



April 2016

Dear Business Owner/Manager:

The Downtown Business Association, Greater Corner Brook Board of Trade and Corner Brook Port Corporation are pleased to provide you with this package to provide information about the 2016 cruise season. Enclosed in this package you will find:

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

We hope that these items are helpful.

Please note that in the event of a change to the cruise schedule, or a cancellation, local media will be contacted and a notice will be posted on the Corner Brook Port Corporation website, [www.cornerbrookport.com](http://www.cornerbrookport.com), as soon as possible.

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

**Downtown Business Association**

Contact: Heather Wellman

E: [heather@downtowncornerbrook.com](mailto:heather@downtowncornerbrook.com)

T: 709-634-7052

**Greater Corner Brook Board of Trade**

Contact: Sherry Hynes

E: [sherry@gcbbt.com](mailto:sherry@gcbbt.com)

T: 709-634-5831

**Corner Brook Port Corporation**

Contact: Nora Fever

E: [nfever@cornerbrookport.com](mailto:nfever@cornerbrookport.com)

T: 709-634-6600

## Corner Brook Port Corporation - Cruise Schedule 2016

Last Updated:

25-Jan-16



	Cruise Line	Ship	Date	Time	# Passengers	Crew
1	Fred Olsen	Boudicca*	Monday, May 23	0900-1700	880	329
2	Holland America	Rotterdam	Sunday, July 24	0800-1700	1404	600
3	Seabourn	Seabourn Quest*	Monday, September 5	0800-1700	450	330
4	Fred Olsen	Boudicca	Thursday, September 15	0900-1700	880	329
5	Cruise & Maritime Voyages	Marco Polo	Saturday, September 17	0800-1500	906	354
6	Silver Sea	Silver Whisper	Monday, September 19	0900-1800	382	302
7	Oceania	Regatta	Monday, September 26	0800-1700	684	400
8	Oceania	Regatta	Tuesday, October 4	1200-2100	684	400
9	Princess	Caribbean Princess	Wednesday, October 5	0800-1700	3082	1200
10	Phonenix Reisen	Amadea	Friday, October 7	0800-1700	600	250
11	Oceania	Regatta	Tuesday, October 18	0800-1600	684	400

\* Inaugural Calls



## Tips for Attracting the Cruise Ship Customer\*

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

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

- **Encourage customers to come inside!** To make the sale, you have to get them in the door. We encourage you to think outside the box to get cruise visitors into your store. It could be something simple such as a welcome sign (some are included in this package), some colourful balloons or playing some music. Statistics show that passengers spend between \$60 and \$70 each per port stop, so ensure that they come through your doors instead of window shopping.
- **A welcoming store front!** Enhancing the look of your storefront could be just the draw to pull customers inside. While you may not sell an ugly stick or a sou'wester, having them in your window would make the visitor take a second look. You could even have a sign inviting visitors to come in and find out about this local oddity. Be sure to place Newfoundland-made or other unique products in your storefront.
- **Offer great customer service:** Polish up on your staff's customer service skills. Friendly service goes a long way in making a sale. A list of Frequently Asked Questions has been included in this package – why not share it and/or post it for staff.
- **Make a scene at your place of business.** Why not organize a (non-alcoholic) screech-in for a day for the larger ship visits? Or have a local musician play in front of your store? Or create an outside market area in front of the business? All of these will attract the customer to you and hopefully translate into sales.
- **Don't forget social media!** If you have a twitter or Facebook account, making a post to welcome visitors to the City may encourage them to come by your store. Several local businesses have noticed an increase in visitation when they have posted messages on social media during cruise ship visits.
- **If you operate a restaurant, change up your fare for a day.** Offer a special menu with Newfoundland items or alter your current dishes to include items found in the province, like blueberry pie instead of apple. Be sure to advertise on outdoor signage to get people in the door.
- **If you operate a bar or pub, why not offer specials on Newfoundland-made spirits?** Or you could organize a traditional Screech-in at a cost.
- **Local customers notice also!** When you have something interesting or special happening, local clients may be more likely to come into your business as well.
- **Cross-promote with other businesses.** Encourage your customers to visit another business or offer a discount, such as 10% off your coffee with a receipt from next door.

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

**If you have an event, unique item or special discount available to cruise ship passengers, please let us know about it! Contact Corner Brook Port Corporation at 634-6600 or [nfever@cornerbrookport.com](mailto:nfever@cornerbrookport.com).**

## **FAQ – Corner Brook**

### **What is the population of Corner Brook?**

Approx. 20,000; Humber Valley/Bay of Islands region approx. 40,000

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

Approx. 527,000

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

\$206,941 (2015 Newfoundland and Labrador Association of Realtors)

### **What is the average income in Corner Brook?**

\$76,073 is the average household income (2012 Stats)

### **What is the main industry/who are major employers?**

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

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

Approx. 690 km one way (or 429 miles)

### **What is the average temperature?**

June: 12.8 °C | July- August 17.3 °C | September 13°C | October 7.5°C | February -3 °C

### **What is the average rainfall?**

Annual rainfall is 884.5 millimetres or 34 inches. Historically, August – October is rainiest period.

