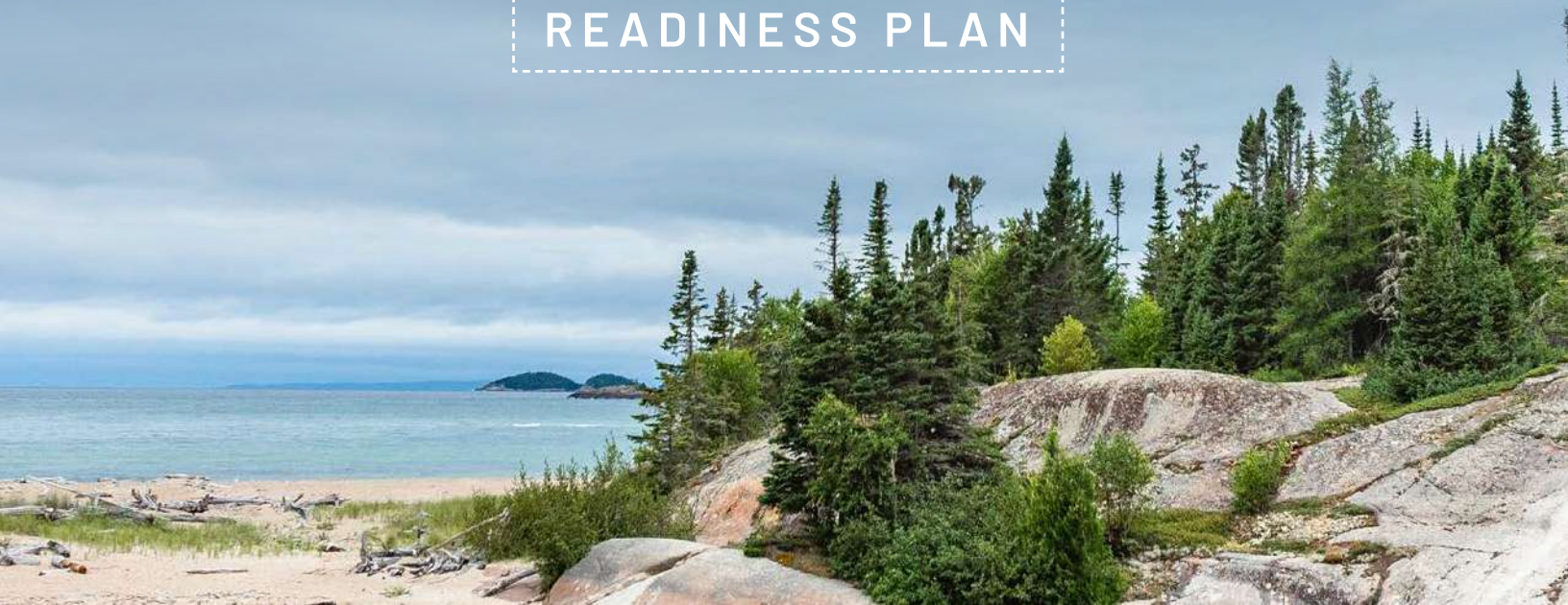




LAKE SUPERIOR NORTH SHORE CRUISE SHIP

READINESS PLAN



DECEMBER 2022

PREPARED FOR:



PREPARED BY:



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EXECUTIVE SUMMARY

In July 2022, Superior Country, with funding from Parks Canada, called for proposals to have a comprehensive Lake Superior North Shore Cruise Market Readiness Plan prepared. The plan would address the following questions:

1. **What are the most important needs that communities aiming to become cruise ship destinations need to address? What is the best way to address these needs?**
2. **What training is needed to become a cruise ship destination? Who needs to be trained?**
3. **What product development is needed to match the needs of cruise ship operators?**
4. **Who should play the lead role in attracting and servicing cruise ships in the Lake Superior North Shore region?**

The methodology was as follows:

Phase I: Project initiation, management, and communications

Phase II: Research and engagement

Phase III: Product development planning

Phase IV: Plan development

Following the project initiation meeting, the focus moved to research and engagement. A total of 16 key informant interviews were conducted and summarized as part of the primary research as was participation in a cruise line representative FAM tour. Secondary research methods included a tourism asset scan of the partner communities, best practice research, review of expedition cruise lines web sites and attending training sessions hosted by Aquila Center for Cruise Excellence.

Next, focus group sessions were held in Nipigon (Nipigon, Red Rock group) and Terrace Bay (Rosspoint, Schreiber, Terrace Bay group) to share information on the wants and needs of the expedition cruise lines and to begin to develop packages to offer to the cruise lines. There were a total of 13 participants and eight preliminary packages were developed.

The plan is intended to serve as a practical resource for attracting and hosting cruise ships in the Lake Superior North Shore region.



Forrest Consulting was chosen as the firm to develop the plan.



📍 Nipigon Bridge over Nipigon River

Communities/ports on the Lake Superior North Shore must have a security procedures document completed and approved by Transport Canada prior to becoming certified as an Occasional Use Marine Facility (OUMF) which means they are allowed to host up to ten vessel visits per year.

All of the communities in the region have either received approval as an OUMF or are in the process of obtaining approval.

The communities need to have the appropriate infrastructure in place. While none of the communities can accommodate a cruise ship at their docks, they are still able to host passengers arriving via smaller vessels. Regarding the product needs of the cruise lines, all the communities have product in place or product that can be developed to meet these needs and even exceed expectations. Reception facilities will need to be put in place.

Some residents have concerns about hosting cruise ships particularly with respect to their impact on the environment as well as potential disruptions in the communities. This plan details how to learn more about citizen concerns and how to address them.

Training needs identified included customer service, story telling, interpretation, being an ambassador and diversity awareness.

The plan contains information on the product focus of expedition cruises. Some work has already been done on product development with the communities and this is contained in the report as well.

The strong consensus was that Superior Country should lead the cruise ship initiative for the Lake Superior North Shore region. It was agreed that the organization has a strong track record of leadership and team building within the tourism sector as well as a good knowledge of the region's strengths, weaknesses, opportunities, and challenges.

INTRODUCTION

Cruise ship tourism is a huge industry, and it is the fastest growing segment in the entire travel industry worldwide. In the November 2019 edition of the Canadian publication, *Travel Press*, Senior Travel Writer Ian Stalker shared the prediction of tourism officials from both sides of the Canada-U.S. border that the potential of Great Lakes cruising was considerable.¹

The Executive Director of the Great Lakes Cruising Association Stephen Burnett agreed, predicting that the number of people opting to sail the Great Lakes would see dramatic increases. He said, “The Great Lakes is the last un-cruised region of the world and given that cruising has become a significant pillar of the travel industry, the emergence of quality cruising on the Great Lakes has an exceptional future”.

Emerging from the COVID pandemic, that prediction still holds true and with the identification and promotion of Lake Superior’s North Shore Inside Passage, the potential benefit for the region’s North Shore communities is exciting. While there are no large commercial docks or mooring walls within the passage, there are several anchorage sites that will enable visiting ships to access the region.

The question is, who in the region is ready for cruise ship arrivals? Who has the resources to and the will to become ready? How many arrivals is the right number for each community? The village of Silver Islet has already hosted a cruise ship visit this summer and, while the experience was overall a positive one, the volunteers who were faced with the task of preparing for the scheduled arrivals found it challenging.

Realizing that this is a complex process, Superior Country in partnership with Parks Canada has taken the initiative to lead a process to have a comprehensive Lake Superior North Shore Cruise Market Readiness Plan prepared. The plan that follows will address the following questions:

- 01** What are the most important needs that communities aiming to become cruise ship destinations need to address? What is the best way to address these needs?
- 02** What training is needed to become a cruise ship destination? Who needs to be trained?
- 03** What product development is needed to match the needs of cruise ship operators?
- 04** Who should lead the cruise ship initiative on behalf of the region?

¹ Major growth expected for Great Lakes cruise industry - TravelPress

TRENDS AND MARKET OUTLOOK IN CRUISE TOURISM

According to Future Market Insights², the global cruise tourism market is forecast to reach **\$17.4 billion U.S.** by 2032, up from **\$5.3 U.S. billion** in 2022, with a compound **annual growth rate of 11.97% during the 10-year period**. This projected growth is attributed to the increasing disposable income of individuals along with the latest developments in cruise ship facilities and offers.

The increase in popularity of cruise tourism in emerging countries is anticipated to provide opportunities for all cruise ship service providers worldwide during the forecast period. Another factor is the growth of cruise ship capacity. In its annual report in 2018, Cruise Industry News predicted that the capacity of ocean cruise ships will increase by 48% from 2018 to 2027.³ Cruise companies are constantly introducing new regions and destinations for travellers to explore.

There is strong interest in repositioning cruises, which means moving a ship from one destination to another. Travellers are interested in exploring new destinations.

The industry can be adversely affected by financial downturns, natural disasters and such threats as the presence of pirates in several areas.

Currently, the expedition segment is the fastest-growing segment of the cruise industry. Until 2018, few new expedition ships were being built. But about 45 were expected to be constructed between 2018 and 2023, according to an article in the Washington Post.⁴

Expedition cruises, with their adventure-focused, off-the-beaten-path itineraries and emphasis on scientific inquiry, were historically undertaken aboard rugged ships without amenities such as specialty dining venues, spas, and plush beds. Their main purpose was exploring the destination, and guests viewed the ships as a means to an end.

All that is changing, with new luxury cruises joining the sector. But rather than such on board amenities as mini golf courses, surf pools, slides, concerts and casinos, passengers instead enjoy adventures on submarines and other tiny boats such as kayaks designed for further exploration. Many of the ships come with educators on board.

The ship itself is often the destination with mainstream cruising, but with expedition trips the destination is actually the main focus. These are cruises for people who want to really experience a place. That might mean taking a Zodiac cruise alongside a pod of whales or kayaking around a scenic area, pulling into out-of-the-way coves to get up close to places of natural beauty. It could mean hiking through forests and along beaches, looking for regional plants or birds. In places where culture is more of a draw than natural landscapes, this typically means meeting with locals, such as the region's Indigenous peoples, local storytellers or experts in architecture, art and cuisine. Off-the-ship adventures on land and water are almost always included in the fare.

Many ships are staffed with an expedition team of experts in fields such as geology, history and marine biology. The expedition team will often eat dinner with passengers and be available for questions. Local experts are often invited on board to share their knowledge with the passengers.

² <https://www.futuremarketinsights.com/reports/cruise-tourism-sector-overview>

³ <https://www.cruiseindustrynews.com/store/product/annual-reports/2018-2019-annual-report/>

⁴ <https://www.washingtonpost.com/travel/2022/05/05/expedition-ship-cruise/>

ACCESSING THE COMMUNITIES AND ATTRACTIONS: THE LOGISTICS



ACCESS FROM THE WATER

If a community has a mooring wall, it will have to be suitable to handle a ship coming alongside and tying up. Bollards will have to be of sufficient strength to sustain an offshore wind and keep the ship securely attached to the wall. Ideally the wall will be able to handle an effluent pumper (tanker) to empty the ship's grey and black water tanks and park a motor coach close by. None of the Lake Superior North Shore communities have such a facility at this time.

Where the community does not have a mooring wall, guests will come ashore by using the ship's tender or a local boat which has been rented.

In this case, the cruise ships will "anchor" adjacent to the community in a suitable location. A relatively new anchoring technique called "Dynamic Positioning" (DP) will perform the same service as a standard anchor. DP uses the ship's GPS to identify the anchoring location and by linking the latitude and longitude on the GPS to side thrusters on the ship. This enables the ship to remain in the chosen location.

The community will need to provide a facility for the ship's tenders or other boats to land guests ashore. A welcome tent should be provided, along with suitable bilingual/multilingual signage.

In either of the above cases, there will need to be sufficient depth of water for the ship to approach the community - and sufficient depth, either at the mooring wall or the chosen anchoring location, for the ship to perform this manoeuvre safely.

Every ship will be under the command of a Great Lakes pilot, who will have previously worked with the ship's Marine agent to agree on the acceptability for each port or anchoring location.

A welcoming event can be staged to recognize the arrival of a visiting ship. For example, in Kingston the Town Crier greets guests ashore with a tailored "cry". In Newfoundland as the ship passes Signal Hill, half a dozen period costumed fusiliers let off a volley of musket fire to herald the arrival of each ship.

For the Lake Superior North Shore region, Indigenous dancers and drummers or a delegation of local ambassadors would be an impactful way to welcome the visitors.

LAND TRANSPORTATION

Transporting cruise ship visitors to attractions and experiences in the Lake Superior North Shore region will often require ground transportation services. The following are some options:

Iron Range Bus Lines is a school bus company offering yellow school buses (44 passenger) and two white, 40 passenger buses for charter services. They are available mostly on the weekends during the school year and also full time during the months of July and August when school is out. In the fall of 2022, the rate was approximately \$79.50 per hour (minimum 3 hour charge out) plus a mileage charge for outside of the city limits. The white bus rate is approximately \$107.90 per hour (min. 6 hour charge out) plus mileage charge for outside of the city limits. Buses do not have bathrooms, but the white buses are air conditioned.

Contact: Aileen Caren, Charter Administrator
Iron Range Bus Lines
Tel: 345-7387 Press 2 Charters
Email: charters@ironrangebus.com

Kasper Transportation and Kasper Minibus

Kasper Transportation and Kasper Minibus is the second largest bus operator in Northern Ontario. The company has a variety of bus sizes for charters including one Gipps Aero Aerospace GA8 Airvan, one Quest Kodiak 100, four Mercedes Sprinters, two Ford Transits and five Dodge Grand Caravans.

Contact:
Main Number 1-807-699-7200
Toll-Free 1-855-566-2378



Ontario Northland

Ontario Northland provided shuttle service to Viking passengers who visited the Lake Superior North Shore in 2022. The buses are equipped with air conditioning, power outlets, washrooms and free Wifi.

Contact: Carrie Carpenter
carrie.carpenter@ontarionorthland.ca

Southland Transportation

Southland Transportation operates school, charter, commuter, as well as specialized transportation buses in Alberta, Nova Scotia, Ontario, and Saskatchewan.

