



April 14th, 2022

Dear Business Owner/Manager:

The Greater Corner Brook Board of Trade, Corner Brook Port Corporation and other community partners involved in the Corner Brook Cruise Network are pleased to provide you with this information package regarding the 2022 cruise season. Enclosed in this package you will find:

- A schedule of cruise ship visits
- An information sheet with tips on attracting the cruise customer
- A list of Frequently Asked Questions (FAQs) which should assist in answering questions from cruise passengers who may visit your establishment
- Online resources and social media contacts which may assist in preparing for cruise ship visitors
- Discount sign should you wish to create a special offer for cruise passengers and crew
- Window signage for ships coming to port.

We hope that these items are helpful.

Please note that in the event of a change to the cruise schedule, including cancellations, local media will be contacted and a notice will be posted on the Corner Brook Port Corporation website, www.cornerbrookport.com, as soon as possible.

Should you have any questions about the information package, or if you would like a copy printed, please contact one of the partner organizations listed below and we would be pleased to make arrangements.

Corner Brook Port Corporation
Contact: Jackie Chow
E: jchow@cornerbrookport.com
T: 709-634-6600

Greater Corner Brook Board of Trade
Contact: Sherry Hynes
E: sherry@gcbbt.com
T: 709-634-58



Cruise Reservation Schedule 2022

Arrival Date	Vessel	Cruise Line	Time	# Pax
Fri. May 6, 2022	Navigator	Regent Seven Seas	0930-1730	490
Tue, May 24, 2022	Navigator	Regent Seven Seas	1100-1900	490
Wed, Jun. 1, 2022	Navigator	Regent Seven Seas	0900-1700	490
Tue, Jun. 14, 2022	Navigator	Regent Seven Seas	1000-1900	490
Sat, Aug. 6, 2022	Nieuw Statendam*	Holland America Line	1000-1800	2,666
Tue-Wed, Aug. 9-10, 2022	Amadea	Phoneix Reisen	1800-1300+1	600
Thu, Aug. 18, 2022	Borealis	Fred Olsen Cruises	0930-1800	1,360
Thu, Sep. 1, 2022	Nieuw Statendam	Holland America Line	1000-2300	2,666
Sat, Sep. 3, 2022	Mein Schiff 1	TUI Cruises	0830-1930	2,800
Fri, Sep. 9, 2022	Silver Whisper	Silver Seas	0800-1700	388
Sun, Sep. 11, 2022	Nieuw Statendam	Holland America Line	0900-1600	2,666
Tue, Sep. 13, 2022	Arcadia	P&O Cruises	0800-1800	2,016
Thurs. Sept 15, 2022	Amundsen	Hurtigruten	1100-2000	525
Fri, Sep. 16, 2022	Navigator	Regent Seven Seas	1100-1900	490
Mon. Sept. 19, 2022	Fram	Hurtigruten	0800-1800	200
Fri, Sep. 23, 2022	Amera*	Phoneix Reisen	1200-0700	835
Sat, Sep. 24, 2022	Navigator	Regent Seven Seas	0900-1700	490
Fri, Sep. 30, 2022	Sky Princess*	Princess Cruises	0800-1700	3,660
Wed., Oct. 5, 2022	MS Ambience*	BSM Cruise Services	1000-1800	1,400
Fri, Oct. 7, 2022	Insignia	Oceania Cruises	1100-1900	648
Sat. Oct. 8, 2022	SH Vega*	Swan Hellenic	0800-1700	152
	Navigator	Regent Seven Seas	1100-1900	490
Tue, Oct. 11, 2022	Borealis *	Fred Olsen Cruises	0800-1700	1,360
Sun, Oct. 16, 2022	Navigator	Regent Seven Seas	0900-1700	490



Tips for Attracting the Cruise Ship Customer*

There are so many ways that you can attract the cruise customer. Be inventive. Try something new. Bring in different products. Highlight unique and/or local products. Use your storefront to attract customers inside. Utilize your friendly staff to make the sale.

