

# Tourism and Cruising the Great Lakes and St. Lawrence River



**GREAT LAKES AND ST. LAWRENCE**  
CITIES INITIATIVE

**L'ALLIANCE DES VILLES**  
DES GRANDS LACS ET DU SAINT-LAURENT

*Winter 2021*



**GREAT LAKES AND ST. LAWRENCE**  
CITIES INITIATIVE  
**L'ALLIANCE DES VILLES**  
DES GRANDS LACS ET DU SAINT-LAURENT

# **AGENDA**

**Mayor Mike Vandersteen** - Sheboygan WI (USA)

**Mayor Bill Steele** - Port Colborne ON (CAN)

**Stephen Burnett** – President, Great Lakes Cruise Coalition

**Dave Lorenz** – Vice President, Michigan Tourism

**Rene Trepanier** – President, Cruise St Lawrence (Croisieres de Saint Laurent)

**Cindy Larsen** – President, Muskegon Lakeshore Chamber of Commerce

**John Waggoner** – President, Victory Cruise Line and American Queen Steamboat



**GREAT LAKES AND ST. LAWRENCE**  
CITIES INITIATIVE  
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DES GRANDS LACS ET DU SAINT-LAURENT

# Questions

## More Information available at

Cities Initiative [www.GLSLCities.org](http://www.GLSLCities.org)

Port Colborne / Niagara Region <https://portcolborne.ca/en/index.aspx>

Muskegon Lakeshore Chamber of Commerce <https://www.muskegon.org/>

Michigan Travel <https://www.michigan.org/>

Victory Cruise Lines <https://www.victorycruiselines.com/>

Cruise Saint Laurent <http://www.cruisesaintlawrence.com/>

Great Lakes Cruising Coalition <https://www.greatlakescruisingcoalition.com/>

# Port Colborne Cruise Ship Initiative

Mayor Bill Steele





# Port Colborne Cruise Ship History

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- Port Colborne is a coastal community rich with history
- Back in 1931 Port Colborne was a stop for passengers aboard the SS Noronic
- These cruise ships would dock at the Maple Leaf Flour Mill



Welland Ship Canal, SS "Noronic" lying at Maple Leaf Dock Port Colborne, 1931, June 8th '31.



**PORT COLBORNE**

# Port Colborne Cruise Ship Initiative

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- Our goal is to establish Port Colborne as a key port of call for Great Lakes cruising
- 2021 is a year to build a strategic and sustainable operational plan for the 2022 season and beyond
- This is a collaborative effort by the City of Port Colborne and affiliated stakeholders, the St. Lawrence Seaway and cruise ship partners



**PORT COLBORNE**

# Port Colborne Cruise Ship Initiative

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- We looking forward to welcoming visitors from all over Canada and the world
- Port Colborne offers a small-town experience in a big way
- With many local shops and restaurants, and a beautiful promenade, we have no doubt people will enjoy docking in Port Colborne



Thank you



**PORT COLBORNE**





## The Great Lakes Cruise Association is “Opening Up The Inland Seas of North America”







# The Great Lakes Cruising Association

**A significant initiative by Great Lakes stakeholders to grow passenger cruising on the Great Lakes of North America**

# Cruising includes Quebec and the St. Lawrence River ports





# What is The Great Lakes Cruise Association ?

- **A non-profit organization which represents the publicly owned ports, towns, cities and communities surrounding the Great Lakes**
- **A formal business approach to building Great Lakes passenger cruising**
- **Self funding - offers advice and assistance to ship owners, operators and charterers interested in cruising this region**



## The G.L.C.A. Targeted Business Approach

- **A focused plan to attract seaway capable cruise ships into the Great Lakes**
- **An innovative plan to attract major tour operators into the Great Lakes**
- **A continuing presence at Seatrade**

# Sample cruise route

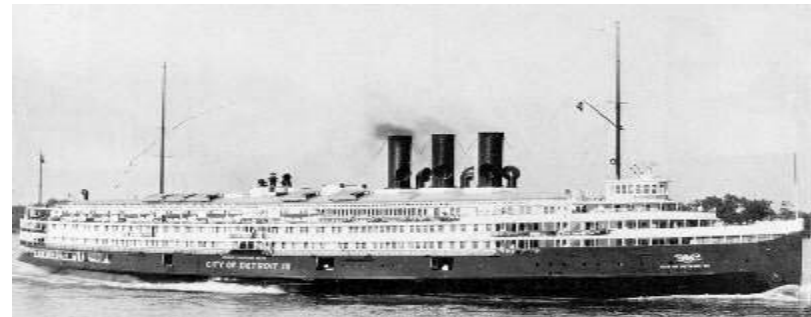




# Enthusiasm for Great Lakes Cruising was Started by Great Lakes Residents In 1865

## AND BY PASSENGER SHIP PIONEERS...

- Anchor Line, Detroit & Cleveland Line, Canadian Pacific, Northern Steamship, Cleveland & Buffalo Line, Northern Navigation Line, Star Cole Line, Goderich Transit, Canada Steamship Lines, Georgian Bay Line, Seaway Lines, Owen Sound Transportation, Fjell-Orange Line, Sun Line



## One Of The Earliest Cruisers Was Charles Dickens In 1845

- 1842 crosses the Atlantic to Newfoundland
- Jan 28 arrives Boston
- 1842 steamboats the American canals
- April 1842 cruises from Sandusky to Lake Erie and Cleveland
- April 26 arrives Buffalo & Niagara Falls on the *constitution*
- May 14-21 visits Toronto, Kingston & Montreal