Marathon Operations

90 McKenzie Street
Marathon, ON P0T 2E0
Tel: 807.698.0006
Toll-free: 877.644.7815

Contact: Mike Groeneveld
Email: Mikegr@southland.ca
Tel: 807 790 6622
Cell: 807 707 7394

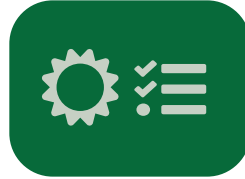
Winning Streak Charters

Winning Streak Charters, owned and operated by Jamie Driver & Dave Vescio, offers coach charters. Its buses will fit 52 people comfortably and include:

- Climate control with air conditioning
- VCR/DVD equipped
- Reclining seats with arm rests
- Public address system
- AM/FM stereo
- Tinted windows
- Washrooms on large coaches

Contact: Jamie Driver and Dave Vescio
Email: cvescio@tbaytel.net
1095 Russell St, Thunder Bay ON P7B5M6
Tel: (807) 577-0038

THE REGULATORY ENVIRONMENT



Canadian Border Services Agency (CBSA)

Responsible for admissibility at all ports of entry (customs and immigration).

Passengers and crew of cruise ships arriving in Canada must be fully cleared by the CBSA at their first port of arrival (FPOA). The ship can subsequently navigate freely in Canada and transit foreign and international waters between ports of call in Canada without having to report to the CBSA.

The CBSA has ten (10) designated Cruise Ship Operations (CSO) ports for the processing of cruise ships in Canada including one in Thunder Bay. Cruise ships are required to report to one of these designated CSO ports as their FPOA before proceeding to any other ports in Canada. CBSA clearance is free of charge during core business hours at these ports.

Find details of the Thunder Bay port here:

Prince Arthur's Landing | Directory of CBSA Offices and Services | Canada Border Services Agency | (cbsa-asfc.gc.ca)

Transport Canada

Tasked with regulating the conduct of air, road, and marine transportation.

Every cruise port has to be International Ship and Port Facility Security Code (ISPS) certified by the local authority – in Canada it is Transport Canada. The ISPS is a set of regulations and recommendations aimed at increasing the protection of shipping against terrorism. All shipowners and seaports charge the fee due to the obligation imposed on 1 July 2004 to improve the overall level of security in ports and shipping. It was created based on a conference held in London in 2002. It forms part of the SOLAS convention.

It applies to:

- Passenger ships
- Cargo vessels of 500 tonnages gross and more
- Mobile drilling units
- Port areas serving the above entities in international traffic. For practical reasons, each port can be divided into areas for which separate plans will be developed, and officers will be designated.

Any port planning to receive a cruise ship must comply with very specific federal security regulations. These regulations are administered by Transport Canada and apply both to the facility and to those who manage it. There are two components to consider: the port facility security assessment and the port facility security plan. Communities/ports on the Lake Superior North Shore must have a security procedures document completed and approved prior to becoming certified as an Occasional Use Marine Facility (OUMF) which means they are allowed to host up to ten vessel visits per year. Those seeking to host more such as Thunder Bay will have to complete a port facility security plan which is much more detailed.

The Regional Transportation Security Inspector will coach anyone looking to develop procedures or a full-blown plan and their services are free. They have sample templates of excellent security procedures and plans that they will share. Procedures and plans are available for full end of voyage facilities or an OUMF.

These regulations are designed to separate the public from the cruise ship and to ensure the safety of the ship, the guests, and the crew while alongside the dock. Smaller ports may elect to use temporary fencing which can be removed once the ship has departed. If a visiting ship anchors out and delivers guests to the port by tender, a smaller segment of the facility will also have to be secured in compliance with Transport Canada regulations.

No security certification is required to tour by water vessel around areas of interest such as islands. However, if the vessel, its tenders or zodiacs go ashore, then a security certification is required.'

Before the start of the year (cruise ship season), the vessel operator can submit a letter to Transport Canada detailing the stops they plan to visit or places which are uncertified, unmanned and the security measures they will put in place in lieu of shore side security.

NOTE THAT THIS PROCESS IS UNDER REVIEW.

Contact:

Ken Underhill
Regional Transportation Security Inspector
Transport Canada
Government of Canada
86 Clarence St, Kingston, ON, K7L 1X3

Tel: 613-329-0324
24hr SitCen: 1-888-857-03 / Sitcen@tc.gc.ca
Email: ken.underhill@tc.gc.ca

The Transport Canada regulations can be located at:

http://www.tc.gc.ca/eng/marinesecurity/regulatory-isps-port_facilities-184.htm



Canadian Coast Guard

Tasked with marine safety and security.

Canadian Citizenship and Immigration (CIC)

Responsible for work permits for non-Canadian crew members on non-Canadian registered ships

Great Lakes Pilotage Authority (GLPA)

Responsible for assisting vessels safely through the Great Lakes and the St. Lawrence Seaway.

The Great Lakes Pilotage Authority is a Crown corporation of the Government of Canada, which is responsible for providing safe, efficient, and reliable pilotage of vessels through the Canadian waters of the Great Lakes and St. Lawrence Seaway system of lakes, rivers, locks, and ports. In international waters (predominantly the Great Lakes and the St. Lawrence Seaway), pilotage is a shared responsibility between the Great Lakes Pilotage Authority and American pilot associations. Pilotage is compulsory for foreign flag vessels using the Great Lakes/St. Lawrence Seaway system. Tariffs are fixed at a level that permits it to operate on a self-sustaining financial basis. The GLPA is a member of the GLCA and has been of assistance to ship owners, port operators and agencies with navigational and port information, weather, voyage planning and routing, risk assessment, and other required information. They have been a good source for knowledgeable advice on the Great Lakes shipping and the marine environment.

The Lake Superior North Shore region is part of GLPA District 3 which includes the waters of Lake Huron north of Huron cut buoys 11 and 12 and the waters of Lake Michigan and Lake Superior. Captain Seann O'Donoghue, Director of the GLPA District 3 recently authored the report, *Lake Superior North Shore Inside Passage Scouting Mission Navigation Report*.

Contact :

Capt. Seann O'Donoghue

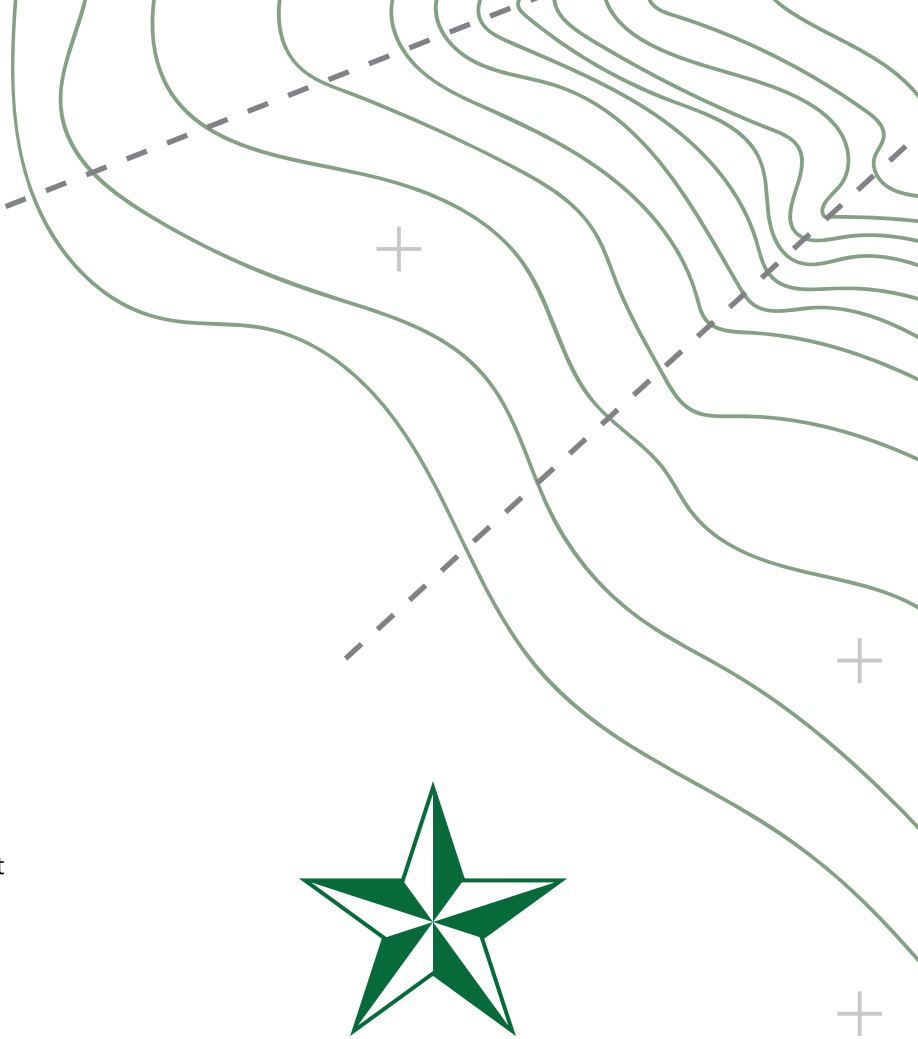
Director, GLPA District 3

Great Lakes Pilotage Authority

Tel: 519-375-1003

Email: sodonoghue@glpa-apgl.com

Web: <https://www.glpa-apgl.com/>



PRODUCT DEVELOPMENT

Cruise ship passengers enjoy the attractions ashore and learning about the history, culture, and traditions of the region. This is especially true of expedition cruising.

Viking launched its first expedition ship, Viking Octantis, in 2022, followed by Viking Polaris. The Octantis, which visited Thunder Bay and Silver Islet in 2022, contains an array of scientific equipment including a 380-square-foot science lab as well as a fleet of 17 Zodiac Milpros, two convertible Special Operations boats, 16 kayaks, two full-side tenders and two six-passenger submarines with revolving seats and 270-degree windows.

It is important to remember that the cruise lines themselves are the clients when it comes to choosing excursions as they will pick the experiences that they believe will resonate the most with their passengers. Almost all lines offer packaged excursions, whether on land or on or under water as they can be significant onboard revenue generators and contribute greatly to visitor satisfaction.



Indigenous experience are popular.

The cruise lines are seeking:

- Experiences that showcase the destination and its history, culture, and people
- A variety of tour options that suit their guest demographic and the cruise line's model
- Trained and engaging locals to deliver the excursions
- Activities for independent travellers
- Variety from port to port on the itinerary
- Both high volume and exclusive experiences (e.g., guided historic walking tour for 20 and small group glamping experience)
- Competitive pricing

After the coordinating organization develops and prices the excursion options, these are presented to the cruise line for consideration. The cruise line chooses the excursions and promotes them their guests who then choose their options.



Popular guest experiences typically are immersive and hands-on. Some trends that will be important to keep in mind when developing experiences for cruise ship visitors include:

- Authentic local experiences that can't be had anywhere else
- Being in nature
- Being in solitude or smaller groups
- High adventure
- Adventure with minimal exertion
- Cultural experiences
- Culinary experiences especially of local or cultural foods – tastes, not meals
- Wine, beer, and spirits tours
- Photography
- Working with local craftspeople and artisans
- Transformational experiences
- Accessible experiences
- In order for a guest experience to be successful, consider these components:
- Will the experience both educate and entertain?
- Does it have the potential to deliver “wow” moments, exceeding expectations?
- Do we have engaged and committed partners who can deliver a great customer service?
- Can the visitors involve themselves in the experience and is it authentic to the region?
- Is the pricing competitive, knowing that Canada is not a competitively priced cruise destination?

Think about:

- Can the order be switched?
- What is the route?
- How much time we need for each experience?
- How much time is needed for travel?
- What is the total time needed for the experience?
- Do the activities and the duration meet the needs of the cruise ship demographic?
- What is included (transportation, guides, interpreters, admissions, snacks, etc.)?
- What size of group works best for this experience? The minimum and maximum?
- Is this something that guests can't experience on their own?
- What will be considered special (providing “bragging rights”) about the experience?

For the Lake Superior North Shore region, the following are some options that have been discussed by the partners:

- First Nations culture and activities
- Storytelling on board the ship or ashore – who are your local storytellers?
- Hiking established trails with transportation to either end of the hike, accompanied by a guide in front and sweeper in the back
- Island touring to see lighthouses and lookout points accompanied by guides front and back
- Community museum visits
- Wildlife viewing
- Local producer visits
- Dining ashore is rarely done, mainly because guests are purchasing a cruise which is inclusive of all meals. However, speciality dining is done ashore with examples being, a lobster lunch in the Canadian Maritimes, lunch at the Grand hotel on Mackinaw Island and at the log building at Killarney Lodge. If the community can offer a First Nations Lunch or a traditional rustic “shore lunch” that might be of interest to visiting cruise guests. Use the list of assets identified in the LSNS food tourism strategy as a guideline.
- Given the uncertainty of travel on Lake Superior, consideration should be given to distance from the ship when planning itineraries
- The transportation issue will need to be addressed. School buses are acceptable if cruise organizers are aware in advance.

“I am fully convinced that we have a proper turnaround port in Thunder Bay. The fort was amazing and there is enough nature and culture in the area to keep guests entertained. The passage we took offered beautiful scenery, and the towns had soul. I will say that we need to look into how to strengthen the story of this region, we need to build something that makes the towns complete each other, rather than compete with each other. Our encounters with people has also showed us that there are more possibilities than what was broadcasted. I'm thinking about the abandoned town up in Terrace Bay, and the breweries of Thunder Bay. If there are any science projects going on in the region, that would also fit right into the brand I'm representing”.

— Oskar Troe, Nautical Itinerary Planner, Marine Operations, Hurtigruten, Expeditions



The Aquila Center for Cruise Excellence Product Development Workbook (October 2022) provided with the support of the Great Lakes Cruise Association contains a wealth of information on developing compelling products for the cruise lines from finding the opportunities to preparing a tour “cheat sheet”. It will be a helpful resource for the region in developing its products.



KNOWING THE EXPEDITION CRUISE LINES

**Already in the Great Lakes*

It is important to research and know the cruise ship lines. Reviewing the itineraries and other aspects of the various expedition cruise lines will help you meet their needs.

