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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
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

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
Cruise the Great Lakes
Priorities

Customs
Pilotage
GSGP
Marketing
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.
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