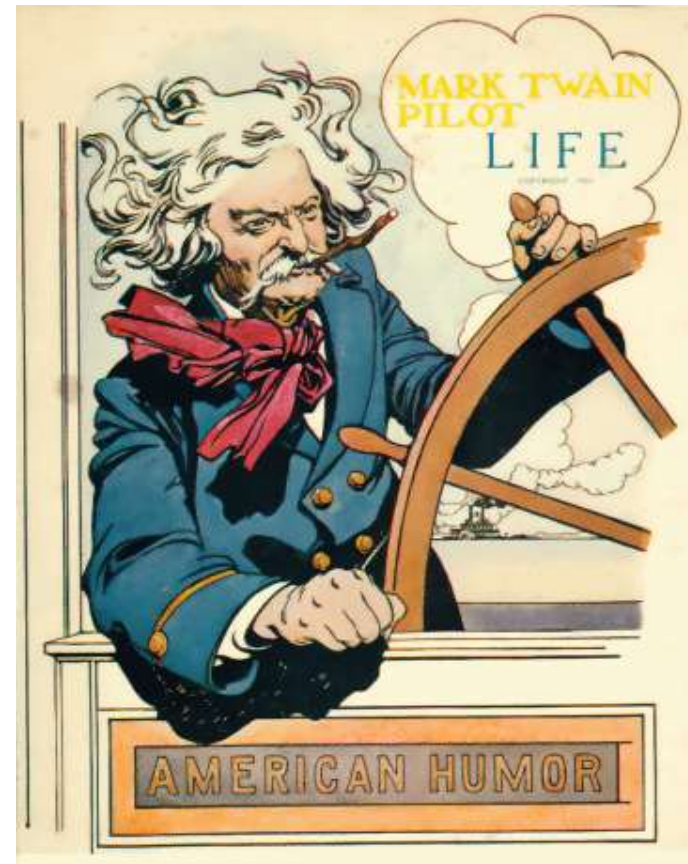
*Dickens in 1868*



Sections Of Mark Twain's 1895 Cruise Itinerary are also cruised today

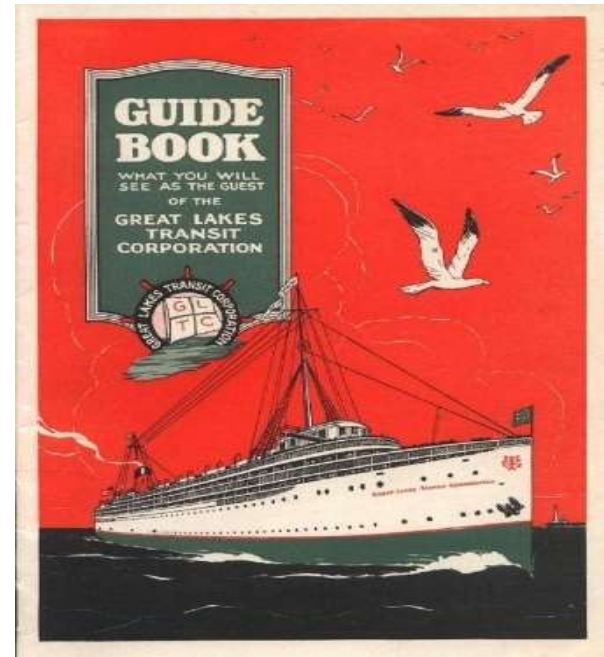
Cleveland-Sault Ste Marie-Mackinac-Petoskey-Duluth

- Mark Twain sets off on his “at home around the world” tour, cruising between several of the Great Lakes ports.
- “Leading citizens” held receptions in his honour and ticket prices for his lectures ranged from 15 cents to one dollar



# 1919 Great Lakes Transit Corporation Cruises

(Note the magnificent artwork on These brochures)





# Which Brings Us to The Present on the Great Lakes







## Great Lakes Cruises 2021 and beyond...with a variety of business models

- **“Currently” a number of quality cruise lines are active in the Great Lakes**
- **Some of these vessels are chartered to other firms**
- **Some cruises sell direct to the consumer**
- **Some vessels in part charter and part direct sales**

# C. Columbus From Hapag Lloyd in Germany, Cruising Off Tobermorey Ontario Canada





# Le Levant From The French Company Des Iles Du Ponant Near The Welland Canal







# The Canadian Empress Rideau St Lawrence Cruise Lines Near Kingston, Ontario, Canada





# Victory 1 From the Victory Cruise Lines Fleet







# Pearl Mist from Pearl Seas Cruises



# 2022 Viking Expedition cruises arriving in the Great Lakes

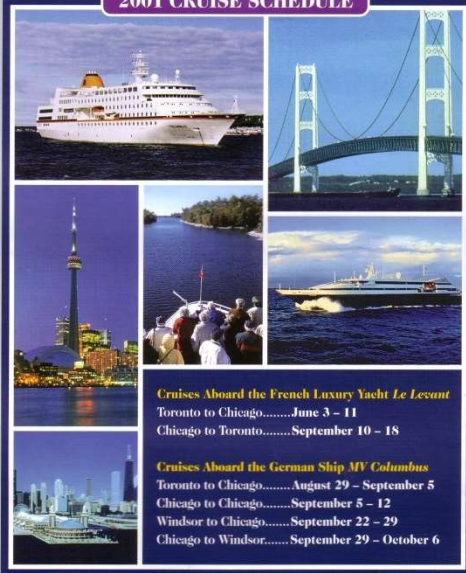


# The Great Lakes Cruise Company Brochure Offering a Selection of Great Lakes cruises




*Sailing the Great Lakes!*  
Voyages of Discovery  
on North America's Inland Seas

**2001 CRUISE SCHEDULE**



**Cruises Aboard the French Luxury Yacht *Le Levant***  
Toronto to Chicago.....June 3 - 11  
Chicago to Toronto.....September 10 - 18

