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Cruising Growth

- In 2015, the global cruising industry supported about one million full time jobs and \$40 billion in wages and salaries
- In 2018, total passenger traffic in the Great Lakes region was about 100,000



Regional Cruising

A unique opportunity

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

Great Lakes itinerary



Cruise the Great Lakes

Overview

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



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

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

Major Accomplishments

- Since the official launch in 2018, we have:
 - Created organizational structure, engaged members and partners
 - Conducted market research, created and launched the brand
 - Developed and launched the website:
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 which will launch this fall
 - Made major progress on policy issues including customs for passengers



Regional Cruising Growth



Ships operating in 2019:

- Pearl Mist**
- Victory I**
- Victory II**
- Hamburg**
- Le Champlain**
- Grand Caribe**
- Grand Mariner**
- Canadian Empress**

Source: SLSDC



NEW CRUISE LINES: 2020-22

- Hapag Lloyd

- 2020
- 230 passengers

- Ritz Carlton *(confirmed)*

- 2021
- 298 Passengers

- Scenic Cruises *(pending)*

- Scenic Eclipse - launched 2019
- 228 Passengers

- Mystic Cruises *(pending)*

- 4 new expedition ships between 2021-2022
- Anticipated announcement in the 4th Quarter of 2019

- Announcement Pending

- Expedition Type Ship
- 378 Passengers

Source: SLSDC



Hapag Lloyd



Ritz Carlton



Scenic Cruises



Mystic Cruises

Cruise the Great Lakes Priorities



Customs

- The lack of US Customs clearance facilities for cruise passengers and inconsistent application of Customs regulations hinders industry expansion and threatens long-term viability
- Plan for four permanent locations to process cruise passengers



Cruise the Great Lakes Customs

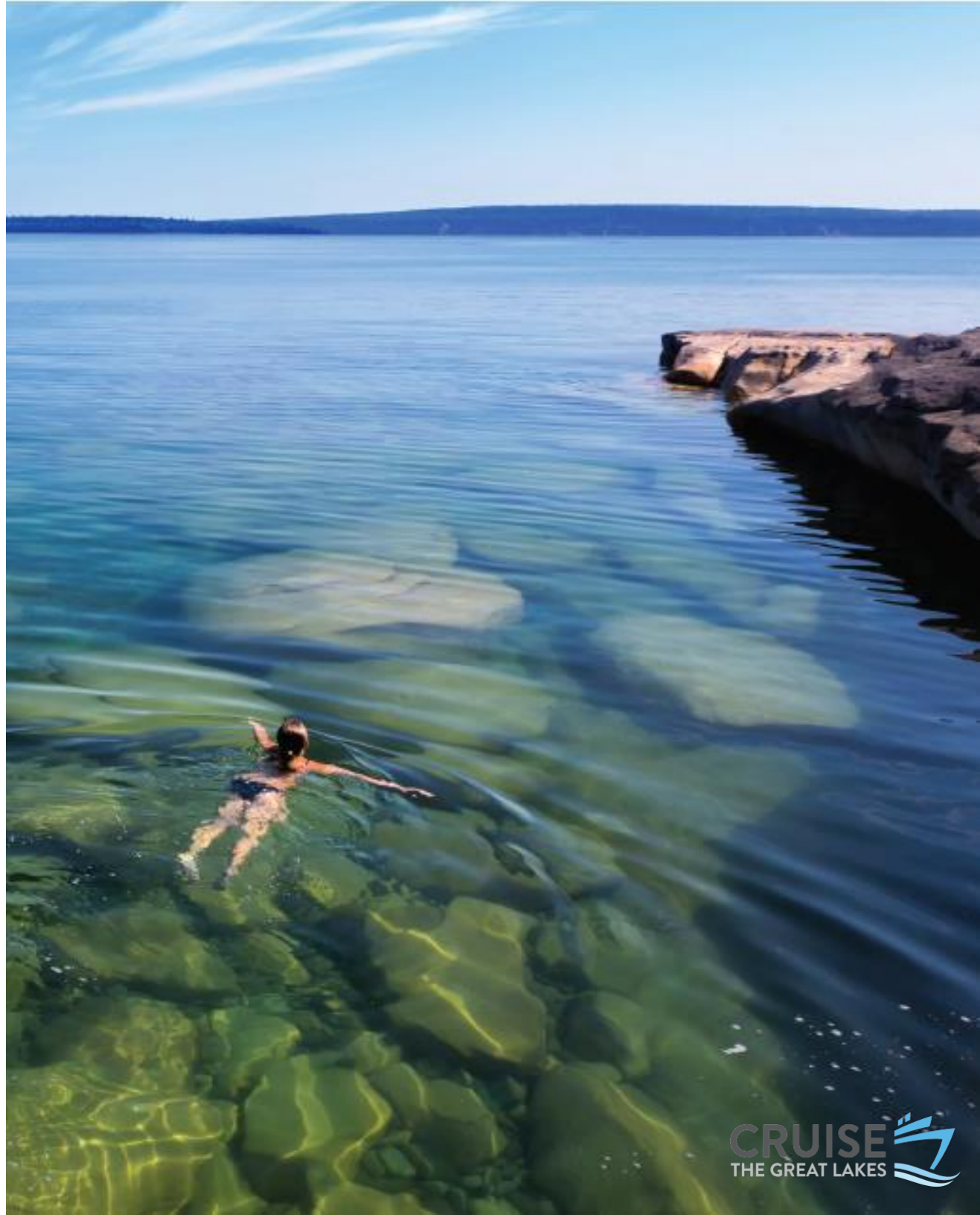
- Four permanent locations to process cruise passengers
 - Cleveland, Ohio
 - Detroit, Michigan
 - Duluth, Minnesota
 - Sault Ste. Marie, Michigan
- Detroit and Sault Ste. Marie are operational
- Cleveland is under construction
- Duluth is working to secure funding and technical aspects



Cruise the Great Lakes Marketing Program

Cruise the Great Lakes is taking actions such as:

- Market research;
- Creating printed materials;
- Growing web presence about cruising in the Great Lakes and regional offerings;
- Organizing and participating in events to enhance visibility



Media Events

- Mackinac Island, Michigan – August 2018
- Toronto, Ontario – May 2019
- Chicago, Illinois – August 2019



Thank you

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