



Cruise the Great Lakes

Cruise the Great Lakes is the region's cruise marketing partnership. It is a collaboration of the region's States, Provinces and partners working together to grow regional cruising. Its mission is to promote cruising in the region through an optimized and unique brand targeted towards current and potential passengers. **Cruise the Great Lakes** will accelerate the growth of regional cruising.

Cruising on the Great Lakes is poised for major growth in the coming years, with significant economic benefits for the entire region. In 2018, eight ships plan to operate in the region, representing nearly one million port visits by passengers. Two additional ships plan to enter the region by 2020.

Regional cruising has been growing rapidly despite the lack of a consistent regional brand or marketing program specifically directed at cruise passengers. **Cruise the Great Lakes** fills this gap and positions the region for sustained cruising growth for years to come.

The success of this partnership depends on a durable coalition of governments, cruise operators, port authorities, convention and visitor bureaus, and others. **Cruise the Great Lakes** seeks strategic partners to join the region's States and Provinces in developing, promoting, and sustaining regional cruising.

In advance of its launch in summer 2018, **Cruise the Great Lakes** is assessing the regional market, developing an initial brand, and planning promotional activities. Marketing strategies may include: a **centralized website** to offer basic information about cruising in the Great Lakes and all that the region has to offer; **digital marketing efforts** including web search optimization and advertorial and editorial content about cruise itineraries and the regional cruising experience; **printed materials**, such as maps, to geographically locate the Great Lakes within North America, and to pinpoint each active port offering activities for cruise passengers; **familiarization tours**; and **participation in events**.

For information about partnership opportunities, please contact David Naftzger, Executive Director of the Great Lakes St. Lawrence Governors & Premiers, at dnaftzger@gsgp.org or (312) 407-0177.