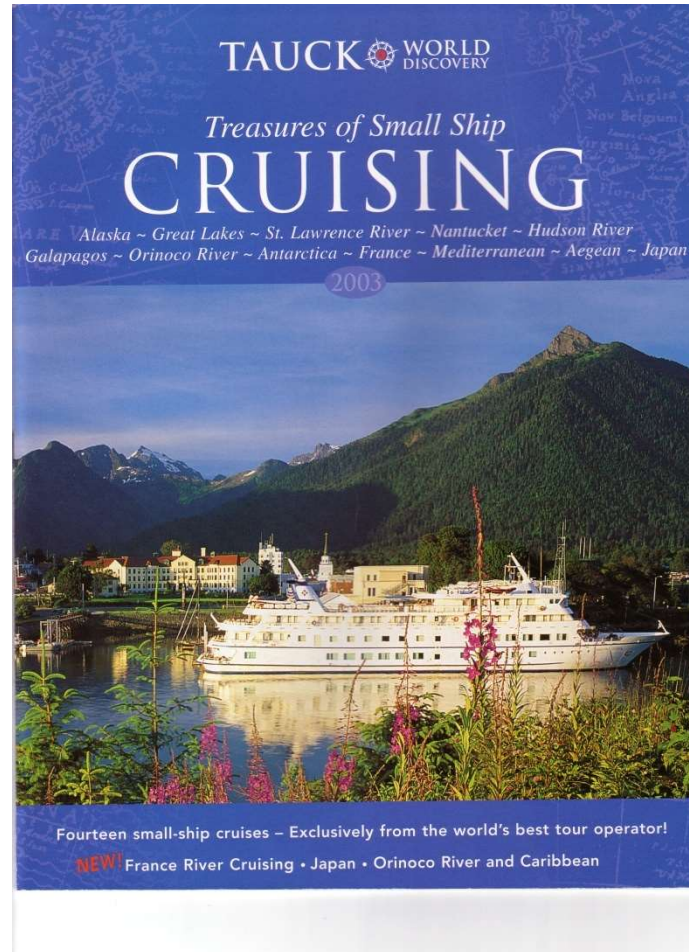
**Cruises Aboard the German Ship *MY Columbus***  
Toronto to Chicago.....August 29 - September 5  
Chicago to Chicago.....September 5 - 12  
Windsor to Chicago.....September 22 - 29  
Chicago to Windsor.....September 29 - October 6

  
Operated Exclusively by the Great Lakes Cruise Company  
A Division of Conlin Travel  
www.greatlakescruising.com  
888-891-0203

Reserve by December 15, 2000  
and Save Up to \$850  
per couple



# Tauck Tours Great Lakes Cruise Brochure Offering a Selection of Great Lakes Cruises







# The Great Lakes Cruise Association

## Thanks you for your support







Dave Lorenz  
Vice President, Travel Michigan  
Chair, Cruise the Great Lakes

February 2021





# **Regional Cruising**

## **A unique opportunity**

- **Expected Future Growth**
- **Very High per Passenger Spending Rate**
- **Passengers Visit Multiple States and Provinces**
- **Large and Small Destinations**
- **Likelihood of Return Visits**



# Sample Itinerary





# Cruise the Great Lakes

- Launched in 2018
- Led by the region's States and Provinces in partnership with cruise lines, ports, CVBs and others
- Goal to increase the number of cruises and passengers in the region, which in turn, increases economic impact
- Coordinated by Great Lakes St. Lawrence Governors & Premiers



**CRUISE**  
THE GREAT LAKES





# **Cruise the Great Lakes Members**

- **State of Michigan**
- **Province of Ontario**
- **Province of Québec**
- **State of Illinois**
- **State of Wisconsin**
- **State of Minnesota**
- **State of Pennsylvania**





# Cruise the Great Lakes Partners

- Destination Cleveland
- Detroit/Wayne County Port Authority
- Duluth Seaway Port Authority/Visit Duluth
- Holland Area Convention & Visitors Bureau
- Muskegon County Convention & Visitors Bureau/Muskegon Lakeshore Chamber of Commerce
- Pearl Seas Cruises
- Port of Cleveland
- St. Lawrence Seaway Development Corporation
- Sault Area Convention & Visitors Bureau
- Tourism Kingston
- Tourism Thunder Bay
- Victory Cruise Lines
- Viking Cruises
- Visit Detroit
- Visit Milwaukee/Port Milwaukee

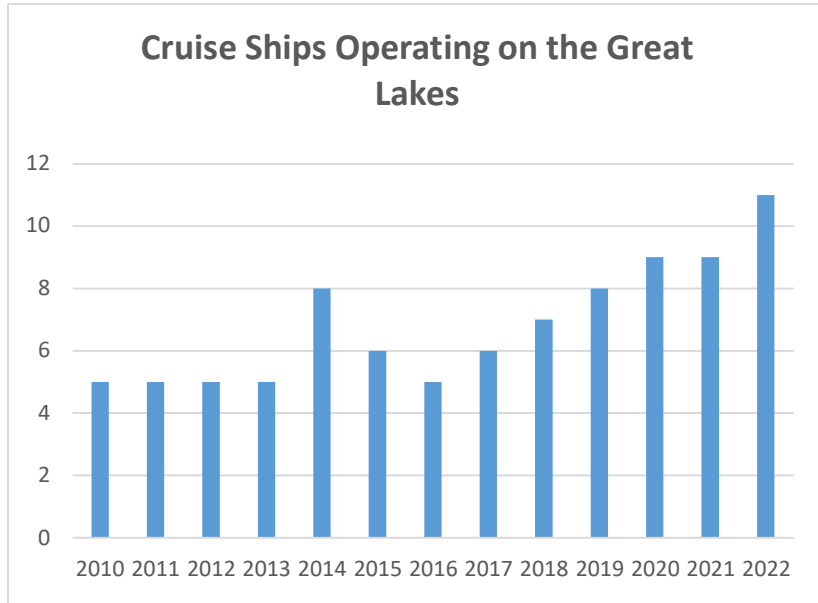
# Major Accomplishments

- Created organizational structure, engaged members and partners
- Conducted market research, created and launched the brand
- Developed and launched the website:  
[www.cruisethegreatlakes.com](http://www.cruisethegreatlakes.com)
- Held several media events that generated hundreds of thousands of dollars of media value
- Created a comprehensive marketing plan including paid advertising
- Made major progress on policy issues including customs for passengers