1. Adventure Canada Adventure Canada
2. AmaWaterways
<https://www.amawaterways.ca/>
3. Atlas Ocean Voyages
<https://atlasoceanvoyages.com/>
4. Aurora Expeditions
<https://www.aurora-expeditions.com/>
5. G Adventures
www.gadventures.com/
6. Hurtigruten Expeditions Antarctica & Arctic Expeditions | Norway Coastal Cruises | Hurtigruten
7. Hapag Lloyd Cruises* Unique cruises to the most beautiful destinations with Hapag-Lloyd Cruises (hl-cruises.com)
8. Lindblad Expeditions
<https://www.expeditions.com/>
9. Noble Caledonia
<https://www.noble-caledonia.co.uk/>
10. Pearl Seas Cruises*
<https://www.pearlseascruises.com/>
11. Phoenix Reisen
<https://www.phoenixreisen.com/>
12. Ponant* Luxury cruises - Luxury cruise lines and boats - Ponant | Ponant
13. Quark Expeditions
<https://www.quarkexpeditions.com/>
14. Ritz-Carlton Yacht Collection
<https://www.ritzcarltonyachtcollection.com/>
15. Scenic Cruises Luxury Cruises And Tours | Truly All-Inclusive - Scenic
16. Sea Dream Yacht Club
<https://seadream.com>
17. Silver Sea Cruises
<https://www.silversea.com/>
18. Swan Hellenic
<https://www.swanhellenic.com>
19. Victory Cruise Lines Victory Cruise Lines - GREAT LAKES CRUISES
20. Viking Expeditions*
<https://www.vikingcruisescanada.com/expeditions>
21. Windstar Cruises
<https://www.windstarcruises.com/>



📍 Viking Octantis at Silver Islet, Summer 2022



📍 Viking tender boat at Silver Islet, Summer 2022

THE LAKE SUPERIOR NORTH SHORE COMMUNITIES





📍 Ouimet Canyon

ROSSPORT

Rosspport is named after John Ross (c. 1820-1898), construction manager for the north shore of Lake Superior route of the Canadian Pacific Railway.

After the end of CPR construction in 1885, Rosspport became an important commercial fishing centre. Bowman Street is named after John Bowman (1858–1950) who operated a fishing company there.

Rosspport garnered a wide reputation for being a source of prime fish. An article in the Dominion Illustrated from October 1888, speaks of how dealers from Eastern Canada had travelled to Rosspport and other North Shore communities in order to contract for Lake Superior’s fine freshwater fish. Another article from November 1888 talks of a trial shipment of ten barrels of fish from Rosspport being sent to Belfast Ireland where it was quickly sold.

In 1937, a small local competition in 1937 morphed into an international event. There was a time when the Rosspport Fish Derby was a staple on every sports fisherman’s calendar. An August 1952 article in the Toronto Star describes over 4,000 people attending that year’s self-proclaimed “greatest amateur fishing event in North America”. Cars, tents and people would be visible along the highway for a distance as participants arrived and staked out a piece of land to camp on for the one-day event. The arrival to the Lake of a non-native species, the Lamprey eel, caused devastation to the Lake Trout population and, over time, brought about the downfall to the days of the derby.

In 1911 the luxury steam yacht Gunilda, owned by William L. Harkness, floundered on the McGarvey Shoal and sank



📍 Boone Island, Rosspport

eight kilometers from Rosspport. In 2019 the Professional Association of Diving Instructors listed the Gunilda as the second-best technical diving site in the world.

Painters from the Group of Seven (artists) visited Rosspport and the surrounding area to several times in the 1920s. In 2018 a plaque was installed in Rosspport Community Park celebrating their visits and Lawren Harris’ painting “Rosspport, Lake Superior - 1921”.

A key informant interview with Cathy Collinson, Secretary Treasurer and Director of Rosspport Non-Profit Marina Inc. and Bill Collinson, Dock Master revealed a number of product development opportunities for Rosspport with respect to cruise ships including:

- Nearby First Nation: drumming, teaching, Pays Plat tour.
- Visiting the Gunilda, show Gunilda film in the hall with refreshments
- Historical churches, Inn over 100 years old, historical designation
- Storytelling
- Coastal trail hike
- Trip to Battle Island

RED ROCK

Red Rock offers exceptional opportunities for outdoor recreation and adventure all within walking distance which is beneficial for the pedestrian traffic of cruise ships. The multi-purpose recreation centre overlooks Lake Superior and offers a multitude of recreational opportunities including a four-lane bowling alley, a full gymnasium, fitness room and hockey arena. Tennis courts are also part of the complex. There is an active historical society and beautification committee. The Live from the Rock Folk Festival is staged the second weekend of August and is known as one of the finest folk festivals in Canada. Red Rock is also known for its excellent fishing. According to TripAdvisor, the number one thing to do in Red Rock is to experience the Red Rock Marina Interpretive Centre which features a museum, a gift shop, and a virtual underwater tour. It is ranked 5/5 on TripAdvisor. The town and area are also known for their excellent trails.



📍 Red Rock Marina Interpretive Centre

NIPIGON

The tourism section of Nipigon's website lists the Bridgeview Lookout Tower, Nipigon's murals, the Nipigon lagoon, the Paddle to the Sea Park and St. Sylvester Catholic Church as places to visit along with hiking/walking on trails, fishing, rock climbing, scenic lookouts, swimming and paddling as things to do. Nipigon Historical Museum and Edge Arts Studio and Gallery are two additional important assets. Nipigon has expressed an interest in being a host for cruise ship visits. They are currently seeking funding to repair their dock.

A key informant interview with Ashley Davis, Red Rock's Community Development Officer, revealed the following products that would be of interest to cruise ship visitors:

- Historical walking tour of Red Rock using volunteers from historical society
- Interpretive centre visit
- Tell a continuous story from community to community
- Storytelling at Lloyd's Lookout – POW, logging, overseas shipping, etc.
- Shipwrecks straight across from Marina
- Geological tours: Thunder Bay LU students already take rock samples from Kama Cliffs Lookout. Red rock and shale. Ontario Heritage plaque – cuesta and layering.
- Nipigon River Recreation Trail – part of it owned by field naturalists and they could do interpretation.
- Guided birding tours – Thunder Bay Field Naturalists
- Pictographs, glacial scarring on the rocks to be visited by big canoe with Parks Canada and/or GLWC
- Boat shuttles under Nipigon bridge into Lake Helen
- Fishing at the Nipigon Marina
- Mini marketplace to showcase crafts, local food etc.
- Guided hiking
- By shuttle: Amethyst Mine, Eagle Canyon, Ouimet, Nipigon tour



📍 Nipigon

SCHREIBER



📍 Schreiber Discovery Centre & Railway Museum

Schreiber is known for its beaches, offering opportunities for swimming, picnicking and hiking. As well, for those visitors interested in geology, what is possibly North America's most diverse, best preserved, and internationally known collection of micro-fossils within Precambrian rock is found in the Schreiber Channel.

The new Schreiber Discovery Centre and Rail Museum connects Schreiber's past and present as a Canadian Pacific Railway (CPR) town. Visitors can learn about the history of the CPR and what it meant to Schreiber as an 1880s railway construction camp. They will step onto a platform modelled after a modern train station with a train on either side of them. On the left is a virtual reality train care with a video about the history of the town. On the opposite side is a refurbished 1953 train care holding Schreiber's most unique artifacts.

Kim Dargavel is the Finance and Special Projects Administrator for Schreiber and suggests the following:

- Discovery Centre
- Downtown Vendor Market (craft market)
- Schreiber Beach (refreshments, bonfire, locals to tell stories)
- Hike to the Red Chairs from Schreiber Beach
- Breeze Bakery

TERRACE BAY



📍 Aguasabon Falls, Terrace Bay

Terrace Bay lists "Superior Six" attractions on its website: Aguasabon Falls, The Casque Isles Trail, Slate Island Provincial Park, the Terrace Bay lighthouse, the beach and the Aguasabon Golf Course. It is also home to the Slate Island Brewing Company, a small craft brewery. The view from the taproom and patio features the lighthouse replica, and the namesake Slate Islands. It also features historical brew tours witness where participants witness not only how their beers are made, but also get a glimpse of local history through stories and artifacts, as well as featured local artists in the neighbouring lighthouse gallery.

Luke Bedard, Terrace Bay's Community Development Supervisor identified the following as potential products for cruise ship passengers:

- Learning experiences: history, science, Indigenous
- Casque Isles trails
- Railway and the mill
- Pictographs in Schreiber
- Jackfish and the Last Spike
- Stop in Schreiber (museum) then on to Terrace Bay to learn more
- Golf course right beside beach, club rentals

The Terrace Bay beach with its pavilion, boardwalk and red chairs, Slate Islands Brewery and Slate Islands Provincial Park are additional key assets.

CONNECTING THE COMMUNITIES

One theme of the key informant interviews was to interpret the connection that the Lake Superior North Shore communities have. This can be achieved by interpretation and story telling. There are also experiences that can be offered in a variety of locations along the North Shore.



📍 Casque Isle Trail, Schreiber

The Casque Isles Trail

The Casque Isle Trail is rated as one of the top 10 best hikes in Ontario. The trail weaves 53 km along the north shore of Lake Superior, highlighting some of the most stunning vistas of the big lake and linking the communities of Schreiber, Terrace Bay and Rossport together. The trail is divided into five segments and 11 access points:

- McLean's | 14 km
- Schreiber Channel | 13 km
- Mount Gwynne | 7 km
- Death Valley | 10 km
- Hydro Bay walk around | 3 km
- Lyda Bay | 6 km

Such a Nice Day (SAND) Adventures

Such A Nice Day (S.A.N.D.) Adventures is an outdoor adventure and education company based in Rossport, providing access to by far the best and most protected paddling opportunities in all of the great lakes.

The company specializes in adventures in the coastal Lake Superior environment and beyond. They provide courses, day tours and a voyageur canoe experience.

Contact: Zach Kruzins, Owner and Lead Instructor
Such a Nice Day Adventures
(807) 356-6785
info@suchaniceday.com

LSNMCA Painting Experience

Painting Superior:

The array of colours, diverse geology and vastness of this freshwater sea known as Lake Superior continue to inspire generations of artists. Hear stories of these artists, learn from their style and take home your own Lake Superior National Marine Conservation Area inspired painting. Can accommodate 10-20; duration 1-2 hours.

Contact: Manon Cuthbertson, Visitor Experience Manager
Lake Superior National Marine Conservation Area
Parks Canada | Government of Canada
(705) 255-8685
manon.cuthbertson@canada.ca

Thunder Bay Field Naturalists

The Thunder Bay Field Naturalists stage a number of diverse activities that support their goals to “educate, protect, and enjoy”. They host guided field trips and guest speakers, protect natural areas through their nature reserves and support and undertake community science initiatives. There may be opportunities to have them offer programs for LSNS cruise ship passengers.

Contact: Courtney Mondoux, President
Thunder Bay Field Naturalists
(807) 633-0189
ccmondoux@gmail.com

Science North

Depending on availability of staff, Science North can offer these and other experiences to cruise ship visitors:

The Science of Water:

Interactive activities to help visitors understand that physical science behind water, including hands-on chemistry and exciting demonstrations.

Interpretive Hikes:

Hike the north shore with a Bluecoat! We'll take people of all abilities for a short walk through the amazing natural world found on the north shore of Lake Superior. From alpine arctic disjuncts to incredible prehistoric rock formations, we'll spend time outdoors learning about what makes this region so special and unique.

Contact: Emily Kerton, Project Lead, NW Expansion Project
(807) 631-4076
emily.kerton@sciencenorth.ca



ATTRactions ON THE WATER

PORPHYRY ISLAND LIGHTHOUSE

Porphyry has many amenities and comforts for visitors to the island that includes a self-guided visitor experience with signage, exhibits and mini museum. The light station is 8 acres (3.2 hectares). The road structure is considered to be easy with an overall climb rate of 36 feet and is 1.3 km in length from the arrival point at the boathouse to the light tower. Another 6 km of wilderness hiking trails around the island are available with guides only. CLLS has the use of two keepers' dwellings that can accommodate activities for up to 30 people. This includes two kitchens, stoves, fridges and dinnerware. The fog alarm building has an art gallery and film projection theatre that can accommodate 20 people at one sitting. Fifty picnickers can be accommodated at picnic tables on site. CLLS has three outhouses. There is a sauna that can accommodate 8 people per hour and a swimming area. There are 85 meters (280 ft) of docking space with two mooring balls. The boathouse can also accommodate 25 for presentation in case of inclement weather.

Porphyry offers a unique visitor experience from the stories of shipwrecks to life as light keepers, surrounded by the unique flora and fauna. The island also has First Nations history.

The following are four guided tour offers provided by Porphyry staff that could accommodate groups of twenty individuals per group:

Geology: Consider underfoot the largest plug of magma in the world is deposited after the mid-continental rift that occurred 1.1 billion years ago. The magic of the black sands beach and magnetic sand captures people's imagination! This is why we are called Black Bay because of the magma deposited in multiple rifts that created the archipelago of islands including Porphyry, which is named after the purple flex in the basalt. Geologists have done studies in the area, and we relate this in our tours.

Light Station Tour: Since 1873, and nearly 150 years ago, Point Porphyry Lighthouse was erected and followed by a dozen keepers. The tour begins with the story of the settlers who cleared the site and lit the first whale oil lamp. This followed with other technology and processes that are illuminated for guests through practical displays and artifacts. The tour includes information regarding navigation and how the ships, and planes, navigated this area. It also speaks to the purpose of lighthouses as they protected Canadian commodities navigating these waters.

Flora - Fauna: Throughout the island and Porphyry Island Provincial Park and Nature Reserve there's an abundance of living things. Identified by Canadian Lighthouses of Lake Superior research over three summers, 1,000 living things have been identified and categorized on

iNaturalist (an online repository). This application allows our guests to see what's available on the island and also where it might be located. Onsite we have a guide booklet that was created to help in the identification of living things seen along the trail structure. At the point of the island, we feature Arctic-Alpine disjunct found in the arctic. The forest also contains several identifiable plants used by First Nations to treat medical needs.

Many activities took place on the island for years prior to the advent of a light station. The Hudson Bay Company and North West Company had many coureurs de bois stay on the island while on the way to the Fort William. HBC had a fishing station located on the island including an ice hut to feed its workers at Fort William. The island had at one time more fishing boats than were in the cities of Port Arthur and Fort William (now Thunder Bay). Logging companies used the waterways to move product back and forth and sometimes the keeper would collect loose pulp logs to make some cash. Fishing was prevalent, but so was the mining of ore that can be found at Silver Islet and at nearby Edward Island where there is a mine site.



📍 Porphyry Island Lighthouse

BATTLE ISLAND



📍 Battle Island Lighthouse

Operated by a small group of volunteers, Battle Island is 9.3 km south of Rosspoint and is a popular destination for kayakers and boaters. It is home to the Battle Island lighthouse which is noted for its similarity to the Peggy's Cove lighthouse.

