

A Banner Year: 2008 Breaks Cruise Records for Halifax

As the 2008 cruise season draws to a close, the Port of Halifax is pleased to report an extremely successful, record-breaking year.

The season began on April 14 with the arrival of the M/S Amadea, a luxury liner making its inaugural call at the Port. This was just one of the Port's eight inaugural calls this season.

The following months saw an outstanding number of calls—more than has ever been recorded in the history of the Port of Halifax.

The rush brought an estimated total of 228,000 individual cruise passengers onboard 125 ships from around the world. These record-breaking numbers represent a 30% increase over the 2007 season.

An increase in cruise traffic means much more than just a busy harbourfront for Halifax. Cruise success strengthens our local tourism industry and our economy as a whole.

The total economic impact by cruise passengers and crew visiting Halifax this season is expected to reach an estimated \$25 million.

The milestone season ended on November 3 with the departure of the Royal Princess. Halifax was the last port on the Atlantic coastline to berth a cruise ship this season.

The Port of Halifax is already preparing for a strong season in 2009. Cunard Line will debut the new Queen Victoria in Halifax during her maiden voyage—just one of the cruise highlights in store for 2009. Stay tuned for details!

Just the Numbers:

228,000: Total number of passengers

9700: Most passengers in a single day

30%: Increase of passengers over 2007

125: Total number of vessel calls

8: Total number of inaugural calls

\$25 Million: Direct economic impact

(Forecasted cruise figures for 2008)
For frequently updated cruise statistics, visit:

www.portofhalifax.ca

Record Year Boasts a Record Day Too



Thursday October 2 marked an important milestone for the Port. Four large cruise ships berthed in the Port of Halifax simultaneously, bringing an estimated 9,700 passengers to the waterfront—a new one-day record. With a combined weight of 420,599 tonnes and a total length of 1170.43 metres, the ships and passengers created a spectacular scene in Halifax. This day coincided with Halifax's Democracy 250 celebrations. Port delegates greeted captains with flags and gifts to commemorate the historic day.

Queen Elizabeth 2 Makes her Final Call at the Port of Halifax

Sunday September 21, 2008 was an poignant day for the Port of Halifax, as the world-renowned Queen Elizabeth 2 visited Halifax for the last time as a part of her farewell tour. More than 70 guests from Halifax boarded the ship to say goodbye to captain and crew.



Farewell QE2

A group of 30 boarded Theodore Too, which led the QE2 out of the harbour on her final call. This stunning vessel has a rich history. She was first launched by Her Majesty Queen Elizabeth 2 in 1967. Since then, she has been host to military troops, royal guests and cruise passengers alike.

Now, after more than forty years at sea, the QE2 will sail to a new home in Dubai. There, she will assume her role as a floating luxury hotel in one of the wealthiest cities in the world.

www.portofhalifax.ca



Inaugural Recap

Here's a recap of this season's inaugural calls at the Port of Halifax.

M/S Amadea April 14, 2008



The M/S Amadea made its first call in Halifax during a 66 day world cruise that included ports of call in Bora Bora, Christmas Island, Mexico, Hawaii, Miami, New York and Germany. This visit marked the beginning of Halifax's 2008 cruise season.

Prince Albert II August 21, 2008



The Prince Albert is an expedition ship operated by Silversea Cruise Lines, designed specifically for navigating waters in some of the world's most remote destinations. Halifax was the ship's seventh stop on a ten-day voyage from St. John's, to New York.

MS Eurodaam August 27, 2008



The Eurodaam features several unique amenities including a Pan-Asian restaurant lounge and a spectacular panoramic view. Halifax was just one of its 20 stops around the world in August which included Scotland, Russia, Finland, and Germany.

Royal Princess September 21, 2008



The Royal Princess is the newest addition to Princess Cruise Lines' fleet of small ships. She features fresh water swimming pools, on-deck al-fresco gourmet dining, and a library containing over 4,000 titles—one of the best-stocked at sea.

Pacific Venus June 6, 2008



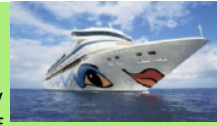
The Pacific Venus is a Japanese vessel that specializes in entertainment and socialization. It features a piano saloon, a casino, concert venues, a karaoke room, a Japanese tea room and a main lounge that accommodates 402 passengers.

Caribbean Princess August 26, 2008



Launched in 2004, the Caribbean is one of Princess Cruise Line's Grand Class Vessels, featuring a luxurious Spa and outdoor theatre. Halifax was the second port of call for the Princess, which began her seven-day journey in New York.

AIDAaura September 11, 2008



The AIDAaura is truly unique. Like many of the German-built AIDA ships, the Aura is revered for its ultra-casual club-like atmosphere. The vessel features a calypso restaurant, an "anytime" disco, a fun and fitness centre and a beach-style pool deck.

National Geographic October 3, 2008



The new National Geographic Explorer is an ice-class vessel, specializing in expedition cruises. The ship houses equipment for a variety of outdoor adventures including kayaks, zodiacs, snorkeling gear, hydrophones and underwater high definition cameras.

What's New at the Seaport?

The Halifax Seaport continues to feed cruise business at the Port of Halifax. It is home to local artisans, a brewery, boutiques, restaurants, museums, and so much more—all contributing to the unforgettable experience that cruise passengers enjoy in Halifax.

Over the past few months, major construction has been underway to develop the Seaport area. Ongoing projects include an extension of the boardwalk, the creation of open harbour views and building renovations to accommodate future tenants.

Check out the drawing below for a preview of the brighter, cleaner look that's in store for the Seaport.



Looking Ahead: Tall Ships 09

The Halifax harbourfront will be graced with an international gathering of world-class Tall Ships from July 16 to 26, 2009.

This will be the city's fourth time hosting the Tall Ships Festival. It will feature a parade of sail, public boardings, musicians, vendors and much more. Stay tuned for details on this great event.



www.tallshipsnovascotia.com

2009 is shaping up to be another great year for cruise in Halifax. For up-to-date schedule information and cruise news, be sure to visit the Port of Halifax's website!

www.portofhalifax.ca