# Results



Source: SLSDC



- Expected 40% increase in number of ships in coming years
- Attracting Viking Cruises to the Great Lakes
- Nearly 100,000 port passenger visits per year
- Executing successful consumer marketing program
- 90 media articles representing about US \$1.5 million in earned media
- Developed solution for passenger customs
- Continuing work on marketing and policy, enhanced safety protocols due to COVID-19



# Health & Safety

- Unique safety characteristics of small cruise ships
- Safety Pledge
- Current Canadian regulations effectively prohibit cruising on the Great Lakes
- Outreach regarding regulatory flexibility while prioritizing health and safety



## SAFETY PLEDGE

Cruise the Great Lakes (CTGL) is a coalition of states and provinces, cruise lines, ports, convention and visitor bureaus, and others working together to promote cruising on the Great Lakes. Particularly in light of the unprecedented risk presented by COVID-19, CTGL members and partners are working together to promote a safe cruise experience in 2021 and beyond.

Effective prevention, surveillance, and response require sector-specific measures to mitigate, to the greatest extent possible, health and safety risks. Beyond governmental requirements for cruise ships, CTGL members and partners are dedicated to prioritizing the health and safety of passengers and crew. They commit to adhere to public health guidance, to work strategically and collaboratively, and to take proactive measures to mitigate risk.

Great Lakes cruises are fundamentally unique. The size of vessels that can enter the region is limited by the locks on the St. Lawrence Seaway. As a result, the largest Great Lakes cruise vessels can hold approximately 400 passengers, and average vessel size in 2019 was less than 200. This is significantly smaller than large oceangoing cruise ships. This difference gives the cruise operators a unique ability to reduce risk factors, monitor and control passenger movement, enforce social distancing, and take other safety precautions.

CTGL members and partners commit to working together to promote a safe cruising environment for all partners. They commit to implement proactive measures, as appropriate, including:

- Social distancing
- Isolation and quarantine protocols
- Health screening for passengers and crew
- Collaboration with local health authorities
- Crew PPE training and personal hygiene practices to protect passengers and crew
- Systems to streamline boarding and check-in
- Enhanced sanitation procedures
- Crew and staff training compliant with federal procedures
- Food and beverage services meeting or exceeding governmental guidelines
- Additional organizational measures

In addition to measures specific to cruise lines, ports of call can take similar proactive measures to reduce risk. State and provincial governments, convention and visitor bureaus, and other partners can also work collaboratively to promote a safe and seamless cruise experience for passengers.

[CruiseTheGreatLakes.com](https://CruiseTheGreatLakes.com)

# Cruise the Great Lakes Customs

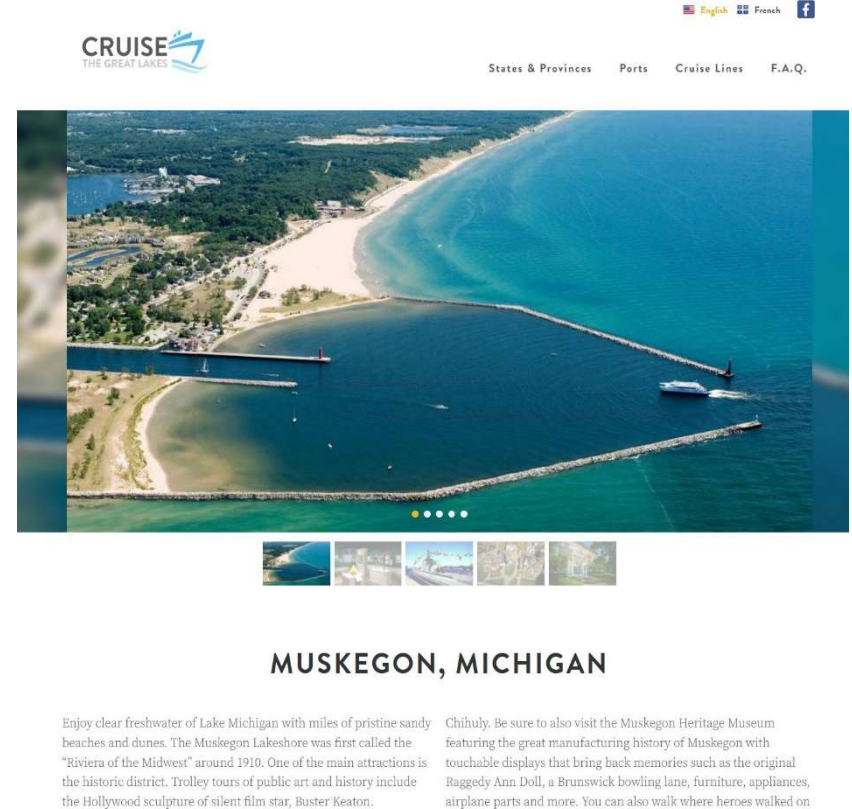
- Four permanent locations to process cruise passengers
  - Cleveland, Ohio
  - Detroit, Michigan
  - Duluth, Minnesota
  - Sault Ste. Marie, Michigan
- Detroit and Sault Ste. Marie are operational
- Cleveland recently constructed
- Duluth is working to secure funding and technical aspects





# Get involved!

- Partnership – participation in marketing initiative
  - Platinum – featured content
  - Gold – organization featured on website
  - Silver – logo recognition in marketing materials
- Collaboration on policy
  - Customs
  - Safe reopening
- Information sharing





Thank you

**CRUISE**  
THE GREAT LAKES







# Cruise the Saint Lawrence





# WHO WE ARE

**Cruise the Saint Lawrence (CSL) is a sectoral organization which groups together nine ports of call located along the shores of the Saint Lawrence River.**

The mission of the organization is to grow cruise market activities in Québec and across Destination Canada New England through the provision of marketing and development services to members.