- Many passengers are seeking **small souvenir items** such as magnets, postcards, t-shirts and hats from the areas that they visit. These may not be your regularly stocked items, but could get people in the door to view your other stock. Many are looking for items with **Corner Brook** written on them.
- Passengers also like:
 - **Handmade items**, especially unique items (one of a kind or something that could not be purchased elsewhere). Higher-end handmade items, such as carvings, are also popular, but with a limited number of sales in comparison.
 - Items made from **products indigenous to the area**, e.g. wood products or items made using a process unique to the area
 - **Knitted items**
 - **Jewellery** (especially if handmade and/or unique)
 - **Local food** items such as preserves, fudge, and chocolate.
 - **Artwork** (size may be a factor; offering a shipping service may be a purchase incentive)
- **Shipping services:** since some items may not be permitted on the ship or the size of an item may interfere with walking around town, businesses should consider proper wrapping for transport (e.g. bubble wrap for glass items) and shipping services. Canada Post can provide information about boxing and shipping costs. Having the shipping options identified (a sign on the counter, wall or door) could encourage sales.
- **Packaging:** combining a regular item in your store with other item(s) and charging appropriately for the package is also a good idea. For example, if you sell mugs, you could fill them with locally made candy and wrap them in clear wrap with a Newfoundland Tartan tie and sell this as a packaged item - it is a ready-made gift!
- **Phone cards:** when disembarking the ship, many passengers are seeking phone cards so if you sell them, you should advertise that you have them.
- **Don't forget the crew!** While we often focus on the cruise passengers, the crew also shops while in port. They are looking for items such as detergent, snacks and clothing as these are quite expensive on the ship. Some may also be seeking higher end items such as electronics.
- **Encourage customers to come inside!** To make the sale, you have to get them in the door. We encourage you to think outside the box to get cruise visitors into your store. It could be something simple such as a welcome sign (some are included in this package), some

colourful balloons or playing some music. Statistics show that passengers spend between \$60 and \$70 each per port stop, so ensure that they come through your doors instead of window shopping.

- **A welcoming store front!** Enhancing the look of your storefront could be just the draw to pull customers inside. While you may not sell an ugly stick or a sou'wester, having them in your window would make the visitor take a second look. You could even have a sign inviting visitors to come in and find out about this local oddity. Be sure to place Newfoundland-made or other unique products in your storefront.
- **Offer great customer service:** Polish up on your staff's customer service skills. Friendly service goes a long way in making a sale. A list of Frequently Asked Questions has been included in this package – why not share it and/or post it for staff.
- **Make a scene at your place of business.** Why not organize a (non-alcoholic) screech-in for a day for the larger ship visits? Or have a local musician play in front of your store? Or create an outside market area in front of the business? All of these will attract the customer to you and hopefully translate into sales.
- **Don't forget social media!** If you have a twitter or Facebook account, making a post to welcome visitors to the City may encourage them to come by your store. Several local businesses have noticed an increase in visitation when they have posted messages on social media during cruise ship visits.
- **If you operate a restaurant, change up your fare for a day.** Offer a special menu with Newfoundland items or alter your current dishes to include items found in the province, like blueberry pie instead of apple. Be sure to advertise on outdoor signage to get people in the door.
- **If you operate a bar or pub, why not offer specials on Newfoundland-made spirits?** Or you could organize a traditional Screech-in at a cost.
- **Cross-promote with other businesses.** Encourage your customers to visit another business or offer a discount, such as 10% off your coffee with a receipt from next door.
- Visitors may also look for **pharmacies, churches and liquor stores** so it is a good idea to ensure that you and your staff are able to provide directions to those locations closest to your business.
- **Local customers also notice!** When you have something interesting or special happening, local clients may be more likely to come into your business as well.

