

C8-OPP1 – DEVELOPING THE ST. LAWRENCE RIVER: GREEN CRUISE CORRIDOR

THE OPPORTUNITY

There is a major possibility of increasing business profitability and creating year-round jobs in communities along the St. Lawrence River through sustainable, experience-driven cruise tourism.

While the St. Lawrence already serves international cruise lines, many rural ports capture limited economic value. Branding the St. Lawrence as a green cruise corridor can attract environmentally conscious travellers, extend stays, and increase local spending.

EXAMPLE OF PROVEN PRACTICE

Norway's Fjords – Sustainable Cruise Development

Norway's zero-emission cruise policies have protected natural assets while generating significant economic benefits for rural ports through higher-value tourism.

POTENTIAL COLLABORATIVE ECONOMIC DEVELOPMENT VENTURE SERVICES AND PROGRAMS

Green Cruise Packages

- Eco-certified experiential cruises linking remote ports

Local Experience Networks

- Partnerships with Indigenous, cultural, and eco-tourism providers

Green Cruise B2B Supply Network

- Programs enabling local producers and artisans to supply cruise lines

KEY ENABLERS

- Public, private, and civil-society investment
- Lead host organizations to coordinate corridor development
- Bilingual service delivery
- Destination marketing campaigns
- Workforce training in eco-hospitality

KEY PERFORMANCE INDICATORS

- Number of rural ports added to itineraries
- Jobs created in hospitality and guiding
- Business profitability
- Visitor spending in OLMCQ communities
- Revenues generated by cruise operators

CATEGORIES OF KEY PPCS STAKEHOLDERS

- Tourism operators
- Cruise lines
- Governments
- Funders
- Cultural enterprises
- Economic development organizations
- English-speaking community organizations

WHY INVEST MY TIME / WHY INVEST ORGANIZATIONAL RESOURCES / HOW TO ATTRACT INVESTORS

This opportunity turns a natural asset into a sustainable economic engine. It generates high-value tourism revenues, supports rural employment, and positions Quebec as a leader in green, experience-based travel.