Cruise the Saint Lawrence enjoys the support of partners Tourism Québec, Québec Tourism Industry Alliance as well as Industry, Science and Economic Development Canada.



# OUR MISSION

## Where

**Saint Lawrence  
River**

## Clients

Members  
of the  
9 ports of call  
  
Industry  
Partner  
Members

## Services

Representation  
Promotion  
Event  
organization  
Information  
Consultation  
Funding  
Monitoring  
Training  
Evaluation

## Mission

Boost growth  
cruise market  
activities in Québec  
and across  
Destination Canada  
New England

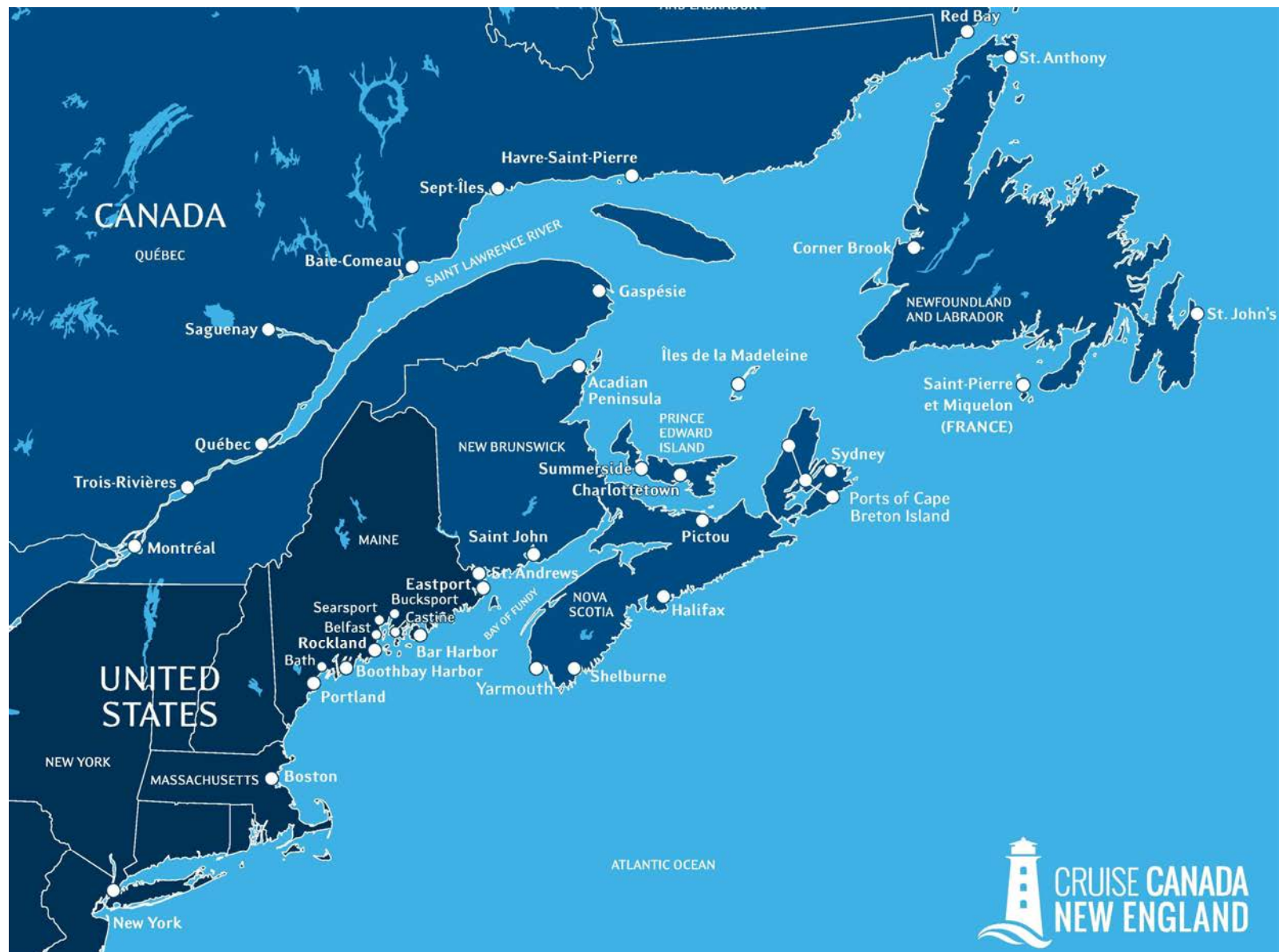
## Society contribution

International  
influence  
Enhancement of  
Quebec culture  
Economic  
benefits



# OUR ACTIVITIES

- ⇒ Presence in **Trade shows** and specialized events
- ⇒ **Destination famtour** with cruise line representatives and medias
- ⇒ **Sales missions**
- ⇒ **Promotion** via advertisements, promotional items and web site
- ⇒ Establishment of a **Welcome Policy**
- ⇒ **Joint projects** with ports of call : Kéroul, online training, security, Senior reflex
- ⇒ **Representation for major issues:** environmental, security, customs, regulatory affairs.



