

Atlantic Canada Niche Port Showcase: A Lovely Afternoon in Lunenburg

As the **2025 Cruise Canada New England (CCNE) Symposium** concluded, 75 participants—including 24 cruise executives representing key areas such as port operations, itinerary planning, deployment, shore excursions, and guest experience—enjoyed an afternoon in the UNESCO World Heritage town of Lunenburg on June 11.

The Atlantic Canada Niche Port Showcase provided a unique opportunity to highlight the charm, character, and potential of several smaller coastal cruise destinations throughout the region. In addition to Tourism Nova Scotia, the following organizations took part in the showcase:

- [Cruise Newfoundland & Labrador](#)
- [Parks Canada, representing the Sable Island National Park Reserve](#)
- [Pictou County Cruise Committee](#)
- Port of Sydney, representing the [Niche Ports of Cape Breton Island](#)
- [Yarmouth & Acadian Shores Tourism Association](#)

Guests were welcomed at the [Fisheries Museum of the Atlantic](#) by [The Flummies](#), a Canadian Aboriginal music group from Happy Valley-Goose Bay, Newfoundland and Labrador. Inside the Grand Gallery, participants were invited to spend 30 minutes exploring the Atlantic Canada Niche Port Showcase, which featured promotional materials, virtual experiences, and samples of local flavours. Photos can be found [here](#).

The celebration of place continued in partnership with Yarmouth & Acadian Shores Tourism Association, who brought Acadian culture to life in the Old Fish Factory, offering a vibrant glimpse into the region's rich history.

Initial survey results indicate that the Lunenburg experience was one of the top-rated activities of the 2025 CCNE Symposium. It offered a meaningful opportunity for connection and discovery and marked the first time Atlantic Canada's niche ports were given a dedicated platform to showcase what makes their communities so distinctive.

Neil MacKenzie, Atlantic Canada Cruise Association (ACCA) Niche Port Stakeholder Group representative and CEO of Yarmouth & Acadian Shores Tourism Association, reflected on the success of the event:

"The Atlantic Canada Niche Port Showcase in Lunenburg was a great way to highlight the unique experiences and cultural offerings at many of our small ports in Atlantic Canada. I loved the opportunity to meet delegates and give them a little bit of the port experience they might have in Yarmouth & Acadian Shores (even if they couldn't be there in person). It was great to see our ports working together on this. The ACCA and all the partners, including Tourism Nova Scotia, are very collaborative."

The showcase was made possible by a group of dedicated partners, whose collaboration brought to life this first-of-its-kind initiative. Together, they helped shine a spotlight on the important role Atlantic Canada's niche ports play in complementing the region's larger ports and delivering exceptional experiences, particularly for luxury and expedition cruise guests.