**These tips are based on information gathered from passenger surveys and direct passenger feedback from numerous ports in Atlantic Canada.*

If you have an event, unique item or special discount available to cruise ship passengers, please let us know about it so that we can help get the word out! Contact Corner Brook Port Corporation at 634-6600 or jchow@cornerbrookport.com and the Greater Corner Brook Board of Trade at 634-5831 or sherry@gcbbt.com.

FAQ – Corner Brook

What is the population of Corner Brook?

Approx. 20,000; Humber Valley/Bay of Islands region approx. 40,000 (*Stats Canada 2016*)

What is the population of the province of Newfoundland & Labrador?

Approx. 527,613 (*Statistics Canada, Q1 2018*)

What is the average cost of a home in the City of Corner Brook?

\$206,023 (*Single family home; 2017 Canadian Mortgage and Housing Corporation*)

What is the average income in Corner Brook?

\$80,732 is the average household income (*Stats Canada 2016*)

What is the main industry/who are major employers?

Multi-level government services, post-secondary institutions and Corner Brook Pulp & Paper. The mill has been a major employer since it opened in 1925.

What is the distance from Corner Brook to St. John's?

Approx. 690 km one way (or 429 miles)

What is the average temperature?

June: 12.8 °C | July- August 17.3 °C | September 13°C | October 7.5°C | February -6.8 °C

What is the average rainfall? Snowfall?

Annual rainfall is 884.5 millimetres or 34 inches. Historically, August – October is rainiest period and January has the most snow. Annual snowfall during the winter is 400 centimetres, more than 13 feet.

How long have cruise ships been coming to the area?

The first cruise ship came in 1976. Busier cruise seasons started in the 1990s. Corner Brook typically welcomes 10-12 cruise ships per year, mostly in September and October. There were 15 visits in 2018 and 20 are expected in 2019. This will be the busiest season on record.

When did Captain Cook explore the Bay of Islands?

Captain Cook explored and mapped the Bay of Islands in 1767. 2017 was the 250th Anniversary of Cook's time in Western Newfoundland and the Bay of Islands.

How many moose are in NL?

Approx. 150,000 - all descended from 4 moose that were dropped off in Howley, NL from New Brunswick in 1904. This was actually the second introduction of moose to the island. In 1878 a cow and bull were brought to the island and released near Gander Bay but it was unclear whether any offspring resulted from these two animals.

Can you see whales and/or icebergs here in Corner Brook?

Whales can be seen all year round in the Bay of Islands. Icebergs usually come into the coves around Newfoundland in the spring and may stay around into the early summer, however they cannot typically be seen in the Bay of Islands. On average, icebergs are more plentiful as one travels further north up the east coast of NL.

How did Corner Brook get its name?

While there is no official story, it is a possibility, according to local legend, that the name Corner Brook actually evolved from the name Connor's Brook. A hermit named Connor lived near the brook which runs through the centre of town and back into the woodlands. It is said that many people referred to it as Connor's Brook, but over time it changed into Corner Brook. What do you think the story is?

What is the background of the local people?

The first European visitors to Newfoundland and Labrador were Portuguese, Spanish, French, English and Irish who came to fish in the ocean that surrounds us. Many of these visitors stayed for the fishing season and then returned home. Fishing, especially the herring fishery, was very important to settling the communities within the Bay of Islands. Some of those communities make up present day Corner Brook such as Birchy Cove (Curling) and Humbermouth. With the establishment of the pulp and paper mill in the mid-1920s, the foundations of what would become Corner Brook took root. Many of the people who settled in Corner Brook came from towns and villages in Atlantic Canada as well as Great Britain (England, Scotland, and Wales). Some of the early history can still be seen in the one-way streets and houses in our downtown area and in the names of areas and streets within Corner Brook. People from all over the world still come to live and work in Corner Brook.

What is the size of Gros Morne National Park?

Park size: 1,805 sq. km | 697 sq. miles

How long does it take to drive to Gros Morne National Park from Corner Brook

To Woody Point, Gros Morne National Park (route 431) = 121 km. About 1 hour 36 mins.