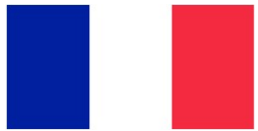
# 3 countries



Canada



USA



France



CRUISE CANADA  
NEW ENGLAND

5 MAJOR PARTNERS

CRUISE THE SAINT LAWRENCE, CRUISE ATLANTIC CANADA, CRUISE MAINE,  
CRUISE PORT BOSTON, NEW YORK CRUISE

REPRESENTING 40 PORTS





## **4 Guidelines**

*Dialog*

*Shared Value*

*Human*

*Climate*

# Sustainability

4 Guidelines

12 Goals

+ 35 Projects

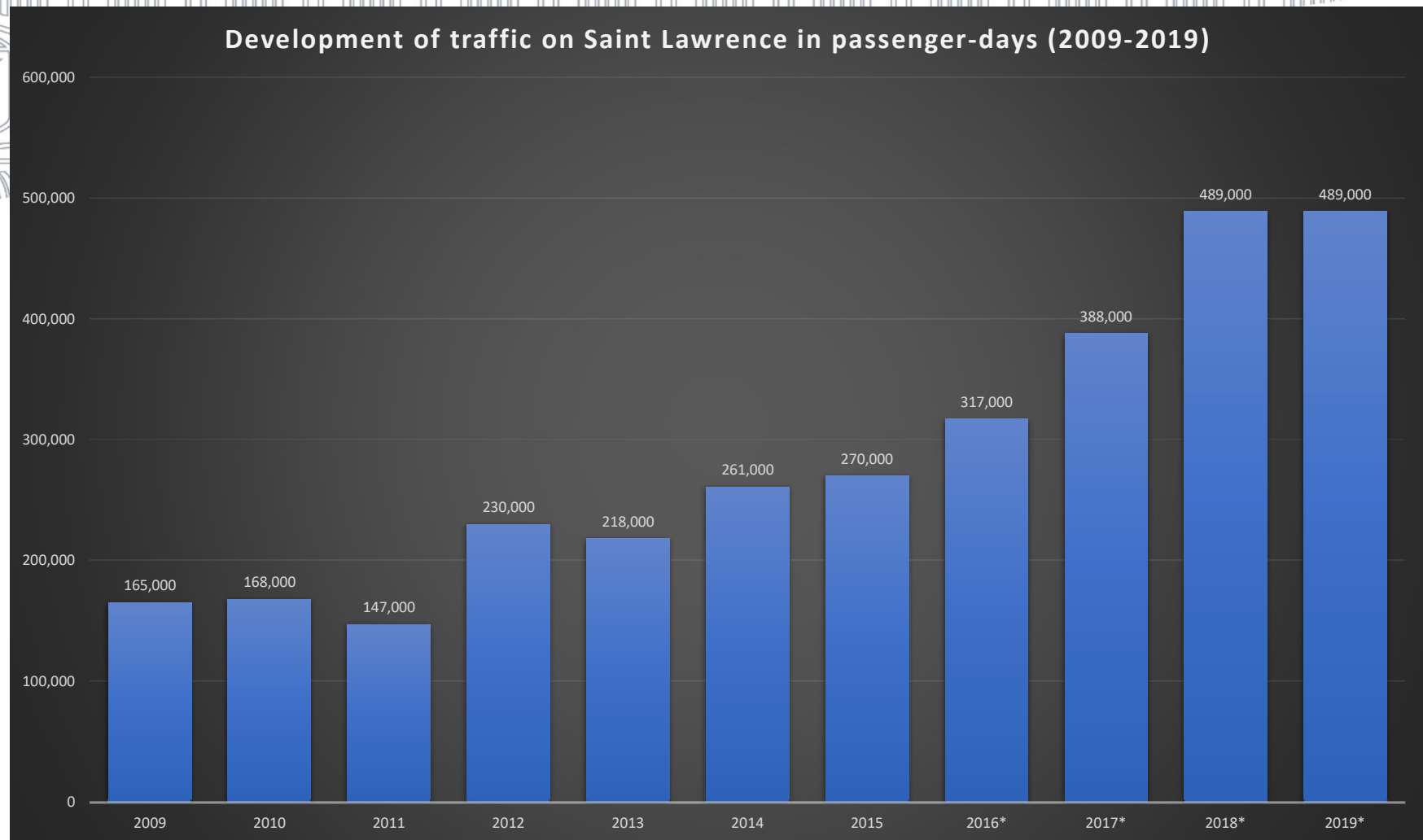
Partnership with  
stakeholders of the cruise  
industry, maritime industry,  
tourism and local  
communities

# The International Cruise Industry in Québec in 2019

- 489 000 passenger-days
- 711 M\$ Direct & Indirect economic benefits
- 41% increase over three years
- + 5000 direct & indirect jobs
- 8 tourist region visited
- 175 000 overnight pre-/post cruise stays at hotels in Québec & Montréal
- 2000 motor coach & buses rentals
- + 300 tourism businesses visited



# RESULTS 2009-2019





# PORT OF MUSKEGON



Deep Water  
Safe Harbor  
Easy Access

# DOCKS

Heritage Landing



Dedicated Dock  
Easy Access  
Motor Coach  
Turn Around

# CREATE THE TEAM



**Kristin Knop**

Events Director

**p.** 231-724-3182 **e.** [kknop@muskegon.org](mailto:kknop@muskegon.org)



**MUSKEGON LAKESHORE**  
chamber of commerce



**Pati Webster**

Administration & Customer Service Manager

**p.** 231-722-3751 **e.** [pwebster@muskegon.org](mailto:pwebster@muskegon.org)



**MUSKEGON LAKESHORE**  
chamber of commerce



# 2021 CRUISE SHIP DATES



3 Cruise Lines

4 Ships

25 Visits

200 Passengers

# ABOUT THE CRUISERS

- Average age is 60-80
- Mid- to High-Income Levels
- Interested in History and Culture, with a small percentage interested in shopping
- 2/3 mobile, 1/3 limited mobility
- Primarily couples
- Primarily from Western, Southern and Eastern states
- Well traveled
- Most have never seen the Great Lakes before