The existing lighthouse was built in 1871 and was replaced in 1911. The grounds are open to the public, but the tower is closed. Some work on access to both the island and the lighthouse is required along with other enhancements to make increase Battle Island's appeal to cruise ships. A strategic plan for the island should be developed and put into operation.

SLATE ISLAND PROVINCIAL PARK



📍 Slate Island Provincial Park

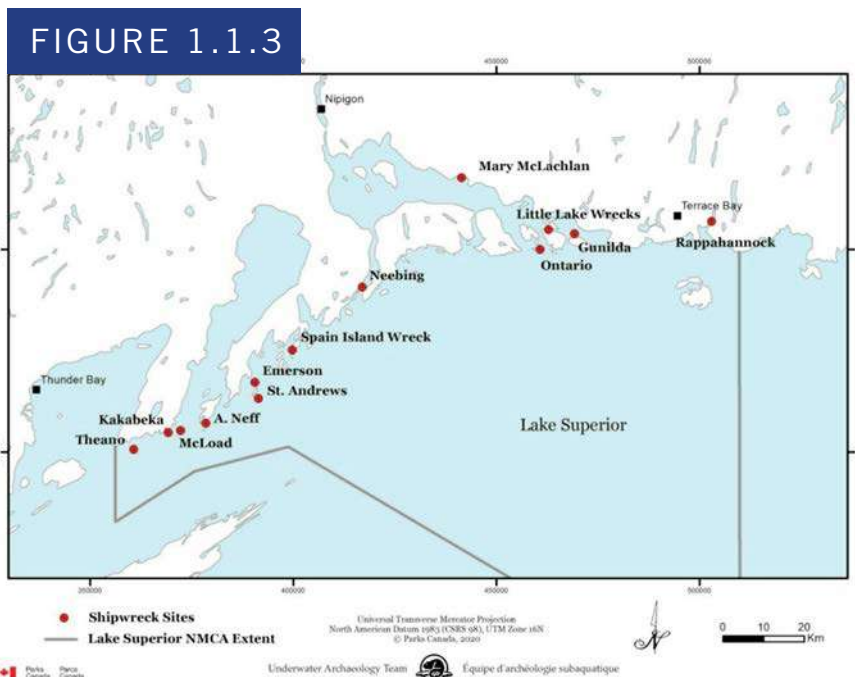
This group of rugged islands 12 km south of Terrace Bay is one of the places where woodland caribou still roam. The islands are also home to beaver, hare, fox and various shorebirds. Remnants of two Indigenous settlements, as well as a former timber operation, are located here. The islands are covered with a southern boreal forest with some arctic-alpine flora. For the most part, the rock is early Precambrian of volcanic and sedimentary origin. There has been speculation that the central islands are the remains of an ancient meteorite. The park is nonoperational and there are no visitor facilities.

ATTRACTIONS UNDER THE WATER

As the expedition vessels come equipped with submarines, cruise planners are looking for underwater experiences. In the North Shore passage area, the sunken yacht *Gunilda* has been of particular interest.

Fieldwork was conducted by Parks Canada at the Lake Superior National Marine Conservation Area in 2019 and additional historical research was undertaken in 2020, as part of a multi-year submerged cultural inventory project³. The wrecks of the *Neebing*, *Mary McLachlan*, *Gunilda*, and *Ontario* were relocated and surveyed. Efforts were also devoted to search for the *Mary Ann Hulbert* wreck, a possible railcar in *Cavers Cove*, the *Gravel Bay* aggregate extraction site, and the *Bowman Island* fishing station. No submerged cultural resources could be confirmed within these search areas at the time.

The bulk freighter *Ontario* sank in August 1899 and is located at the East Point of *Battle Island*. The private yacht *Gunilda*, which sank in 1911, is at *McGarvey Shoal*, *Copper Island* near *Rosspoint*. The sand barge the *Mary E. MacLachlan* sunk in November 1921 and is located in *Mountain Bay*. The gravel carrier, the *Neebing* is located 800 feet off *Eagle's Nest Point*. It sunk in September 1937.



The document stated that there are presently 19 confirmed shipwreck sites located within the boundaries of the Lake Superior NMCA. It noted:

While the information related to shipwrecks is of primary importance, the rich history of Northern Lake Superior translates into a wide variety of submerged cultural resources related to different types of activities. A number of these could be discovered, documented, protected and promoted in the future. These resources can be grouped into a few major themes, often related to each other, such as: logging, mining, fishing and other extracting industries; railway related activities; distant trade and local navigation; leisure fishing and boating; human occupation; and settlements. Submerged cultural resources related to these themes may include, for example, wharves, piers and breakwater, fish wear, bridges, submerged mines and other extracting sites, submerged landscapes, lighthouses, submerged camp sites, etc. (Some of these marine resources can also sometimes be located partially or completely on land).

Figure 1.1.3 of the document lists the location of confirmed archaeological sites located within or near Lake Superior NMCA - Western Sector as follows:

| Vessel/Site Name | Date of Casualty | Function | Casualty Location | Net Tonnage |
|---------------------|------------------|----------------|----------------------------------|-------------|
| Albert Neff | Oct 20, 1886 | Freighter | Porphyry Point, Edward Island | 75 |
| W. J. Emerson | Oct 9, 1933 | Fishing Tug | Bennet Island (No 10 Light) | 19.3 |
| Gunilda | Aug 29, 1911 | Private Yacht | McGarvey Shoal, Copper Island | 158 |
| Judge Hart | Nov 27-28, 1942 | Bulk Freighter | Ashburton Bay | 1112 |
| Kakabeka | Dec 12-19, 1895 | Tug | Sand Island | 74 |
| Mary E. MacLachlan | Nov 7, 1921 | Sand Barge | Mountain Bay | 1325 |
| McLeod | Nov 1, 1932 | Fish Tug | Finlay Bay | 25 |
| Neebing | Sept 24, 1937 | Gravel Carrier | Eagle's Nest Point (800 ft. off) | 763 |
| Ontario | Aug 10, 1899 | Bulk Freighter | East Point of Battle Island | 655 |
| Rappahannock | Jul 25, 1911 | Bulk Freighter | Jackfish Bay | 1192 |
| Scotiadoc* | June 20, 1953 | Bulk Freighter | Near Trowbridge Island | 3471 |
| St. Andrew | Sept 20, 1900 | Bulk Freighter | St. Andrew's (Blanchard) Island | 722 |
| Theano | Nov 17, 1906 | Bulk Freighter | 3 mi. East of Thunder Cape | 1175 |
| Whaleback Barge 115 | Dec 13-18, 1899 | Bulk Carrier | SW end of Pic Island | 1111 |



Ongoing liaison with the Lake Superior NMCA will help to inform the development of additional underwater experiences. In addition to the sites identified by the NMCA, the abandoned Silver Islet mine, with its shafts extending 384 metres below the lake’s surface, is now a popular diving site. Silver tailings can still be found in the rocks in the area. The site was a marvel of engineering at the time and its history is intriguing. The shafts can also be viewed above the surface.

LAKE SUPERIOR NORTH SHORE MARINAS & DOCKS



📍 Silver Islet Harbour

SILVER ISLET HARBOUR

Silver Islet, ON

Located 90 km by road east of Thunder Bay, on Lake Superior within the Lake Superior National Marine Conservation Area (SNMCA).

Silver Islet is an unorganized rural community with a rich mining and commercial fishing history. Although it has no hydro or internet services, it is still a popular spot for recreational boaters and kayakers. It is also frequently visited by tourists exploring and camping at nearby Sleeping Giant Provincial Park. The harbour was closed in 2013 due to safety reasons, however the federal government, through its Small Craft Harbours Program invested \$2.83 million in the rebuilding of the wharf so that it could re-open to the public. Ownership was signed over to the Silver Islet Harbour Association (SIHA), a volunteer-based non-profit, in 2021. SIHA is comprised of representatives from three organizations including the Silver Islet Yacht Club, the Silver Islet Campers Association, and the Canadian Lighthouses of Lake Superior. Supported by Destination Northern Ontario and Parks Canada, SIHA has completed a strategic project that includes a Land Survey, Land Asset Management Plan, and a Strategic Plan. SIHA operates the harbour without a paid manager but hires two funded seasonal Summer Students each year. There is no fuel available and the area in which they operate is very small. There is a lack of parking and one boat launch that is very busy.

Scott Cheadle, President

Silver Islet Harbour Association

Email: spcheadle@gmail.com

RED ROCK MARINA



📍 Red Rock Marina

Red Rock, ON

Located 116 km east by road of Thunder Bay, on Lake Superior within the LSNMCA

Red Rock is a municipality with a population of approximately 895. Owned and operated by the Township of Red Rock, the Red Rock Marina is in the secure harbour of Nipigon Bay. It has deep water access from the Simpson Channel to the docks, with an entrance depth of 3 meters up to and along the fueling peninsula. It has the capability to dock 82 vessels. There is also an accessible kayak dock.

www.redrocktownship.com

NIPIGON MARINA



📍 Nipigon Marina

Nipigon, ON

Located 117 km east by road of Thunder Bay on the Nipigon River within the LSNMCA.

Nipigon is a municipality with an approximate population of 1661. The Nipigon Marina, located on the Nipigon River, is the most northerly freshwater port in North America. There is a deep-water channel that leads directly to the marina. The main dock is badly damaged and in need of replacement. An engineering assessment report has been completed for the main dock, and options are being considered by administration and council. Seasonal Summer Students are hired annually. There is an accessible kayak dock. The Lake Superior National Marine Conservation Area Discovery Centre is being built at the Nipigon Marina for tentative completion in the summer of 2024.

www.nipigon.net

TERRACE BAY DOCKS

Terrace Bay, ON

The Terrace Bay waterfront features a single lane, concrete boat launch with accompanying finger docks. There is room for up to six small craft (less than 27 feet) to park, in water that is roughly seven feet deep at the stern. Short term docking is allowed on a first come, first served basis. There is also a separate kayak/canoe dock with a boarding assist feature for paddlers with disabilities.

Luke Bedard, Community Development Supervisor

Town of Terrace Bay

Tel: 807-825-3315 Ext. 7105

ROSSPORT MARINA



📍 Rosspport Marina

Rosspport, ON

The Rosspport Harbour Non-Profit Marina Inc. (Rosspport Dock Committee/RDC) was incorporated under the Ontario Corporations Act on June 26th, 1995, with the ownership having been transferred from the Department of Fisheries and Oceans. The RDC continues to own and operate the property as a not-for-profit organization managed by a volunteer board of directors. The organization does not receive any funds from the Local Services Board, surviving solely on revenues obtained from operations. Wi-Fi, hydro, pump out and water are services currently available but there is no fuel available. The facility is not staffed.

Bill Collinson, Harbour Master

1 Dock Street, Box 76, Rosspport, Ontario P0T 2R0

Tel: 807-824-1143



📍 Terrace Bay Waterfront

TRAINING

Trainers for the cruise ship hosting industry emphasize the importance of being agile in new course creation. In the Secrets of Successful Cruise Destinations video, Aquila Center for Cruise Excellence founder Beth Kelly Hatt says that successful cruise destinations are committed to service excellence. Service excellence is achieved when the visitor experience is elevated. To achieve that goal, a destination requires the kind of training that meets the needs of today's changing travel industry.

Surveys with key stakeholders indicated that most believe some kinds of training will be required to ensure that those providing the services to cruise line passengers offer the best services possible. Suggestions included customer service training, story telling, interpretation and guiding. Other language skills will also be required, particularly French in the short term. The LSNSMCA has offered the services of its bilingual staff to provide French language interpretation.

TOURISM EXCELLENCE NORTH

Tourism Excellence North (TEN) is a tourism development program for Northern Ontario, inspired in part by the success and impact of a similar program led by the Atlantic Canada Opportunities Agency (ACOA) in Atlantic Canada. It is a program of Destination Northern Ontario.

TEN offers a variety of tourism training programs designed to strengthen the ability of tourism operations to respond to changes in the marketplace, adapt to quality visitor expectations, develop innovative experiences that raise the bar on visitor value and deliver increased returns for operations and the destination as a whole.

It also offers personalized, one-on-one coaching through its Fast Track to Success (FTS) program. The program is delivered by skilled consultants retained by Tourism Excellence North (TEN) – called a TEN Trainer.

Working with owners and operators at their business during their operating season, over a 24- hour period, the TEN Trainer provides practical and useful advice to improve the operation. The coaching opportunity includes a pre-visit survey, on-site visit by the TEN Trainer, recommendations that 'can be implemented the next day' and two post-visit opportunities for support.

Contact:

Tourism Excellence North
1375 Regent St, Unit 10, Sudbury ON P3E 6K4
Tel: 705-523-2228
Attention: Karen Peacock
Email: k.peacock@destinationnorthernontario.ca



ONTARIO NATURE

Ontario Nature is a conservation organization that protects wild species and spaces through conservation, education, and public engagement. It has a branch office in Thunder Bay.

Ontario Nature, through its Thunder Bay office, has engaged with thousands of people across Northern Ontario through their outdoor education activities including birding hikes, wildlife identification workshops, and mushroom collecting, among others. They share their enthusiasm for and love of the outdoors, and sustainable use of our natural environment, in fun and practical ways.

Their current outreach and education programs include leading nature-based activities at local schools, community festivals and summer camps across northwestern Ontario. They also work with conservation-minded tourism operators.

They are also developing new nature-based tourism excursions with industry partners that provide immersive and authentic nature-based experiences and encourage environmental stewardship. As well, they provide training workshops for tourism industry partners and operators to ensure their activities are low-impact, educational and fun for their clients.

Contact:

Boreal Conservation Office
10 Cumberland Street North
Thunder Bay, ON P7A 4K9
Tel: 807-286-1789

AQUILA CENTER FOR CRUISE EXCELLENCE

Aquila's success over 15 years at providing shore excursions to the cruise lines that arrived at their home port of Saint John, New Brunswick led cruise executives to ask them to share their best practices with tour companies and destinations around the world. It now positions itself as "the leading destination training provider for the global cruise industry". The Aquila team members assess the needs of a destination or organization, develop a strategic training plan to address those needs, and then deliver course content that raises the level of excellence throughout the team.

Its training programs include Tour Guide Excellence International Certification, Tour Guide 101, Tour Guide Refresher, Preparing Your Community for Cruise, Service Excellence 101, Wow Edition and COVID-19 Edition; Storytelling; Vendor Excellence; Product Development; Customer Service and Frontline Training and How to Reimagine Product Development and Guest

Contact:

Aquila
10 St. James St.
St. John, New Brunswick E2L 1T9
Tel: 506-633-1224
Email: info@cruiseexcellence.com

ONTARIO TOURISM EDUCATION COUNCIL

Excellent and consistent customer service is the foundation of any successful offering.