To Rocky Harbour (route 430) = 126 km. About 1 hour 32 mins.

Why is Gros Morne National Park a UNESCO World Heritage Site?

Gros Morne National Park of Canada, the second largest National Park in Eastern Canada, was designated a UNESCO World Heritage Site in 1987. It was given the designation based on its exceptional natural beauty and outstanding examples representing major stages of Earth's history. The rocks of Gros Morne National Park and adjacent parts of western Newfoundland are world-renowned for the light they shed on the geological evolution of ancient mountain belts. The geology of the park illustrates the concept of plate tectonics, one of the most important ideas in modern science. The rocks of Gros Morne were once part of an ancient ocean and later thrust up to form the Appalachian Mountains as two continents collided. Glaciers carved out the land creating spectacular landscape and exposing the earth's mantle. The Tablelands, on the park's south side, is one of the few places in the world where the earth's mantle is exposed.

FAQ – Visitors Asking for Directions & Suggestions

Passengers typically ask about how/where to find a variety of businesses/services. It is a good idea to make sure that you and your staff can provide directions from your location to the following:

- Nearest ATM/Bank
- Nearest post office
- Nearest liquor store
- Nearest shopping area
- Grocery store
- Place to buy NL souvenirs
- Coffee shop
- Internet access/WiFi
- Entrances to Corner Brook Stream Trail
- Place to buy postcards
- Place to get seafood or local cuisine
- Public payphone locations

When giving directions, remember to:

- Speak slowly
- Use landmarks (e.g., “you will pass City Hall on your left” or “you will go through three intersections, then make a right”), but remember when directing visitors to use landmarks that are easy to identify (e.g., don’t say “next to the old Canadian Tire building”)
- Use visuals if possible (e.g., “if you look around the corner, you can see a sign saying Corner Brook Steam Trail”)
- Provide a distance or time estimate, taking into account the abilities of the passenger(s).
- Give the option of taking transportation, such as a taxi. (e.g., “it takes about 20 minutes to walk, but a taxi could take you there in 5 minutes or less”)
- Provide additional information if you can, such as the admission price of an attraction or the hours of operation of a store

Social Media & Online Resources

(Format: website | facebook page | twitter handle)

Corner Brook Port Corporation

www.cornerbrookport.com

Greater Corner Brook Board of Trade

www.gcbbt.com | facebook.com/gcbbt | @GCBBT

City of Corner Brook

www.cornerbrook.com | facebook.com/CityofCornerBrook | @CornerBrook

Corner Brook Museum & Archives

www.cornerbrookmuseum.ca | @CBrookMuseum

Go Western Newfoundland

www.gowesternnewfoundland.com | facebook.com/GoWesternNL | @gowesternnl

Royal Canadian Legion

www.legioncornerbrook.ca

Rotary Arts Centre

www.rotaryartscentre.ca | facebook.com/RotaryArtsCentre | @CBRotaryArts

Newfoundland & Labrador Public Libraries-Corner Brook Public Library

www.nlpl.ca | facebook.com/cornerbrookpubliclibrary | @NLPubLibraries

Gros Morne National Park

www.pc.gc.ca/en/pn-np/nl/grosmorne/index | facebook.com/GrosMorneNP | @ParksCanadaNL

Experience Qalipu

www.experienceqalipu.ca | https://www.facebook.com/experienceqalipu/

Cruise Newfoundland and Labrador

www.cruisetheedge.com | facebook.com/CruiseNewfoundlandandLabrador | @CruiseNL

Newfoundland and Labrador Tourism

www.newfoundlandlabrador.com | facebook.com/NewfoundlandandLabradorTourism | @NLtweets

Hospitality Newfoundland and Labrador

www.hnl.ca | facebook.com/HospitalityNL | @HospitalityNL

Cruise Atlantic Canada

www.cruiseatlanticcanada.com | facebook.com/CruiseAtlanticCanada | @ACCACruise