



April 24, 2023

Dear Business Owner/Manager:

With the 2023 Cruise Season fast approaching, it's important for businesses to prepare and make the most of the opportunities it presents. 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 2023 Cruise Season. Included in this package is a season schedule, information on attracting cruise customers, a list of frequently asked questions, online resources including social media contacts, as well as a download link for several marketing materials related to cruises. By following these tips, you can maximize your business's potential during the 2023 Cruise Season and attract more customers to your business.

Please be advised that any changes to the cruise ship schedule, such as adjustments to arrival or departure times and cancellations, will be promptly communicated on the Port of Corner Brook's Facebook page and website (www.cornerbrookport.com/cruise-schedule), as well as through email. If you wish to receive email updates throughout the cruise season, please send a message to contact@cornerbrookport.com.

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 please to make the arrangements. If you have any questions about the information package or would like a printed copy, please contact one of the partner organizations listed below and they will be happy to assist you.



Corner Brook Port Corporation

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Greater Corner Brook Board of Trade

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Port of Corner Brook 2023 Cruise Season

Excited for this years cruise season? Learn more about how you can attract cruise passengers to your business and how you can help make an impact.

This package contains various items to assist businesses in increasing their participation in the 2023 cruise season. The cruise industry in the Corner Brook region has significant economic benefits and opportunities. Start exploring ways to becoming more involved!

Become a Certified Cruise Information Stop!

It's common for cruise passengers to have questions, and it's easy for them to get lost in unfamiliar areas. Certified businesses that serve as cruise information stops offer helpful information to passengers and crew when they are in port. These businesses display a branded sign on their storefront or window during the cruise season to indicate that they welcome passengers to stop in and request assistance.

Want to become certified? Reach out to us at contact@cornerbrookport.com.

[!\[\]\(a870788d6ed9b8fd294b7654a8c8526b_img.jpg\) Register now!](#)

Become a Certified Cruise Information Stop with Port of Corner Brook
Are you interested in being certified as a cruise information stop this season? Email Port of Corner Brook to let us know! Our in-house certification program offers a one-hour session to equip you with the necessary tools and resources to assist and provide support for the various needs of our cruise passengers and crew.

Innovative Approaches to Attracting Cruise Customers

Attracting cruise customers can be accomplished in a variety of ways. Consider experimenting with new methods or introducing new and exciting products. Showcasing unique and locally-sourced items can also be a major draw. Make use of your storefront to entice customers into your shop and rely on your friendly staff to seal the deal.

Drive Sales by Drawing in Cruise Visitors

Attracting customers to your store is crucial to boosting sales. To draw in cruise visitors, try out-of-the-box approaches like a warm welcome sign, colorful balloons, or background music. According to statistics, each passenger spends an average of \$60 to \$70 per port stop, making it vital to create an appealing and attractive store to increase foot traffic.

Consider stocking small souvenir items like magnets, postcards, t-shirts, and hats with "Corner Brook" written on them. Handmade items, especially unique ones, are also popular among passengers. Higher-end handmade items like carvings can be sold but may have limited sales. Additionally, consider offering items made from products indigenous to the area, knitted items, jewelry, local food items, and artwork.

Tips for Small Businesses to Boost Sales for Cruise Ship Passengers

- **Shipping Services:** To ensure that items are permitted on the ship and easy to carry around town, consider proper wrapping (such as bubble wrap for glass) and shipping services. Canada Post provides information about boxing and shipping costs. Clearly identifying shipping options (e.g. with a sign on the counter, wall or door) can encourage sales.
- **Packaging:** Combine regular items with other products and price them accordingly. For instance, fill a mug with locally made candy and wrap it in clear wrap with a Newfoundland Tartan tie to create a ready-made gift.
- **Phone Cards:** Many passengers disembarking the ship are in search of phone cards. If you sell them, advertise that you have them to attract customers.

One-Day Specials for Restaurants, Bars, and Pubs

Are you looking for ways to attract more customers to your restaurant, bar or pub? Try changing up your menu for a day! Consider offering a special menu featuring Newfoundland delicacies or altering your current dishes to include locally-sourced ingredients. You could also offer discounts on Newfoundland-made spirits, or even organize a traditional Screech-in event for a

unique experience. Be sure to promote your specials with outdoor signage to bring in more foot traffic.

Remember the Crew: A Key Consumer Group

When it comes to shopping, it's easy to focus solely on cruise passengers. However, don't overlook the shopping needs of the crew. They too are on the lookout for everyday items, like detergent and snacks, as well as clothing, which can be quite costly on board the vessel. Additionally, some may be interested in purchasing high-end items such as electronics.