Otec's Service Excellence Series of full and half-day customer service workshops focus on the critical role individuals play in building customer loyalty and creating positive service experiences.

Many Otec workshops qualify for funding under the Canada-Ontario Job Grant. For more information on the Canada-Ontario Job Grant please visit [Canada-Ontario Job Grant](#)

Contact:

Verity Dimock
Vice-President, Business Development and Learning Services
Tel: 416 622 1975 ex. 294 | Toll-Free: 1 800 557 6832
Email: vdimock@otec.org

MARKETING AND SALES

Marketing and selling to the cruise lines relies on relationship building. The cruise ship planner will need to develop confidence over time in the coordinating organization and the representative who takes the lead.

Some firms/planners go into more detail than others about their wishes but in every case, they ask will be for the suggested list of shore excursions in writing, with timings and eventually fully costed. These are sent by email and often a series of exchanges will take place before the selection is settled.

The representation of a shore excursion listing and an on the water experience on the Superior Country website, not costed, but fully explained and timed, will further build confidence. Superior Country should also speak about the ability to tailor make “just for them” because in the future this will become competitive with firms looking for something the other don’t have.



All cruise lines will send a planner to look at all ports and decide which activities will be suitable for their guests. There is sometimes a disconnect between these planners, the receptive tourism agent and the local providers and concerns about which attractions are chosen.

Where ships will sail is determined by as many as four different departments: Itinerary Planning, Sales and Marketing, Operations and Shore Excursions. Itinerary decisions are made about 18-24 months ahead of time so timely communications are essential.

Expedition cruise representatives will consider whether or not there is community support; whether there are authentic experiences; what is unique to the destination and what the reasons are that their guests would want to visit.

When marketing to the cruise lines, it is important to employ clear messaging, used consistently and highlighting what the region’s unique selling propositions are. Top experiences should be highlighted along with excellent imagery, whether photos or videos, provided in printed, USB drive or other format.

The cruise lines will also need to have dock information:

- Name of the dock
- Length of the dock
- Water available alongside
- If bollards are available
- Harbour fees
- Linesmen availability

Ways to market to the cruise lines include FAMs, sales calls, sales missions, partnerships with local and regional organizations such as DNO, Great Lakes Cruise Association, DMOs, other ports, etc. and attending Seatrade and other shows and events.

COMMUNICATING WITH THE COMMUNITIES

Several who were interviewed as part of the key informant interview process expressed concerns about some negativity among residents about hosting cruise ships. The most prevalent issues expressed were worries about the environmental impact of the ships and congestion in the community.

A survey conducted in 2014, "*A Survey of Community Attitudes to Akaroa Hosting Cruise Ship Arrivals*"⁵, by Jude Wilson and Michael Shone, identified resident attitudes about hosting cruise ships. Wilson and Shone reported that there was strong interest in the survey as well as equally strong opinions about hosting cruise ships as evidenced by the fact that more than half of all respondents provided some additional comments at the end of the survey.



They noted that this level of response can be interpreted as indicative of the high level of engagement with the cruise ship tourism “issue” in Akaroa, which is a community in New Zealand. They grouped these additional comments under the following five headings:

1.0 AKAROA IS A “TOURIST TOWN”

Many respondents acknowledged that tourism brings economic benefits and that cruise tourists are just another set of visitors and that having tourists visit is just a natural part of living in a tourist town. As one stated, “As a community, we either recognize the relationship between tourism and the community it supports or we close the shutters and put up a sign, ‘Visitors not Welcome’, opting instead for a community of xenophobes.” Having said that, there were concerns expressed over whether cruise tourism was the right type of tourism for Akaroa.

2.0 ENJOYING THE TOURISTS

Many talked about personally enjoying the visits, both from the perspective of seeing the ships in the harbour and meeting the passengers, stating that they felt proud to show off their town. Others noted that the visitors made the town feel more alive.

3.0 A COMMUNITY DIVIDED

Despite a large number of residents stating that they enjoyed the cruise ship visits, many also recognized that some do not share their views and as a result, the community had become somewhat divided. One stated, “I fully support cruise ships coming – why should a ‘vocal’ few feel they should have Akaroa to themselves?”

4.0 BALANCING THE BENEFITS AND PROBLEMS

The majority of respondents concluded that the benefits of cruise ship tourism outweighed the costs. Economic and employment benefits were widely recognized. Some felt that citizens should be made more aware of the direct investment that the cruise operators make in the communities.

5.0 ADAPT OR “GET OVER IT”

Sample comments included: “Cruise ship tourism brings overall benefits and no lasting impacts – locals just need to adapt” and “Locals can adapt their own behaviours – it is not every day”. Some noted that general tourists are worse in some ways. There were calls for compromise.

⁵ <https://docslib.org/doc/9898041/a-survey-of-community-attitudes-to-akaroa-hosting-cruise-ship-arrivals>

Understanding what the community issues are with respect to hosting cruise ships helps with the formulation of a communications plan to address the issues and can contribute to having ready and welcoming communities.

Ways to listen to citizens and learn what their issues are with respect to cruise ships include:

- Conduct a survey of your community
- Engage the community through social media
- Webinar for your community
- Have a community town hall meeting

Typically planning for communication involves these steps:

1. Identify the purpose of your communication (Addressing the questions and concerns that residents have about having cruise ship passengers visit their community)
2. Identify your audience (Community residents, community leaders)
3. Plan and design your message (Develop with audiences in mind)
4. Identify how to get your message out (Posters, fliers, newsletters, meetings, social media, blogs, podcasts, community outreach, etc.)
5. Implementing plan
6. Evaluation

01

Is your community aware of your plans and procedures?

02

What do you need to educate them on?

03

Do they know the measures you and the cruise lines have taken to ensure their health and safety?

04

What about the economic impact and the impact on the environment?

Once you determine what the residents' issues are, you can think about what tactics might be effective and what is already in place that could be leveraged.



The following information on community economic benefit and environmental responsibility will be helpful when communicating with residents. The feelings of community pride mentioned by residents of Akaroa were also expressed by Silver Islet residents after meeting cruise ship passengers and conversing with them. This should be highlighted as well.

COMMUNITY ECONOMIC BENEFIT

Citizens need to be made aware that cruise ships often purchase commodities and services from ports of call and encouraging the ship to make these purchases can be good for the community. These purchases vary from port to port, and it often depends on the nature of their itineraries. A well-organized port will offer a printed summary of what they can provide by way of services.

This can include:

- Fresh water
- Garbage disposal
- Fuel
- Fresh galley supplies
- Diver availability
- Welding capability
- Transport to the nearest airport
- Medical facilities
- Drug stores
- Doctor / Dentist name / phone number for short notice appointments
- Flowers delivered to ship
- Local food chefs/caterers
- Respiratory Supplies
- Medical & Industrial products
- Vessel repairs
- Garbage & Sewage Disposal
- Electrical Contractors
- Paper products
- Internet access for crew
- Receptive tourism services



FRESH WATER



GARBAGE DISPOSAL



FUEL



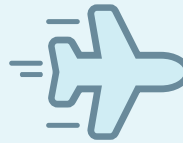
FRESH GALLEY SUPPLIES



DIVER AVAILABILITY



WELDING CAPABILITY



TRANSPORT TO NEAREST AIRPORT



MEDICAL FACILITIES



DRUG STORES



DOCTOR / DENTIST CONTACT FOR SHORT NOTICE APPOINTMENTS



FLOWERS DELIVERED TO SHIP



RESPIRATORY PRODUCTS



LOCAL FOOD CHEFS / CATERERS



MEDICAL & INDUSTRIAL PRODUCTS



VESSEL REPAIRS



GARBAGE / SEWAGE DISPOSAL



ELECTRICAL CONTRACTORS



PAPER PRODUCTS



INTERNET ACCESS FOR THE CREW



RECEPTIVE TOURISM SERVICES

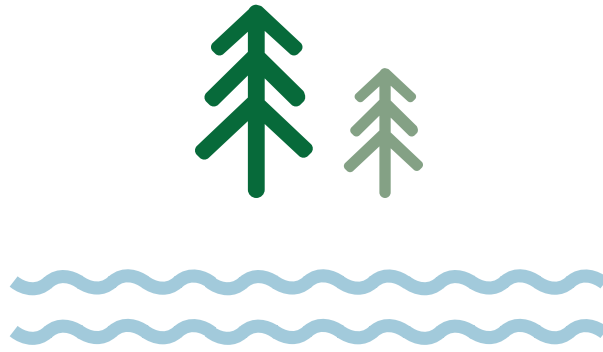


CONCERNS ABOUT ENVIRONMENTAL IMPACT

Expedition cruise lines state that they take pride in their commitment to the environment.

This is Viking's statement regarding their environmentally considerate focus:

While exploring the most pristine places on earth, we are guests of nature, and our expedition ships have been designed to be as considerate to the environment as possible.



OUR FUEL-EFFICIENT SHIP DESIGN exceeds the International Maritime Organization (IMO) Energy Efficiency Design Index (EEDI) requirements by almost 38%. This includes:

- An integrated bow, creating a longer waterline and less water resistance, providing more efficient propulsion and less fuel consumption
- Engines with heat recovery systems
- Azipod® Electric Propulsion with pod-enclosed motors

ZERO EMISSIONS WASTE TREATMENT through a revolutionary chemical incinerator process.

SILENT-E NOTATION, DNV certification for quiet ship propulsion, minimizing underwater noise pollution.

CONTINUOUS OCEANOGRAPHIC MONITORING from a suite of sensors (FerryBoxes) to provide data to our scientific partners, contributing to global understanding of the environment.

DYNAMIC POSITIONING MODE prevents damage to the sea floor by allowing our ships to hover in place instead of anchoring.

BIRD-SAFE LIGHTING MODE, a proprietary lighting mode developed in partnership with The Cornell Lab of Ornithology, to deter birds from being attracted to the onboard lights.

WHALE SAFE SPEEDS in geofenced areas of Antarctica (which Viking has advocated for) provide better viewing opportunities and prevent whale collisions.

WEATHER BALLOONS deployed to track weather patterns and measure atmospheric changes to help predict global weather forecasts in association with the US National Weather Service.

SHORE POWER allows us to operate with zero emissions while in port and run on electricity.

STRICT BIO SECURITY protects the native flora and fauna to which we sail. Our special boot washing machines ensure we do not contaminate vulnerable remote environments with non native flora or pathogens and avoids transferring foreign organisms to local flora.

Community members along the Lake Superior North Shore have understandably expressed concern about the environmental impact of increasing cruise ship activity in their region. As soon as a cruise line indicates an interest in visiting the North Shore Inside Passage, along with the other details you require, ask them to provide their statement on their respect for the environment.

Present this in simpler language, if necessary, to the region's residents through social media, a newsletter or other form of communication and provide an email address that they can use to ask any further questions.

PARTNERS

With Superior Country as the lead, the Lake Superior North Shore communities along with Parks Canada and Ontario Parks are key partners in this initiative. Currently, the communities that have been involved are Silver Islet, Nipigon, Red Rock, Schreiber, Terrace Bay, and Red Rock Indian Band. Partnerships with other communities such as Marathon should be explored. Partners for water experiences include SAND Adventures, Evan's Fishing Edge, Sail Superior and Archie's Fishing Charters.



THE GREAT LAKES CRUISE ASSOCIATION

The Great Lakes Cruise Association (GLCA) is the Canadian organization which has been promoting the Great Lakes to the worldwide cruise industry. Being a member of the GLCA offers an advantage to all ports and opens a dialogue which can provide significant information to port promoters. The GLCA attends Seatrade in Miami and the Canada New England Cruise Symposium which rotates between Quebec, Maritime and New England ports.

Stephen Burnett, Executive Director

GLCA
418 Regent Street,
Barriefield Village, Kingston,
Ontario, Canada K7K 5R3
Tel: 613 544 7857
Mobile: 613 331 4027
greatlakescruiseassociation.com

DESTINATION NORTHERN ONTARIO

Destination Northern Ontario (DNO) is interested in seeing cruise ship business continue to grow in Northern Ontario and has funded various FAM tours through the GLCA over the years. DNO has a partnership program which, among other priorities, supports wayfinding and strategic planning.

David MacLachlan, Executive Director

Destination Northern Ontario
Email: d.maclachlan@destinationnorthernontario.ca
Tel: 705-575-9779

SUPERIOR NORTH COMMUNITY FUTURES DEVELOPMENT CORPORATION

The Superior North CFDC actively supports and stimulates economic growth and diversification by:

- creating and implementing strategies for community economic development and diversification
- assisting small business and community organizations by providing advisory services, technical support, loans, equity, and access to capital
- helping to sustain a viable regional employment base for present and future generations.

Ron Salo, General Manager

Superior North CFDC
7 Chemin Mill Road, Terrace Bay, On, Canada Ontario P0T 2W0
Tel: (807) 825-4505

CANADIAN HYDROGRAPHIC SERVICES

The CHS is involved in four key areas of business as follows:

- determining Canada's maritime zones and boundaries in support of Canada's sovereignty;
- monitoring tides, currents, water levels, and essential information for detecting and predicting climate change and climate variability, as well as natural hazards;
- producing navigational charts and nautical publications to ensure the safe navigation of Canada's waterways; and
- collecting high-resolution data on the depth, shape and structure of Canada's oceans, lakes and rivers.

National Headquarters:

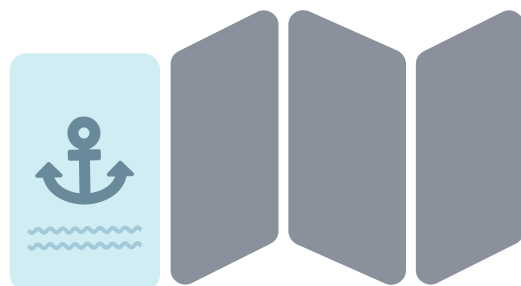
Canadian Hydrographic Service
200 Kent Street, Station 12W090
Ottawa ON K1A 0E6
Tel: 613-998-4931
Toll free: 1-866-546-3613
Email: chsinfo@dfo-mpo.gc.ca

TRANSPORT CANADA

The Regional Transportation Security Inspector will coach anyone looking to develop procedures or a full-blown plan and their services are free. They have sample templates of excellent security procedures and plans that they will share. Procedures and plans are available for full end of voyage facilities or an OUMF. See "The Regulatory Environment".

