or Distribution Company (with over \$5 million in sales) and Export Company. We pass along hearty congratulations.