



Port of
Sydney
CANADA

Cruise News

VALUE OF THE CRUISE INDUSTRY

Review of 2015 Season

Passenger Count = **89,664**

70 out of 73 Calls (three cancelled due to high winds)

With Economic Impact of \$25.2million (Direct & Indirect Spending)

Brief Overview of 2016

Projected Passenger Count: **87,574** from 57 calls

Reasons for downturn.....

The Excitement around DISNEY MAGIC

FIVE INAUGURAL CALLS

Economic Impact Estimated: \$24.4million

CRUISE INDUSTRY

PROVINCIAL & REGIONAL PERSPECTIVE

NOVA SCOTIA receives the majority of all cruise traffic among Atlantic Canadian Ports

Port of Halifax Need Us..... We Need Them

SYDNEY IS ONE PORT OF CALL ON THE CANADA NEW ENGLAND ITINERARY

In 2015: Halifax & Sydney Combined received 311,973 Passengers

Investments in the Industry made by any Port, feed into the success of all ports

VALUE TO TOURISM AS A SECTOR

Builds tourism for the 'Shoulder Seasons'

Most of the cruise business comes in the Fall

Bus Loads visiting the Highland Village, Alexander Graham Bell, Old Sydney Society and Historical Properties, Glace Bay Miners Museum, the Fortress Louisbourg, and the Whitney Pier Historical Museum

Example of Value: Whitney Pier Museum

- Able to purchase Heat Pump
- Have over \$20k in bank as seed money to start the next season
- Able to successful provide employment for students
- Strong Volunteer Base Continues

SUSTAINABILITY, CHALLENGES, OPPORTUNITIES

GLOBAL COMPETITION

NEED FOR NON-COMPLACENCY

MUST CONTINUALLY INVIGORATE PRODUCTS & SERVICES TO MEET DEMANDS

Ground Transportation – continues to present challenges

FUTURE VESSELS

- Larger in Size (300 meters & longer in length)

Inability for current dockside to accommodate

SECOND BERTH – ESSENTIAL, NOT ONLY TO GROW, BUT TO SUSTAIN

SECOND CRUISE BERTH AS A PROJECT

IDENTIFIED BY CBRM AS #1 Economic Development Opportunity

Consistent with One Nova Scotia – Empowering Communities to proactively grow their economy

Project is consistent with aggressive tourism growth targets

CREDIBLE STUDIES TO SUPPORT

IMPORTANT TO GIVE CREDIBILITY TO THE PORT'S NEED FOR IMPROVED INFRASTRUCTURE

Bermello Ajamil & Partners 2013: (Feedback collected from cruise lines)

Excerpts:

- ❑ Ships are being built larger in size – current dock cannot accommodate 300 meters in length
- ❑ Without the expansion, Sydney will have limited growth potential in terms of large vessels; thereby lowering the impacts to the community
- ❑ Economic Impact to Measure Direct & Indirect Spending (BREA)

CRITICAL POINT – Without expansion, not only will the Port of Sydney be unable to grow, we will be unable to sustain!

JUSTIFICATION FOR SECOND BERTH

Tendering versus dockside – Tendering not deemed favourable

As per the feedback collected from cruise lines for the B&A Report, several comments give support to the opinion of cruise lines as it relates to the second berth. (Pg.23, B&A Report)

“The main issue in Sydney is a single berth”

“We have numerous conflicts which require us to tender”

“We have had poor guest experiences when tendering”

“Suitable berth is not always available due to congestion”

“Our experience in Sydney has been mixed due to anchoring”

SNEAK PREVIEW

2016 SEASON – EXPECTATIONS ARE THAT WE WILL BE DOWN

2017 Season – Still actively taking reservations

86 Calls

Over 131,000 Passengers and close to 60,000 crew

Economic Impact Estimated at \$35million

VULNERABLE TO LOSING CALLS DUE TO CONGESTION IN PORT AND
INADEQUATE INFRASTRUCTURE

JOAN HARRISS CRUISE PAVILION- EVENT VENUE

Popular Wedding Venue

- In 2015, we had 17 weddings
- In 2016, there will be 13 weddings

East Coast Music Awards April 2016

Cape Breton Dragon Boat Festival August 2016

Celtic Colours October 2016

Cape Breton Beer Fest November 2016

“Lost Time is Never Found Again”

Quote compiled by Larry Wall & Kathleen Russel; Published by Walrus Productions

THE ROAD TO SUCCESS

Is Always Under Construction

Thank you for your Time and Interest