GREAT LAKES PILOTAGE AUTHORITY

The GLPA is a member of the GLCA and has been of assistance to ship owners, port operators and agencies with navigational and port information, weather, voyage planning and routing, risk assessment, and other required information. They have been a good source for knowledgeable advice on the Great Lakes shipping and the marine environment. See "The Regulatory Environment".



SAMPLE EXPEDITION CRUISE ITINERARIES



VIKING

GREAT LAKES EXPLORER

DAY 01

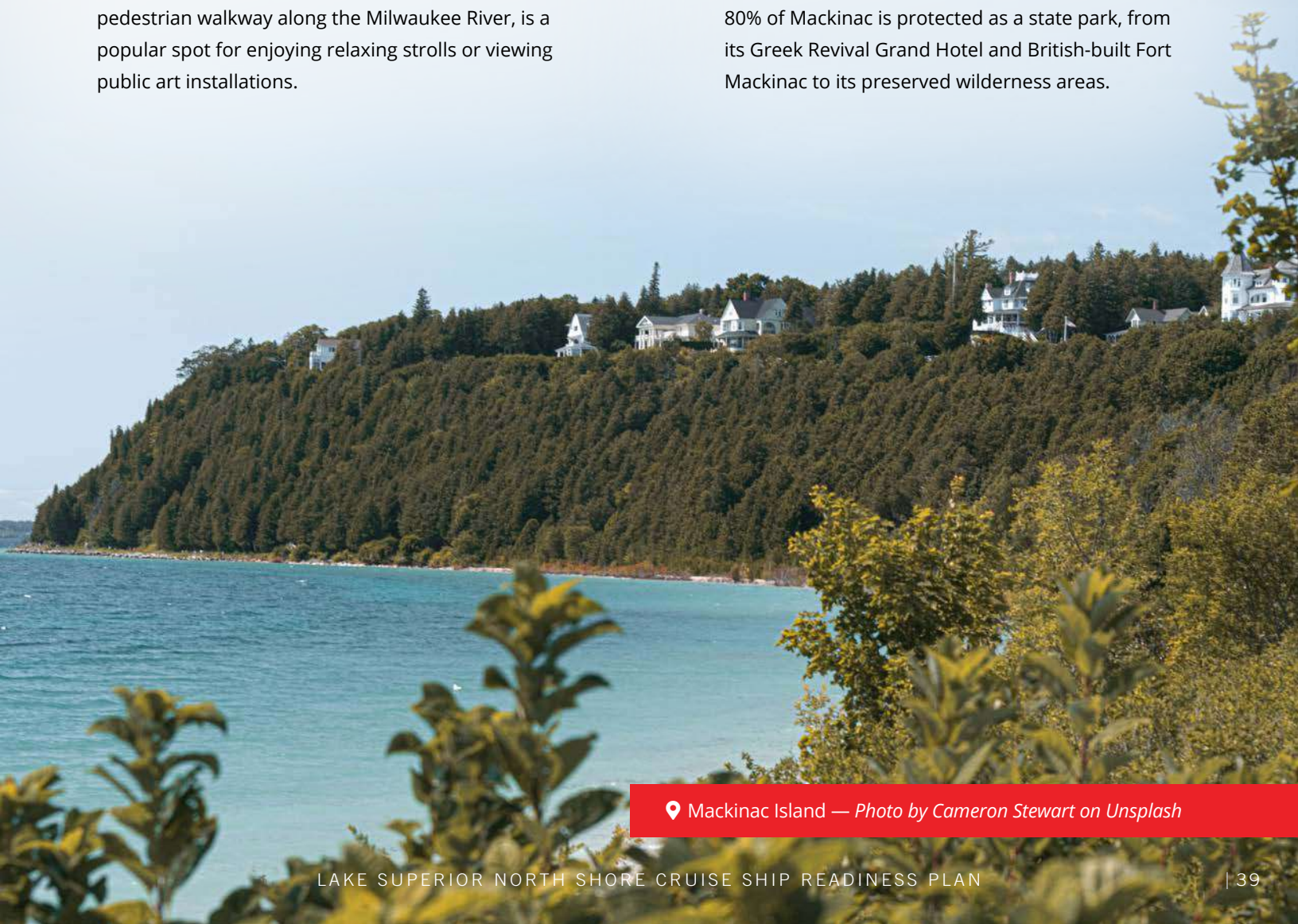
MILWAUKEE, WISCONSIN, UNITED STATES

Embark your ship and settle into your stateroom. Milwaukee was first settled by Europeans in 1818, when French-Canadian fur trader Solomon Juneau arrived. German, Polish and Eastern European immigrants followed, bringing with them a long tradition of beer brewing. For several decades in the 20th century, Milwaukee became the world's most prolific beer producer. Today, the city is a vibrant center of art, history and culture. The RiverWalk, a pedestrian walkway along the Milwaukee River, is a popular spot for enjoying relaxing strolls or viewing public art installations.

DAY 02

MACKINAC ISLAND, MICHIGAN, UNITED STATES

Steeped in the charms of simpler times, Mackinac Island is a gem of the Great Lakes. Located in the Straits of Mackinac where Michigan's upper and lower peninsulas are closest and Lakes Huron and Michigan meet, this bucolic haven preserves gilded Victorian-era treasures along car-free streets traversed by horse-drawn carriages. The perimeter road is the only state highway in the US that does not permit motor vehicles. More than 80% of Mackinac is protected as a state park, from its Greek Revival Grand Hotel and British-built Fort Mackinac to its preserved wilderness areas.



📍 Mackinac Island — Photo by Cameron Stewart on Unsplash



SHORE EXCURSIONS



MACKINAC BY HORSE-DRAWN CARRIAGE

🕒 3 h 📖 Sightseeing 🧩 Level 1



REVOLUTIONARY WAR FORT, VICTORIAN-ERA HOTEL AND SCENIC DOWNTOWN

Paddle into the Straits of Mackinac for a scenic journey around Mackinac Island. Located in its namesake straits, where Lake Huron meets Lake Michigan, the island is an ideal place to go out and kayak among striking natural settings. At your disembarkation point, meet your guide and naturalist, then receive your life jacket and a short safety briefing. Board your kayak and head out into the straits. Depending on the weather, your guide will choose the best route for your excursion. You may enter the straits and paddle over underwater caves and rock formations en route to Arch Rock. Or, enjoy striking views of the Mackinac Bridge, stoic island lighthouses and the West Bluff as you glide over the water toward Devil's Kitchen. Admire the beautiful views of the Upper Peninsula before returning to your Viking Expedition ship.

MACKINAC ISLAND NATURAL WONDERS BY BIKE

🕒 2 h 30 min 📖 Active / Sightseeing 🧩 Level 3



TWO-WHEEL TOUR HIGHLIGHTING NATURAL BEAUTY AND HISTORIC SITES

Discover the historical sights and yesteryear charm of scenic Mackinac Island. A National Historic Landmark, the island has undergone extensive preservation and restoration, including the banning of almost all motor vehicles. You will embark on a horse-drawn carriage ride to view major landmarks. See Fort Mackinac, one of the few Revolutionary War fortresses still in existence. Built atop a bluff overlooking the Straits of Mackinac, this former military outpost was the site of two strategic battles during the War of 1812. Admire the elegant facade of the Victorian-era Grand Hotel; a vacation destination for several US presidents, the hotel's 660-foot-long front porch is billed as the "longest in the world." Stroll the bustling downtown streets during a guided walk, then enjoy free time to explore the shops or sample the island's renowned fudge.

MACKINAC BY FOOT

🕒 2 h 📖 Special Interest 🧩 Level 2



HISTORY, CULTURE AND ARCHITECTURE OF MACKINAC ISLAND

Take to the streets of Mackinac for a walk that will offer insight into the island's history, culture and heritage. At the pier, meet your knowledgeable guide, who will offer an insider's perspective into life on the island as you pass important historical, cultural and architectural sights. Your route will take you by charming Market Street, the bucolic green space of Marquette Park, the island's bustling harbor, historic Victorian-era cottages and hotels, and Mission Church—built in 1829, it is the oldest surviving church in the state of Michigan. You will also pause to take in the sweeping views from scenic East Bluff. Conclude your tour at a local fudge shop, where you will have an opportunity to purchase these tasty local sweet, at your own cost, before returning to the pier and your ship. guided walk, then enjoy free time to explore the shops or sample the island's renowned fudge.

MACKINAC ISLAND & THE GRAND HOTEL

🕒 4 h 30 m 📖 Sightseeing / Culinary 🧩 Level 2



HORSE-DRAWN CARRIAGE TOUR AND LUNCH AT AN ELEGANT HOTEL

Explore the highlights of Mackinac Island and enjoy lunch at the iconic Grand Hotel. You will embark on a leisurely horse-drawn carriage ride—almost all motor vehicles are banned from the island—to view the island's major landmarks. See Fort Mackinac, one of the few Revolutionary War fortresses still in existence. Built to defend the surrounding waterway, this former military outpost sits atop a 150-foot-tall bluff overlooking the Straits of Mackinac; it was the site of two strategic battles during the War of 1812. Explore the bustling downtown streets during a guided walk, then head to the Victorian-era Grand Hotel. Built in 1887, this Queen Anne-style hotel is a registered National Historic Landmark. Here, you will enjoy its fabled buffet-style lunch while admiring sweeping views of the Straits of Mackinac from the world's longest front porch.

STRAITS OF MACKINAC BY KAYAK

 2 h 15 m  Active / Natural World  Level 2



SCENIC VIEWS OF THE UPPER PENINSULA FROM THE WATER

Paddle into the Straits of Mackinac for a scenic journey around Mackinac Island. Located in its namesake straits, where Lake Huron meets Lake Michigan, the island is an ideal place to go out and kayak among striking natural settings. At your disembarkation point, meet your guide and naturalist, then receive your life jacket and a short safety briefing. Board your kayak and head out into the straits. Depending on the weather, your guide will choose the best route for your excursion. You may enter the straits and paddle over underwater caves and rock formations en route to Arch Rock. Or, enjoy striking views of the Mackinac Bridge, stoic island lighthouses and the West Bluff as you glide over the water toward Devil's Kitchen. Admire the beautiful views of the Upper Peninsula before returning to your Viking Expedition ship.



 Mackinac Island — Photo by Selena Parker on Unsplash

DAY 03

GEORGIAN BAY (PARRY SOUND),
ONTARIO, CANADA

Parry Sound boasts the world's deepest natural freshwater port. The town was established at the mouth of the Seguin River in 1857 near the Ojibwe village known as Wasauksing, or "shining shore." The arrival of the railroad during the late-19th century gave Parry Sound new importance as a stop on the transcontinental Canadian Pacific line. For art lovers, nearby Algonquin Provincial Park is best known for its majestic wilderness, captured on canvas by the Group of Seven, a cadre of early 20th-century Canadian landscape painters inspired by their country's natural world.





SHORE EXCURSIONS

UNESCO WALK & WILDLIFE CONSERVATION

🕒 3 h 📖 Natural World 🧩 Level 2



WITNESS FIRSTHAND ENVIRONMENTAL PROJECTS OF GEORGIAN BAY

Learn about the conservation efforts of the Great Lakes and the UNESCO Georgian Bay Biosphere. The Great Lakes region is a national treasure, an area of striking natural beauty. After heavily trafficked waterways left a negative environmental impact on the region, recent conservation efforts have seen a rise in local sustainable initiatives. Meet your guide and learn about these initiatives that are supporting biodiversity and protecting at-risk species. Discover more about the region's fragile ecosystem as you see native wildflower restoration projects and pollinator gardens, including a small apiary to watch honeybees at work. Then, get a behind-the-scenes look at reptile conservation efforts and interact with a captive snapping turtle and eastern fox snake. You may also see rescued turtle eggs being incubated, before the turtles are returned to the wild.

Please note: *wildlife sightings are not guaranteed.*

BIRCHBARK CANOE

🕒 4 h 📖 Active / Natural World 🧩 Level 3



LEARN ABOUT A GEORGIAN BAY COMMUNITY PROJECT

Discover the importance of the birch bark canoe to the Indigenous Peoples from the Anishinaabek territory. The Georgian Bay Anishinaabek Youth initiative (GBAY), in partnership with the Georgian Bay Biosphere (GBB), works to support the cultural learnings of the Indigenous youth through innovation projects and partnerships. At Killbear Provincial Park, you will meet your youth team leaders and learn more about recent community programs that celebrate cultural learnings. Discover the ancient craft of wiigwaas jiimaan—the construction of the birch bark canoe—a traditional vessel that has formed a part of the lives of local Indigenous Peoples for centuries. Climb on board and take a turn at paddling along the waterways of the Parry Sound and take the opportunity to engage with your guide and find out more about local custom and traditions. After your tour, return to your ship.

KILLBEAR PROVINCIAL PARK

 4 h  Natural World  Level 3



SEE NATURE AND LEARN ABOUT GEORGIAN BAY'S ECOLOGY

Take a walk along the rugged shoreline of Killbear Provincial Park and admire its rugged coastline. Transfer to the park, where you will meet your naturalist and set off on foot to explore the local flora and fauna. Your guide will explain the region's ecology and geology, and how the varying water levels of the Great Lakes have affected the wildlife and supported local ecosystems. Walk along the natural sand beaches and see the wetlands that are home to spotted turtles, Blanding's turtles and eastern massasauga rattlesnakes. At the park's visitor center, learn more about the research underway to protect Georgian Bay's endangered species and how the surrounding road infrastructure is under development to better protect local wildlife. You will also take in the spectacular views overlooking Georgian Bay; its 30,000 islands form the world's largest freshwater archipelago.