# DEVELOP YOUR BRAND





# HERITAGE DISTRICT



# COMPLIMENTARY TROLLEY TOUR

## EXPLORE THE HERITAGE DISTRICT AND THE BEACH

### Heritage District



### Beach Tour





# MOTOR COACH EXCURSION BY RESERVATION

**Muskegon Heritage Museum**



**USS LST-393**



**Hackley and Hume Home**



**Followed by a trip to a neighboring community**



# DEVELOP WALKING MAP FOR INDEPENDENT TRAVEL



# WELCOME PASSENGERS





# GUIDE RECRUITMENT & TRAINING





# THE GREAT LAKES

A map of the Great Lakes region with a red line indicating a travel route. The route starts in Chicago, goes north to Muskegon, then to Mackinac Island, Sault St Marie, Little Current, Georgian Bay, Parry Sound, Midland, Toronto, Niagara Falls, Windsor, and back to Chicago. The lakes shown are Lake Superior, Lake Huron, Lake Michigan, Lake Erie, and Lake Ontario. The cities of Chicago and Toronto are labeled in large, bold letters.



# VOLUNTEER OPPORTUNITIES

## Motorcoach Guides

- Present history of community and Michigan
- Point out sites in Heritage District
- Knowledgeable about community
- Assist with tourism advice and direction

## Trolley Guides

- Ride the trolley route
- Give information regarding different Heritage District attractions
- Answer questions
- Beach route guides info on Lakeside district and Pere Marquette Area



# THE DO'S OF PROVIDING A GREAT EXPERIENCE

- Do your research
- Know your audience
- Anticipate upcoming talking points
- Introduce yourself
- Give a brief overview of the area
- Only discuss what they will see
- Be sure everyone can hear you
- Show your sense of humor, but don't be too corny
- Use questions to keep the group engaged
- Give your guests a chance to ask questions
- Smile and Have Fun!



**PROMOTE YOUR COMMUNITY!**



**Be Patient**



Uniquely American River Cruises



VICTORY®  
CRUISE LINES

*Discover Beyond™*





ENHANCED

# Safety

MEASURES

## Face Coverings Mandate

- Masks will be provided in each stateroom and more are available as needed.
- Mandatory in all venues, i.e., entertainment, elevators, motorcoaches.
- Crew will wear masks when interacting with guests.

## Capacity Control & Social Distancing

- Each vessel will have reduced guest capacity.
- All public space capacities – including restaurants, bars and lounges, entertainment venues, pool deck, spa and fitness center – are controlled to accommodate required social distancing.
- Crew is prohibited from personal contact with guests.





A photograph of the American Queen steamship, a white vessel with ornate railings and a prominent black smokestack topped with a decorative spire. The ship is docked, and a gangway with red railings leads up to the entrance. Several people are visible on the ship and on the gangway. The name 'AMERICAN QUEEN' is written in red letters on a white background above the entrance.

ENCHANCED

# Safety

MEASURES

## Pre-Boarding

- Mandatory health questionnaire and COVID testing for all guests (and crew) conducted day before embarkation at pre-cruise hotel
- COVID vaccine requirement for all guests and crew on voyages beginning July 1, 2021

## Embarkation & Disembarkation

- Anyone testing positive will be denied boarding and will receive a refund and/or can re-book.
- Luggage will be disinfected before being brought onboard and when removed from the vessel
- Contactless gangway temperature screening of all guest and crew
- Sanitation of the gangway will take place every half hour.

ENCHANCED

# Safety MEASURES

## Sanitation – Public Spaces

- Every space undergoes continuous anti-microbial disinfection with medical-grade EPA-approved solutions.
- Twice daily anti-viral electrostatic fogging will occur in all public and crew spaces along with supplemental overnight deep fogging.
- Additional hand sanitizing stations with an alcohol-based sanitizer will be placed strategically throughout the ship.
- Guest corridors will be cleaned and disinfected regularly.

## Food and Beverage

- Hand washing stations are available outside each dining area.
- Re-invented buffets with express breakfast and lunch options served where crew assist guests with selections.
- Hourly sanitation of all frequently touched restaurant surface.
- Hourly or when vacated by guest sanitation of tables, chairs and countertops. Whichever comes first.
- All table items will be removed each time a table is vacated.
- All crockery, glassware and cutlery will be washed even if unused.
- Menus will be single-use paper printed and discarded after each use.





ENHANCED

# Safety MEASURES

## Sanitation – Guest Accommodations

- Prior to arrival, staterooms will be thoroughly cleaned and disinfected with hospital-grade EPA-approved solutions and electrostatic fogging.
- Multi-purpose disinfecting wipes will be placed in all guest accommodations.
- Guest staterooms will be electrostatically fogged twice daily.

## Fresh-Air Ventilation Systems

- UV-C light has been added to all main air handlers to facilitate effective disinfecting and sanitizing against microorganisms that may be present in the air supply.
- Air filtration and air quality are maintained to the highest industry standard on every vessel.





ENHANCED

# Safety

MEASURES

## Shore Excursions

- Every day before guests arrive, all bus seats, windows and handrails will be sanitized with an EPA-approved solution.
- Liquid hand sanitizer dispensers will be available at the motorcoach doors for all guests.
- Hourly cleaning, and after every service, sanitation of stepwell handrails, seat handrails and seats.
- Coach restrooms will be sanitized after each use and several times a day with an EPA-approved solution.

