

For Immediate Release

More and Bigger Cruise Ships Staying Longer Highlights 2007 Cruise Season

Prince Rupert, B.C.; May 8, 2007 – The arrival on Wednesday of Royal Caribbean Cruise Lines' (RCCL) *Vision of the Seas* reflects all that is new and improved for Prince Rupert's 2007 expanding cruise season: new ports of call by new cruise lines, bigger ships on more days a week and staying longer each visit.

The *Vision of the Seas* is RCCL's first cruise ship to call on Prince Rupert and the first ship of a cruise season extended by two weeks over previous seasons. The *Vision of the Seas* will disembark an estimated 2,500 passengers each Wednesday, who will then have 10 hours to participate in shore excursions, explore the City, and shop in local stores.

Vice President Marketing & Business Development **Shaun Stevenson** says the *Vision of the Seas*' inaugural visit is one of 60 cruise ship calls that will bring a projected 110,000 tourists to Prince Rupert over the next six months. Overall, Prince Rupert Port will experience a 75 per cent jump in cruise ships passengers and nearly 50 per cent increase in cruise ship calls in 2007 compared to 2006.

"We are beginning to build a critical mass where both the cruise lines and travel trade view Prince Rupert as a credible and attractive port of call with world-class tour programs," explains Stevenson. "This is reinforced by passenger comments in our exit surveys that are overwhelmingly telling us how much they enjoyed their experience and intend to return for longer visits. Our incredible tour program plays a big part in delivering that experience."

In addition to RCCL, large cruise ships from Norwegian Cruise Line, Royal Caribbean International, Celebrity Cruises and Regent Seven Seas Cruises as well as small ships from operators Cruise West, American Safari Cruises, Lindblad Expeditions and Clipper Cruises will be calling in Prince Rupert on their Alaska itineraries this season. With an average stopover of eight hours, Stevenson says passengers will have ample opportunity to indulge in one or more of the 20 tours and excursions as well as explore the 100 year old city's unique characteristics and amenities.

For more information on cruising to Prince Rupert, visit www.cruisetoprincerupert.com.

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