 Killbear Provincial Park— *Destination Ontario*

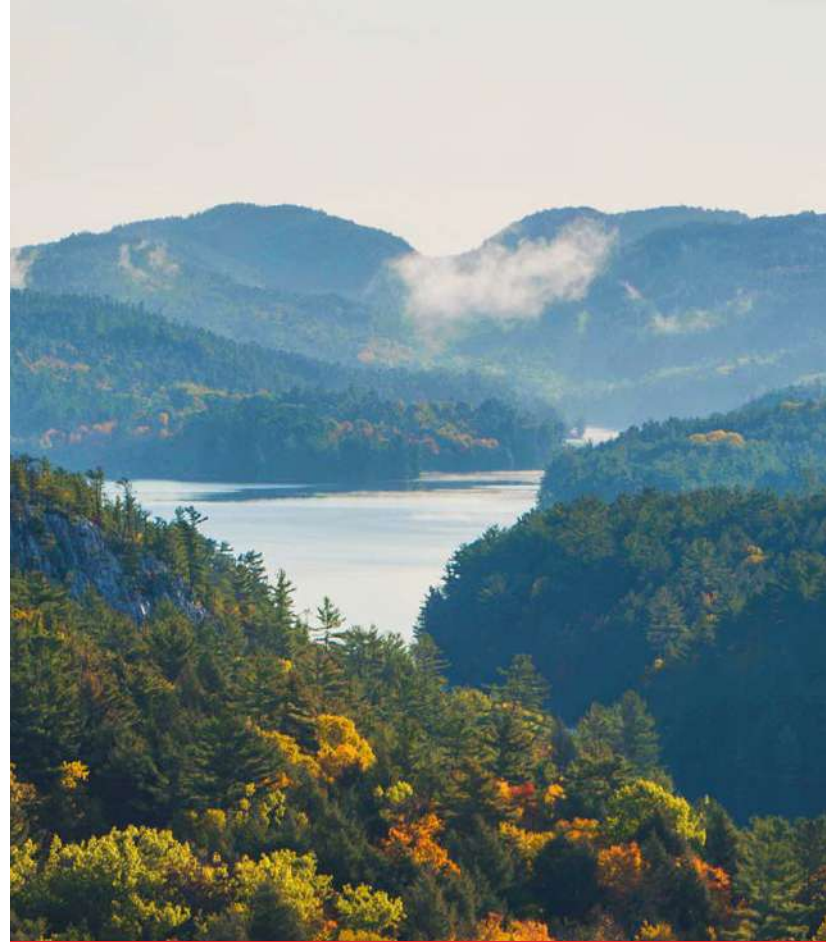
DAY 04

GEORGIAN BAY (KILLARNEY),
ONTARIO, CANADA

Killarney was founded by a French-Canadian fur trader in 1820; he named the post Shebahonaning, or “canoe passage.” Its location on the northern shore of Georgian Bay made it ideal for trading. Nearby, the stunning cliffs of the La Cloche range rise dramatically above the shores of Lake Huron. These remarkable mountains are the pinnacle of Killarney Provincial Park, a vast wilderness of lakes and Eastern mixed forest. This breathtaking expanse of protected land is laced with hiking trails and—true to Killarney’s original name—canoe routes that link the area’s lake system.

TOUR A Day in the Life of An Explorer

Gear up for adventure, kayaking, bird watching, boat ride, hike, dining and socializing.



📍 Lacloche Mountains — Destination Northern Ontario

DAY 05

GEORGIAN BAY (FRAZER BAY),
ONTARIO, CANADA

Frazer Bay is located off a remote finger of land on the eastern tip of the North Channel in Ontario’s Georgian Bay, a UNESCO Biosphere Reserve. Its eponymous hill reaches almost 600 feet, offering sweeping views of the surrounding landscape. The bay lies near Killarney Provincial Park, a vast wilderness of lakes and Eastern mixed forest framed by glacier-sculpted pink granite cliffs. Across the channel lies scenic Manitoulin Island, the world’s largest freshwater lake island and itself home to another 108 freshwater lakes—some with islands of their own.

TOUR A Day in the Life of An Explorer

Morning briefing, Zodiac cruise, presentation, photography, kayaking, relax and reminisce.



📍 Killarney — Destination Ontario

DAY 06

SCENIC SAILING:
SOO LOCKS TRANSIT

The Soo Locks is a series of parallel locks that make river travel between Lake Superior and Lake Huron possible, thereby linking Superior to the lower Great Lakes and the Atlantic. Opened in 1855 to allow ships to bypass the river's 21-foot fall over roiling rapids, this innovative lock system—along with the Erie Canal built 30 years prior—was one of the great engineering projects of its day. Today, it guides ships past the twin cities of Sault Ste. Marie in Ontario and Sault Ste. Marie in Michigan; its bridge crosses over the Soo Locks, connecting the two cities.



📍 Sault Ste. Marie Canal National Historic Site — *Destination Northern Ontario*



📍 Viking Octantis at Silver Islet

DAY 07

SILVER ISLET,
ONTARIO, CANADA

Silver Islet sits on the southern edge of the Sibley Peninsula at the mouth of Thunder Bay. Nearby Sleeping Giant Provincial Park attracts outdoor enthusiasts year-round with its diverse wildlife and many miles of hiking trails that lead to spectacular views of the Canadian Shield landscape. Less than a mile from its shores are the remnants of an abandoned silver mine. Located 1,200 feet below Lake Superior, this unique underwater mine was the world's largest and most valuable silver mine, producing the modern-day equivalent of \$78 million before flooding in 1884.

Shore Excursions (vary by itinerary and subject to change).

SHORE
EXCURSIONSSCENIC SAILING BY SPECIAL
OPERATIONS BOAT

🕒 1 h 📖 Natural World 🛠️ Level 1



LANDSCAPES OF LAKE SUPERIOR

Experience the wilderness of Silver Islet from the water during a ride in a Special Operations Boat. Board your vessel with a small group of fellow travelers from the comfort and safety of the Expedition ship's Hangar, before deploying down the slipway into the water. Hold tight for the ride as you race across the water, perhaps leaping over the wake of a passing boat. Your highly maneuverable vessel will allow you to reach less accessible locations and glide the pristine waters with ease. Along the way, pause to admire the scenery, marveling at the rugged shores and boreal forests of the Sibley Peninsula and Sleeping Giant Provincial Park. Knowledgeable specialists will be on hand to explain the natural world around you and to alert you of wildlife in the area. At the end of your excursion, your Special Operations Boat will return to your ship.

Please note: *only one Special Operations Boat activity should be reserved in advance; additional inventory, if available, will be assigned onboard. Wildlife sightings cannot be guaranteed. Guests must be able to step down into the vessel; not suitable for wheelchairs or motorized scooters.*

KAYAKING ON LAKE SUPERIOR

🕒 1 h 15 m 📖 Active / Natural World 🧩 Level 3



UP-CLOSE EXPERIENCE WITH BREATHTAKING SURROUNDINGS

Take to the water and explore your surroundings with a member of your Viking Expedition Team. After a thorough introduction and safety briefing, transfer from your ship to the kayak staging area, where you receive your paddle and will join a fellow traveler in a two-person kayak. Depending on the weather conditions, you may also use your craft's novel hands-free feature; propulsion is achieved via foot-powered pedals that mimic the way ducks use their webbed feet in the water. This enables you to take photographs without having to stop or hold your paddle. Immerse yourself in nature as you journey along the tranquil waterways of Lake Superior, reaching less accessible locations along the water's edge and keeping watch for local wildlife.

Please note: *Only one kayaking activity should be reserved in advance; additional inventory, if available, will be assigned onboard. Wildlife sightings cannot be guaranteed. Not suitable for guests with mobility issues. Guests must not exceed 250 lbs to participate in this tour.*

SLEEPING GIANT HIKE: THE MIDDLEBRUN TRAIL

🕒 2 h 📖 Natural World 🧩 Level 3



SEE NATURE AND LEARN ABOUT GEORGIAN BAY'S ECOLOGY

Marvel at the vistas of Lake Superior along the Kabeyun Trail of Sleeping Giant Provincial Park. Located on a verdant peninsula across from Thunder Bay, this 94-square-mile park derives its name from a formation of tabletop mountains and plateaus that resemble a granite giant in eternal slumber. Your local naturalist will lead you on a walk to explore the park's diverse flora and fauna; more than 200 species of birds, as well as foxes, lynx, wolves and black bears can be found in Sleeping Giant Provincial Park. During your 1.2-mile stroll, learn about the history of the First Nations people who have resided in this region for millennia. You will pause at various viewpoints, including Perry's Bay and the unique rock formation of the Sea Lion, to marvel at spectacular views over Lake Superior's coastline, before returning to your motor coach and back to your ship.

ZODIAC: SILVER ISLET 🕒 45 m

📖 Active / Natural World 🧩 Level 2



LANDSCAPES OF THE CANADIAN SHIELD FROM THE WATER

Investigate the serene coastline of Silver Islet during an exhilarating Zodiac ride. Board your Viking Zodiac and set off from your Expedition ship with a small group of fellow travelers onto the waters around the Sleeping Giant. Your Viking specialists will explain the region's wildlife as they navigate the clear waters. Admire the surrounding scenery while you marvel at the rugged landscape of Sleeping Giant Provincial Park and the Canadian Shield; you may even pass over the abandoned underwater silver mine. Keep watch for possible sightings of local wildlife and hear about the ecosystems and conservation efforts of the Great Lakes region. Your Expedition team will answer any questions you may have along the way, as well as share stories and insights. At the end of your excursion, your Zodiac will return to your ship.

Please note: *wildlife sightings cannot be guaranteed. Not suitable for guests with mobility issues.*

THUNDER BAY, KAKABEKA FALLS & FORT WILLIAM 🕒 6 h

📖 Special Interest / Natural World / Culinary 🧩 Level 3



LIVING HISTORY MUSEUM AND VISIT TO THE "NIAGARA OF THE NORTH"

Explore the falls of the Kaministiquia River and discover Thunder Bay's storied history at Fort William. Transfer to Thunder Bay, admiring sweeping views of the city from atop Mt. McKay. Then, head to Kakabeka Falls, known as the "Niagara of the North," their raging waters cascading over the canyon walls and disappearing into the mist 120 feet below. Meet your guide, then set off along the boardwalk that surrounds the top of the falls. Enjoy dramatic views down the canyon to the riverbed, where endangered species such as lake sturgeon can be seen spawning and prehistoric fossils line the canyon walls. Continue to Fort William, where actors in period costumes recreate life at the fort circa 1816. Witness the hustle and bustle of a once active fur trading post and encounter a real-life scenario of its residents. After your insightful tour and lunch, you will return to your ship.

FOREST THERAPY WALK 4 h

 Special Interest / Natural World / Culinary  Level 2



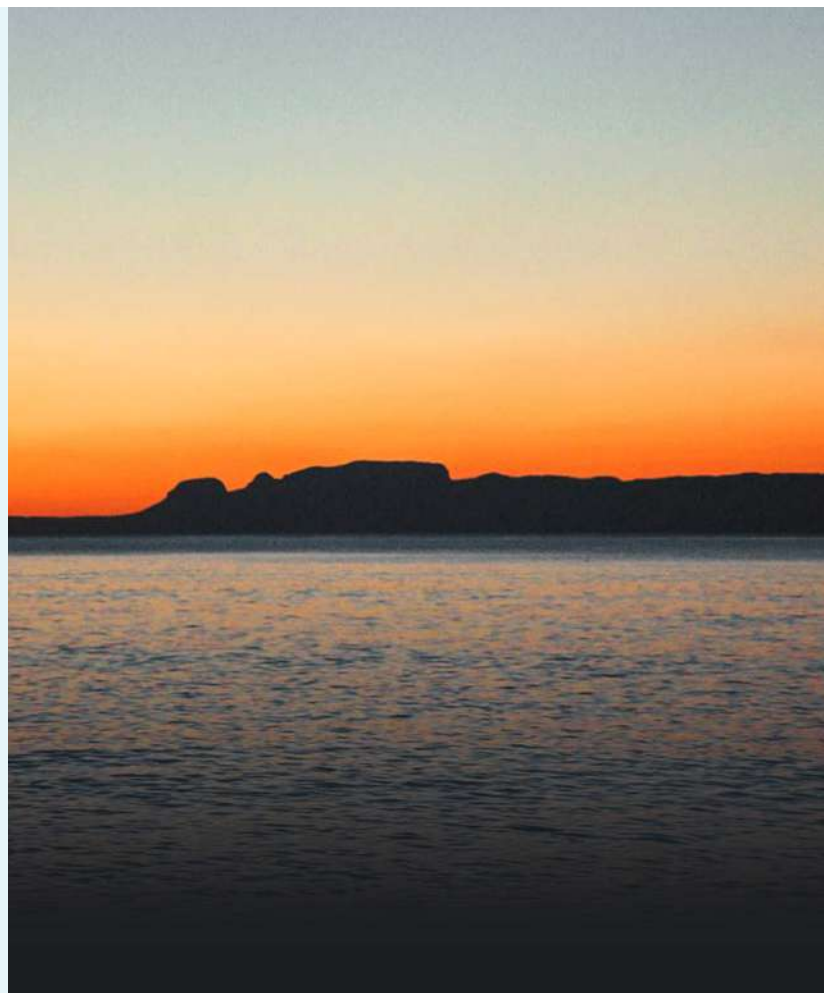
REJUVENATING STROLL THROUGH NATURE

Immerse yourself in the tranquility of nature during a rejuvenating forest therapy walk. Forest therapy is a research-based framework that supports healing and wellness through immersion in forests and other natural environments. Join your certified guide on a leisurely walk through the woods, stopping along the way to connect with your surroundings. Admire the rich diversity of plant life and keep watch for sightings of local wildlife. You will have an opportunity to walk down a short path to the shores of the Current River, or you can choose to admire the river from a nearby bridge. Pause to enjoy a cup of tea from locally foraged plants and a tasty snack, before concluding your walk. Afterward, transfer back to your awaiting ship.

DAY 08

THUNDER BAY, ONTARIO, CANADA

Thunder Bay is known as “Canada’s Gateway to the West” for its location at the final navigational point on the Canadian side of Lake Superior. Originally founded as a fur trading post, a settlement was established in 1803 and Fort William was erected. In 1970, Fort William and neighboring Port Arthur were merged to form the City of Thunder Bay. Today, it is one of Ontario’s most vibrant cities and a center of art and culture. Its Waterfront District is beloved for its views across the bay of the Sleeping Giant, a long line of mesas that resemble a giant lying on its back. After breakfast, disembark your ship and journey home.



