

## **Cruise Saint John Business & Community Liaison Committee Overview**

### **Who?**

As a champion and beneficiary of tourism success in Greater Saint John, you have been selected to join our Cruise Saint John Business & Community Liaison Committee. We have identified you as a leader of a relevant business group/association that represents multiple stakeholders and has an interest in cruise in our community.

### **What?**

The initial kickoff of this Cruise Saint John Business & Community Liaison Committee will be a broad stroke cruise sector update from the Business Development Team at Port Saint John and to align the group to the committee's objectives. Subsequent meetings of the committee will allow you to provide input and share feedback on overall cruise sentiment and resumption efforts – on behalf of the multiple stakeholders that you represent. The key element to success of this committee will be your commitment and valued partnership in helping us to disseminate important cruise sector updates.

### **Where?**

Meetings will take place virtually via Microsoft Teams. When it is safe to do so, meetings will take place in person at Port Saint John.

### **When?**

Monthly - the second Monday of every month, beginning on:

- Monday, February 8<sup>th</sup> at 9am-10:30 am
- Monday, March 8<sup>th</sup> at 9am-10am
- Monday, April 12<sup>th</sup> at 9am-10am
- Monday, May 10<sup>th</sup> at 9am-10am
- Monday, June 14<sup>th</sup> at 9am-10am, etc. (*ongoing*)

### **Why?**

The COVID-19 pandemic brought global tourism to a standstill in 2020. The cruise sector was particularly hard-hit, impacting Ports, tourism operators, and local businesses worldwide. Saint John was no exception, with the entire year's anticipated record-breaking cruise season wiped out. Through a challenging year, industry partners remained optimistic and resilient, and we now have our sights set on an eventual safe and strong return of the sector. With the vaccination program underway in North America and globally, there is light at the end of the tunnel.

We are working diligently to ensure that Saint John and our stakeholder community will be prepared and well-informed. As we forge ahead toward the safe resumption of cruise when the time is right, we know that multi-stakeholder collaboration is the best course to achieve success. Thank you in advance for your partnership and participation to support cruise and this vitally important tourism sector in Saint John.

Natalie Allaby, Cruise Development Manager – [nallaby@sjport.com](mailto:nallaby@sjport.com)  
Becky Knox, Customer Experience Coordinator – [bknox@sjport.com](mailto:bknox@sjport.com)