## Medical Resources

- Nurse onboard throughout all voyages for AQSC boats, and a medical doctor is on-board every VCL ship.
- Partnerships in every port so that care is available wherever and whenever it is needed.





OUR *Guests*







VICTORY<sup>®</sup>  
CRUISE LINES





SMALL SHIP

# Cruising



Victory I



Victory II



Ocean Victory



# Victory I and II

IDENTICAL DECK PLANS | 202 GUESTS | 101 STATEROOMS



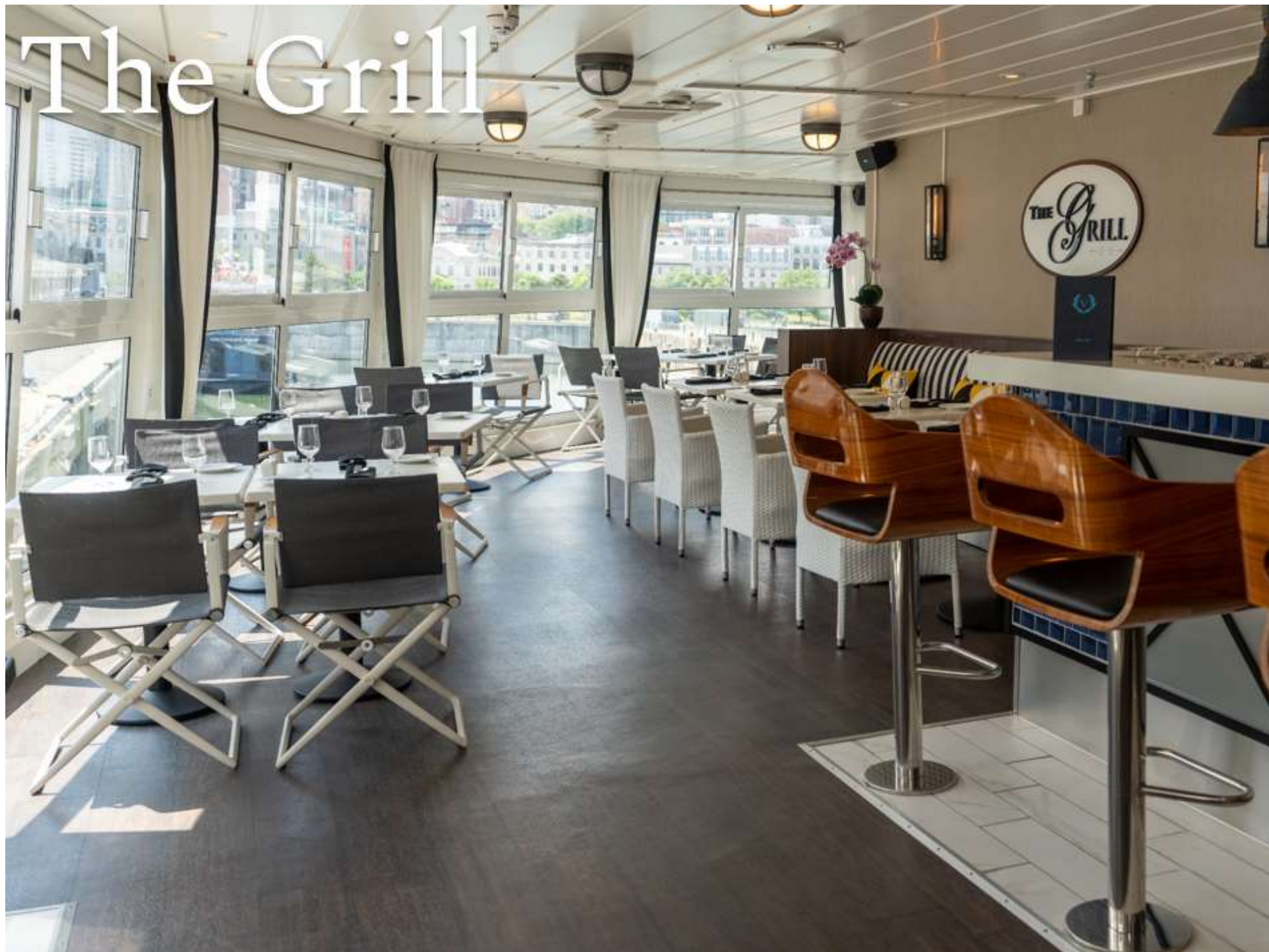


# Coastal Dining Room





# The Grill





# Compass Lounge





# The Tavern





CAT. OS – OWNERS SUITE  
335 SQ. FT. • TRIPLE OCCUPANCY • SEMI-PRIVATE TERRACE





## CATEGORY AA

161 SQ. FT. • DECK 4 • OPEN VERANDA • MINI-FRIDGE





# Great Lakes,

CANADIAN MARITIMES AND NEW ENGLAND



# Chicago to Toronto

*or reverse – sailing on VI and VII*





# Chicago to Niagara Falls

*Sailing on VI*



# Round Trip Chicago

*Sailing on VI*







Uniquely American River Cruises



**VICTORY®**  
CRUISE LINES

*Discover Beyond™*

VOYAGE

# *Inclusions*



# Excursions

IN EVERY PORT OF CALL [www](#)





# Industry

## ACCOLADES



*Best River Cruise Line for U.S. Sailings*  
AMERICAN QUEEN STEAMBOAT COMPANY



*Best River Cruise Line for U.S. Sailings*  
AMERICAN QUEEN STEAMBOAT COMPANY



**2017-2020 GOLD  
TRAVVY WINNER**







Uniquely American River Cruises



VICTORY®  
CRUISE LINES

*Discover Beyond™*

# Thank You!