 Sleeping Giant – Destination Ontario

VIKING

CANADA & THE ATLANTIC COASTLINE

BLACK BEARS & BEAVERS

 4 h  Natural World  Level 2

OBSERVE TWO OF THE CANADIAN WILDERNESS' IMPORTANT SPECIES

Learn about life in the Canadian wilderness while observing beavers and black bears in their natural habitat. Meet your naturalist guide and board your rabaska, a large canoe made from tree bark that was used by the Algonquin tribe and colonial-era fur traders to carry goods long distances along North American waterways. As you and your fellow guests paddle, your guide will share his knowledge of local flora and fauna. Gain insight into the life of the North American beaver, nature's dam builder, and learn how these industrious rodents shape and benefit their habitat. Later, follow your guide to an observation deck, where you will have an opportunity to view black bears. Your guide will explain these inquisitive animals' importance to maintaining the balance in their ecosystems and their mythical status among the beliefs of indigenous people. Admire the bear's grace and beauty, before returning to your Viking Expedition ship.

TROIS-RIVIÈRES CULINARY EXPERIENCE

 3 h  Special Interest / Culinary  Level 2

DELIGHT YOUR TASTE BUDS WITH SAMPLES OF LOCAL FAVOURITES

Savor a taste of local favorites as you explore the region's culinary roots on a walk around Trois-Rivières. This city along the St. Lawrence River is a delight for food lovers, hosting an array of fine restaurants, pubs and microbreweries. Meet your knowledgeable local guide, then set off by foot for the city center, where you will visit three of neighborhood's inviting eateries to sample their delicious creations. You will have an opportunity to meet the hardworking team at a local microbrewery for a chance to imbibe a refreshing alcoholic beverage, then indulge in inventive and original cuisine created from locally sourced ingredients at nearby restaurant Épi, buvette de quartier. Cap your walk at Le Buck, a cozy gastropub, where you can tempt your taste buds with upscale farm-to-table dishes. Appetite sated, make the return walk through the city to your awaiting ship.

MUSÉE DES ABÉNAKIS

 3 h  Special Interest / Culinary  Level 2

CULTURE AND HERITAGE OF TROIS-RIVIÈRES' FIRST NATIONS COMMUNITY

Discover the rich culture and heritage of the Abenaki First Nations community during an informative museum visit. Part of the Algonquin family and originally from the northeastern region of what would become the US states of Maine, New Hampshire and Vermont, the Abenakis had settled along the shores of the St. Lawrence River near Trois-Rivières by the early 18th century. Embark on a scenic drive by motor coach to the Musée des Abénakis, the first indigenous museum in Quebec. Here, enjoy a guided tour showcasing Abenaki culture through an intriguing collection of archaeological finds recovered from Abenaki territory and the Odanak region. You will also have an opportunity to savor a taste of bannock—a delicious traditional flatbread—accompanied with fruit jam and a cup of coffee or tea. Afterward, you will return to your ship.

HERITAGE WALK & THE OLD PRISON OF TROIS-RIVIÈRES

 2 h 30 m  Special Interest  Level 2

HISTORIC OLD TOWN STROLL AND LIFE BEHIND BARS

Explore Trois-Rivières's history-laden Old Town, then get a glimpse into Canada's penal system at a former prison. Meet your guide and set out on a walk through the history of this ever-evolving city. Admire the charms of its 18th-century architecture as you pass by landmarks such as the Manoir de Tonnacour, originally a military officers' barracks and now a contemporary art exhibition center, and the Gothic-style Assumption Cathedral, renowned for its beautiful stained glass windows. Visit the historic Old Prison of Trois-Rivières; built in 1822, it was the oldest corrections facility in Canada when it closed in 1986. Follow your guide past the cramped cells and musty confinement areas, listening to a firsthand account of the harsh realities of life behind bars. Afterward, you can choose to continue your heritage walk, or enjoy time exploring the Musée POP, at your own expense

LINDBLAD EXPEDITIONS

LEGENDARY NORTHERN ISLES:
SCOTLAND, FAROES, & ICELAND

National Geographic Explorer

148 GUESTS

EXPEDITIONS FROM \$12,740 TO \$24,570 *

Sail beneath the midnight sun, over seas steeped in Norse mythology, and along the route of the boldest Vikings who ventured west. Meet the welcoming islanders who call the scenic Faroes home—Danes by nationality and Viking by blood. See the graves of their Viking ancestors and explore their tiny towns of turf-roofed homes.

On Scotland's outlying isles you'll discover a 5,000-year-old village and see the mysterious standing stones of the Ring of Brodgar.

And in the west, on a near circumnavigation of Iceland, see this geologically roiling land just as the Vikings must have, from thundering waterfalls and boiling springs to islands so young the earth still steams.



📍 Orkney Islands, Scotland — Photo by Mark Foster on Unsplash

2023 ROUTE:

BERGEN, NORWAY TO
REYKJAVIK, ICELAND

DAY 03

ORKNEY ISLANDS, SCOTLAND

Enjoy a morning at sea, then see the standing stones at the Ring of Brodgar and the stoneslab village of Skara Brae. Step into the past at the red sandstone cathedral of St. Magnus, built in 1137. (B,L,D) padding.

DAY 04

SHETLAND ISLANDS

Our ship glides past the towering bird cliffs of Noss for views of murre and kittiwakes. Visit the Jarlshof archaeological site, a prehistoric and Norse settlement continuously inhabited for more than 4,000 years, and see the famous Shetland ponies. (B,L,D)

DAY 05 – 07

THE FAROE ISLAND ARCHIPELAGO

The rugged Faroese are proud of their Viking ancestry, reflected in their ancient language and love of the sea. We will explore the archipelago with possible stops: in Tórshavn, wooden boats bob at anchor in the harbor and harken back to Viking times; visit the natural history museum and the Kirkjubøur archaeological site, a medieval farming and religious center; see the incredible bird cliffs and scenic landscapes of northern Streymoy, at the cliffs of Vestmanna. (B, L, D).

DAY 08

DJÚPIVOGUR, ICELAND

Dock in Djúpivogur and drive down the coast to explore the vast Vatnajökull icecap and the deep blue icebergs of the large ice lagoon of Jökulsárlón. Alternatively, go by 4x4 vehicle to visit some of the secluded valleys and remote waterfalls in the countryside around Djúpivogur or visit a local farm to meet the families living in rural Iceland. (B,L,D).

DAY 10

LAKE MÝVATN / AKUREYRI

Drive to Lake Mývatn, the most geologically active area in Iceland. See the mud pools at Hverarond and the unforgettable sight of Goðafoss, the waterfall of the gods. Visit the explosion crater at Viti. Drive to Akureyri with its beautiful period houses, backed by snow-capped mountains. (B,L,D).

DAY 13

SURTSEY & HEIMAÆY,
WESTMAN ISLANDS

The Westman Islands were formed by undersea volcanoes and are among the youngest of the world's archipelagos. Surtsey, a UNESCO World Heritage Site, was created in 1963 and 10 years later, Heimaey was threatened by lava flows that nearly closed off its harbor. Visit the crater where the earth is still hot and see areas that were engulfed by lava. (B,L,D)

DAY 09

AT SEA / GRIMSEY

Enjoy a morning at sea as we sail northward to the land of the midnight sun, going ashore in the evening at the tiny island of Grimsey. Home to nesting sea birds, it lies exactly on the Arctic Circle. (B,L,D) Enjoy a morning at sea as we sail northward to the land of the midnight sun, going ashore in the evening at the tiny island of Grimsey. Home to nesting sea birds, it lies exactly on the Arctic Circle. (B,L,D).

DAY 11 – 12

WESTERN ICELAND

Located in the Westfjords, Ísafjörður is surrounded by water on three sides, sculpted by glaciers. Explore the town and taste some Icelandic culinary delicacies, or visit a center dedicated to arctic foxes. Learn about the fishing industry that was the mainstay of this town for generations. Continue to charming Flatey Island, a trading post for centuries, for walks around the 19th-century hamlet and opportunities to see and photograph numerous species of birds. Zodiac cruise the coast and see where Erik the Red sailed from in the year 982 A.D., bound for Greenland. (B,L,D)

DAY 14

REYKJAVÍK / DISEMBARK / HOME

Today we disembark in Reykjavík with options to visit either the famous Blue Lagoon thermal baths or the hot springs, geothermal power plant and a horse farm, prior to our flight home. (B,L)



Western Iceland — Photo by Einar H. Reynis on Unsplash

PONANT

FROM THE ST. LAWRENCE RIVER TO THE AMERICAN EAST COAST (MONTREAL TO BOSTON)

From Montreal, set sail aboard Le Dumont-d'Urville for the vast unspoiled expanses of the North American continent.

Your ship will first call at Quebec City, capital of Canada's Beautiful Province, located on the St. Lawrence estuary and founded by Samuel de Champlain in 1608. Do not miss discovering this charming and lively city where the historic neighbourhood of Old Quebec, with its ramparts and fortifications, is listed as World Heritage by UNESCO.

You will then enjoy a magnificent sail that will allow you to get as close as possible to many marine mammals taking refuge in the dramatic fjord of Saguenay Bay.

At the mouth of Saguenay River, you will reach Tadoussac. This National Park is also an unmissable site for whale watching as the mammals gather to feed before winter. Further on, you will reach Percé, one of the most scenic villages of Quebec, close to a National Park famed for its natural, historical and geological heritage.

Le Dumont-d'Urville will then cruise along the coasts of Nova Scotia, home to great historical towns and villages of unrivalled cachet.

Then you will head south to Bar Harbor on Mount Desert Island, discovered by Samuel de Champlain in 1604. This small bustling town on the north-east coast of the state of Maine is a seaside resort whose appeal lies in its stunning landscapes, including those of Acadia National Park.

At the tip of the Cape Cod peninsula, the East Coast atmosphere is reminiscent of the chic and discrete charm of the French west coast, with beautiful houses, ocean spray and an easy lifestyle. This is also a very popular holiday destination for important figures in American politics.

This trip will end in Gloucester, the oldest port in the United States.

DAY 01

TADOUSSAC

The Quebec village of Tadoussac stands at the confluence of the Saguenay River and the Gulf of Saint-Lawrence, in south-east Canada. The village is bright with multicoloured houses nestling in an emerald-green pine forest. From the waterfront, it's easy to spy out Tadoussac Chapel, thanks to its bright red roof. Not far from this church built of wood, one of the oldest in North America, stands a century-old village holiday resort, Hotel Tadoussac. Treat yourself to tea on the terrace overlooking the shoreline. In addition, at the marine mammal interpretation centre, you can hone your knowledge of the cetaceans that regularly frequent Tadoussac Bay. Excursions: whale watching on zodiac; Tadoussac on foot.

DAY 02

CAP-AUX-MEULES, MAGDALEN ISLANDS

Although it is the administrative and economic centre of the Magdalen Islands archipelago, in the Gulf of Saint Lawrence, the village of Cap-aux-Meules remains a peaceful location and is ideal for exploring preserved nature. Located on the eponymous island, in reference to the sandstone rocks of the cape that were used in the past to make grindstones, the location is above all considered to be the maritime gateway to the archipelago. In this respect, it offers privileged access to many sites renowned for their natural and historic heritage, such as the village of Havre-Aubert which is a member of the Most Beautiful Villages of Quebec.

DAY 03 – 05

LOUISBOURG

Set in the Atlantic Ocean, Cape Breton Island turns up fun-to-explore curiosities such as Louisbourg, the former capital from when it was named Ile Royale. This picturesque little town is home to one of the country's most significant historical sites: the symbolic and beautifully restored Fortress of Louisbourg. A tour transports you back to the heart of 18th-century Canada. Access the old fortified square via the drawbridge and Dauphin Gate, which is guarded by a sentry. You can then explore the fortified town as it was in its heyday. Get ready for an extraordinary adventure that's more than just a journey back in time.

DAY 06

BAR HARBOR

With landscapes that seem to have come straight from a Stephen King novel, made up of long rocky outcrops plunging into the cold waters of the Atlantic, the region of Maine is full of unexpected delights. Bar Harbor is one of them. A seaside resort for aristocrats of another era, this former fishing port, founded in the early 18th Century reveals an atmosphere that is both chic and refined, and over time has become the ideal destination for romantics and lovers of open spaces. Excursions: walking tour; park visit.



📍 Tadoussac, QC — Photo by Alex Guillaume on Unsplash

LAKE SUPERIOR NORTH SHORE CRUISE SHIP READINESS CHECKLIST

| Readiness Checklist | Yes | No | Notes |
|--------------------------------|-----|----|--|
| OUMP Security Compliance | | | <p>Contact: Ken Underhill Regional Transportation Security Inspector Transport Canada, Government of Canada 86 Clarence St, Kingston, ON, K7L 1X3 Phone: 613-329-0324 24hr SitCen 1-888-857-4003 / Sitcen@tc.gc.ca ken.underhill@tc.gc.ca</p> |
| Infrastructure and Amenities | | | <ul style="list-style-type: none"> • Docking • Reception • Beautification • Wayfinding • Washrooms • Garbage receptacles |
| Community Relations | | | <p>Gather input: survey, town hall meeting etc. Address issues: social media, town hall meeting, etc. Check back</p> |
| Product Development Phase I | | | <ul style="list-style-type: none"> • Gather partners • Asset inventory • Find the opportunities • Draft the experiences |
| Sales and Marketing Phase I | | | <ul style="list-style-type: none"> • Establish relationships • FAMS • Present draft experiences |
| Product Development Phase II | | | <ul style="list-style-type: none"> • Revise experiences • Pricing and adding value (see checklist) • Determine how to maximize opportunities |
| Sales and Marketing Phase II | | | <ul style="list-style-type: none"> • Writeups • Quality digital • Work with onboard team – cheat sheets, FAMS |
| Test products | | | <ul style="list-style-type: none"> • Dry run, mystery shopper |
| Deliver experiences | | | |
| Evaluate and adapt as required | | | <ul style="list-style-type: none"> • Get feedback • Meet with partners to adapt |

COSTING CHECKLIST

| Costing Checklist | \$ |
|--|----|
| 01 Cover all costs associated with the experience | |
| 02 Review the experience and check that all inclusions with costs are factored in | |
| 03 Include any taxes or gratuities you need to pay | |
| 04 Include a profit for your organization | |
| 05 Determine the minimum and maximum number of participants | |
| 06 Know your break-even number of participants to ensure you don't operate at a loss | |
| 07 Explore what could add value at a minimal cost or no cost | |
| 08 Determine the cost for the experience, adjusting the experience as necessary | |
| 09 Ensure the final price is fair and is a price that will sell | |
| 10 Review the experience and adjust the itinerary, duration, inclusions, or other changes made while pricing | |
| 11 Determine and be very clear on what is included and what is not included in the experience | |
| 12 Determine costs for additional options or variations of the tour, if needed | |
| 13 Set measurements and benchmarks to evaluate and determine the success of the experience | |



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