



MEDIA RELEASE

Cruise Ship Industry Group receives support to develop Great Lakes cruising in Ontario

FOR IMMEDIATE RELEASE

(MIDLAND, ON) The Cruise Ship Industry Group (CSIG) received an early Christmas present this week from the Ontario Ministry of Tourism, Culture and Sport, in the form of a \$250,000 grant. The grant will be used to support Ontario's Great Lakes cruising industry, including the development of an Ontario Cruise Ship Industry Business Case.

"This is fantastic news for Midland and all of our partner CSIG municipalities." said Mayor Gord McKay. "This grant gives us the ability to fully assess what is happening with the growing cruise ship industry, and to develop a robust business case and strategy to significantly increase cruise ship tourism in our region and throughout the Great Lakes. I am especially pleased that we are partnering with the province and Ontario municipalities around the Great Lakes to make this happen"

These feelings were shared by mayors from the many other Ontario port municipalities.

"As the largest port on the St. Lawrence Seaway, Thunder Bay has a rich heritage in shipping and our tourism industry is growing in leaps and bounds. We very much welcome this funding announcement." said Thunder Bay Mayor Keith Hobbs.

"The City of Windsor is pleased to be a port with the Great Lakes program and we are grateful to see the growth in the number of passenger ships choosing our destination to disembark," said Windsor Mayor Drew Dilkens.

"The funding announcement for the Cruise Ship Industry Business Case Study is great news for my community and the other Great Lakes ports. Now we will be able to assess the economic impact of the industry and develop our infrastructure accordingly," said Town of Northeastern Manitoulin and the Islands Mayor, Al MacNevin.

"Working with other Ontario ports of call, the province, the Great Lakes Cruising Coalition and Cruise Ontario, we are excited to be part of the development of a feasibility study and identification of infrastructure needs to continue to grow and support the cruise ship industry," said Parry Sound Mayor Jamie McGarvey.

"The Great Lakes offer a tremendous tourism opportunity and Sault Ste. Marie is very excited to be a part of this project. We look forward to working with our fellow Great Lake communities to develop this opportunity and we are confident that it will be a very productive effort," said Christian Provenzano, Sault Ste. Marie Mayor.

“Welcoming cruise ship tourists is an exciting prospect for Kingston and many other communities on the Great Lakes,” said Mayor Bryan Paterson. “This grant is an important first step in order to understand the potential market opportunity and I’m excited to see what we will learn from this study.”

Working closely with the Great Lakes Cruise Coalition (GLCC) and its Canadian arm, Cruise Ontario (CO), CSIG will develop a business case that identifies the current state and future prospects of Ontario’s Great Lakes cruise ship industry, create a strategy to guide the development of a successful industry and identify the needed infrastructure improvements to ports and port attractions.

“Our government is pleased to support the development of a business case and strategy that will help to grow the cruise ship industry on the Great Lakes. This is another step we are taking to boost tourism in this province, and I look forward to seeing the results of the study and what the future holds for Midland and our Great Lakes communities.”
Eleanor McMahon, Minister of Tourism, Culture and Sport.

CSIG is made up of representatives from the following Ontario port cities: Kingston; North East Manitoulin (Little Current); Parry Sound; Sault Ste. Marie; Thunder Bay; Toronto; Windsor and Midland.



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