Annual snowfall during the winter is 400 centimetres, more than 13 feet.

### **How long have cruise ships been coming to the area?**

The first cruise ship came in 1976. Busier cruise seasons started in the 1990s. Corner Brook typically welcomes 10-12 cruise ships per year, mostly in September and October.

### **When did Captain Cook explore the Bay of Islands?**

Captain Cook explored and mapped the Bay of Islands in 1767.

### **How many moose are in NL?**

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

*\*Please note: this document is intended as a reference tool and is not an official publication\**

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

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

### **How did Corner Brook get its name?**

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

### **What is the background of the local people?**

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

### **What is the size of Gros Morne National Park?**

1,805 sq. km | 697 sq. miles

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

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

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## **FAQ – Visitors Asking for Directions & Suggestions**

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

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

When giving directions, remember to:

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

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# *Welcome*

## *Passengers & Crew*

**Show your ship card at  
the cash to receive a  
special discount on your  
purchase!**



**WELCOME  
PASSENGERS & CREW**



**BOUDICCA**

# **WELCOME PASSENGERS & CREW**



# **ROTTERDAM**

**WELCOME  
PASSENGERS & CREW**



**SEABOURN QUEST**

**WELCOME  
PASSENGERS & CREW**



**BOUDICCA**

**WELCOME  
PASSENGERS & CREW**



**MARCO POLO**

**WELCOME  
PASSENGERS & CREW**



**SILVER WHISPER**

**WELCOME  
PASSENGERS & CREW**



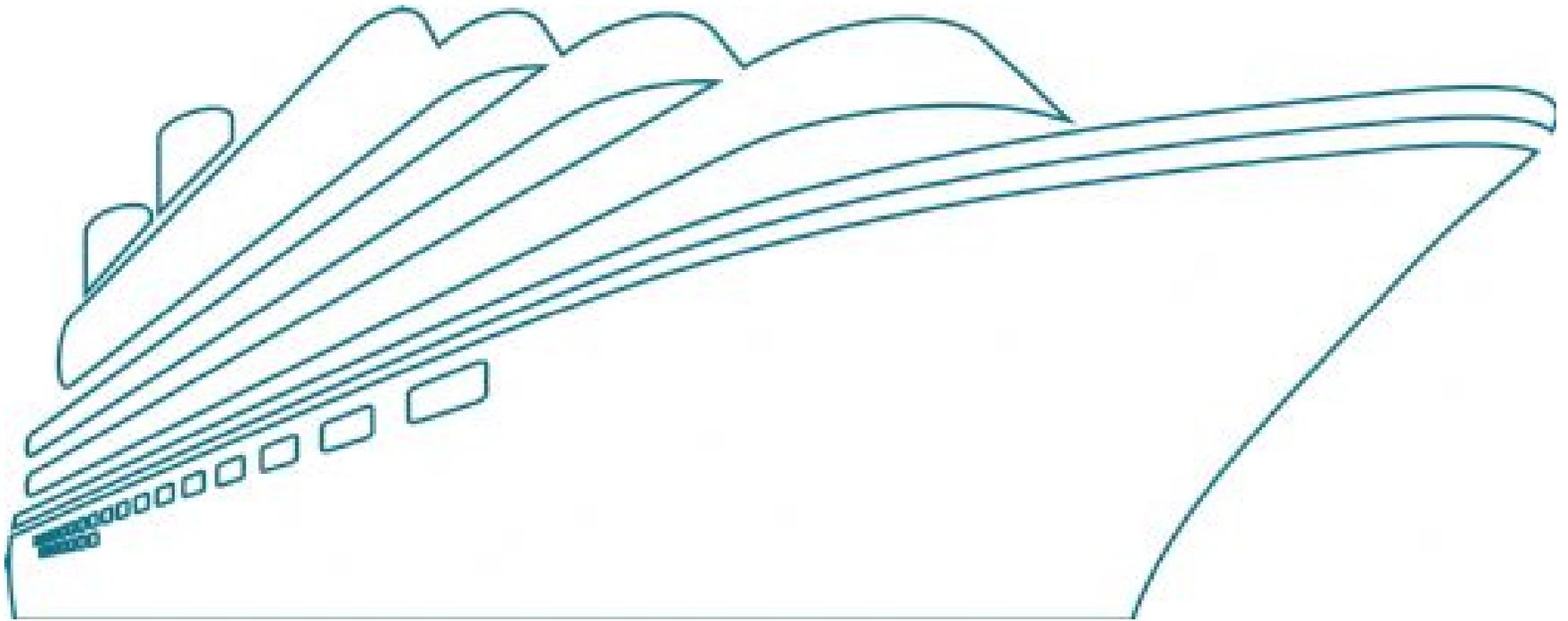
**OCEANIA REGATTA**

**WELCOME  
PASSENGERS & CREW**



**OCEANIA REGATTA**

**WELCOME  
PASSENGERS & CREW**



**CARIBBEAN PRINCESS**

**WELCOME  
PASSENGERS & CREW**



**AMADEA**

**WELCOME  
PASSENGERS & CREW**



**OCEANIA REGATTA**