



New Brunswick, Canada – May 25, 2025 – Lemoneight Consulting, a leading tourism consultancy based in Atlantic Canada and the first ITOL-accredited Training Center in the tourism and cruise industry, is pleased to announce its strategic partnership with Port Media S.A.S. (Noticias de Cruceros), an Argentine company renowned for its expertise in advertising and communications in the maritime and port sectors. Formalized during Seatrade Cruise Global 2025 and solidified through a Partnership Agreement signed on May 5, 2025, this collaboration marks a significant milestone in Lemoneight’s expansion into South America under its new brand, **Lemoneight South America**.

This strategic alliance will offer innovative projects, products, and services to empower professionals, destinations, and businesses across South America’s tourism, maritime, port, gastronomic, and other public and private sectors. It focuses on specialized consulting for ports, destinations, cruise terminals, and tourist marinas, marketing strategies, public relations, and participation in regional trade shows to promote tourism, maritime, port, and gastronomic ventures. Additionally, it includes Lemoneight’s successful training programs, designed to boost the confidence and skills of tourism industry professionals and raise industry standards across South America. This comprehensive approach combines Lemoneight’s global expertise with Port Media’s regional influence to deliver exceptional value to clients and stakeholders.

Led by its founder and CEO, Claudine Pohl, Lemoneight brings a globally recognized reputation for innovation in the tourism and cruise industry. Together with Port Media S.A.S. (Noticias de Cruceros), led by CEO Guillermo Gatti and Mariana Barrera, the two companies offer a powerful communications presence, with a combined social media reach of over 300,000. Lemoneight’s track record includes international recognition for its people-first approach, notably being a finalist for the “Investment in People” award at the Seatrade Cruise Awards 2024. Through this new alliance, Lemoneight South America is poised to help transform the region’s tourism and port landscape.

The partnership will bring together top experts in the international maritime and port industry to support the growth of destinations and ports across South America. Working alongside trusted industry partners Five Senses Consulting and MAC Maritime, Inc., Lemoneight South America is proud to collaborate with renowned consultants Ioannis Bras (Five Senses Consulting) and Mike McFadden (MAC Maritime, Inc.), whose extensive experience and strategic insight will help drive sustainable development and innovation in the region’s tourism and port sectors.

New Client Alert

Lemoneight South America debuts its presence and prestige in the region, announcing its first client, Puerto Paracas, Peru, which aims to leverage its strategic location and position itself as a leading destination for the cruise industry in the region with the support of Lemoneight South America.