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. 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. 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!

Boost Your Business with Cross-Promotion and Local Events

Collaborating with other businesses can be an effective way to increase traffic to your own. Encourage customers to visit neighboring businesses by offering a discount or other incentive – for example, 10% off their coffee with a receipt from next door. Don't underestimate the power of local customers! They're more likely to take notice of interesting or special happenings, and may in turn become loyal patrons of your business. If you have an upcoming event, unique item, or special discount available for cruise ship passengers, please share it with us so that we can help spread the word!

Success Tips

Tips for Preparing Your Staff for Cruise Ship Guests in Corner Brook

To ensure a successful and memorable experience for cruise ship guests in Corner Brook, it's essential to plan ahead and staff accordingly. Here are some helpful tips to get you started:

- Review the schedule in advance and consider additional staffing on busy days.
- Keep up-to-date with arrival/departure times and schedule changes by following the Port of Corner Brook on Facebook.
- Conduct a staff meeting to share cruise tips and tricks, while emphasizing the importance of providing a positive guest experience.
- Ensure that passengers and crew feel safe and welcome during their visit.

- Have a City of Corner Brook visitor guide and city map available to assist guests in exploring the area.
- Finally, showcase your love for the city and province to create a lasting impression.

Keep the Port Informed

We understand the importance of a seamless and memorable cruise experience for passengers. We strive to provide them with all the necessary information and resources to make the most of their trip. If you have a special event or exclusive discount that you would like to offer cruise ship passengers, we would be delighted to help you promote it. Don't hesitate to contact us with your special event or discount details. We are always here to help!

Contact us

Corner Brook Port Corporation

634-6600 or contact@cornerbrookport.com

Greater Corner Brook Board of Trade

634-5831 or sherry@gcbbt.com



Frequently Asked Questions Common Facts

Frequently Asked Questions

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 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 Directions & Suggestions

Here are directions from your location to the following businesses and services in Corner Brook:

- Nearest ATM/Bank: Several banks and ATMs can be found on Main Street toward City Hall, including Credit Union and BMO.
- Nearest post office: The nearest post office delivery box is located at 1 West Steet and Post Office can be found inside Shopper's Drugmart.
- Nearest liquor store: The nearest liquor store is the NLC Liquor Store located at 137 O'Connell Drive.
- Nearest shopping area: The nearest shopping area is the Corner Brook Plaza located at 44 Maple Valley Road.
- Grocery store: The nearest grocery store is the Dominion located at 137 O'Connell Drive and Sobery located on the upper level of the Valley Mall.
- Place to buy NL souvenirs: The Newfoundland Emporium located at 10 Main Steet offers a wide variety of Newfoundland souvenirs.
- Internet access/WiFi: Free WiFi is available at the Corner Brook Public Library located at 4 West Steet as well as several other locations including town square.
- Entrances to Corner Brook Stream Trail: The closest entrance to the Corner Brook Stream Trail is located at the end of Riverside Drive.
- Place to buy postcards: The Newfoundland Emporium located at 10 Main Steet offers a variety of Newfoundland postcards and Picture it in a Frame on West Street.
- Place to get seafood or local cuisine: Visit Newfound Sushi located on Broadway for local seafood cuisine or Crown and Moost, the Carriage Room, Hew & Draw, etc.
- Public payphone locations: There are several public payphones located throughout Corner Brook including one at the Corner Brook Plaza and one at the Dominion.

Helpful Tips for Giving Directions to Visitors

When providing directions to visitors, keep these tips in mind to ensure they find their way with ease:

- Speak slowly and clearly.
- Use identifiable landmarks as points of reference.
- Incorporate visuals if possible to make it easier for visitors to locate a destination.
- Provide an estimate of the distance or time required to reach the destination.
- Consider the abilities of visitors and suggest alternative transportation options if necessary.
- Provide additional details, such as admission prices or operating hours, to enhance the visitor experience.

Social Media & Online Resources



Corner Brook Port Corporation

www.cornerbrookport.com | facebook.com/portofcornerbrook

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/GoWesternNewfoundland | @WNewfoundland

Royal Canadian Legion

rcl.br.13@nf.aibn.com

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 | www.facebook.com/experienceqalipu

Cruise Newfoundland and Labrador

www.cruisenl.com | Facebook.com/CruiseNL | @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