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**DENISE RASMUSSEN NAMED NEW GENERAL MANAGER  
OF ALCATRAZ CRUISES**

(September 25, 2017) --- Denise Rasmussen has been named as the new General Manager for Alcatraz Cruises, according to Terry MacRae, CEO of parent company Hornblower Cruises and Events.

MacRae comments, “As we head into the home stretch of our initial Alcatraz water transportation contract with the National Park Service and in order to help support Alcatraz Cruises’ continued strong ratings and provide for our continued growth in other markets, I’m proud that Denise will be responsible for managing and directing our contractual compliance and leading Alcatraz Cruises’ day-to-day activities and its management team.”



Rasmussen started her Hornblower career in 2006 with Alcatraz Cruises. After demonstrating her passion for creative and disciplined tourism marketing at Pier 39 and other San Francisco attractions, she was an ideal candidate to lead Hornblower’s first foray into National Park Concession marketing.

With more than 10 years of experience with Hornblower, Rasmussen most recently helped Alcatraz Cruises achieve their highest level of annual ridership in history while maintaining a focus on quality guest services, leading Alcatraz Cruises to become the number one landmark in TripAdvisor’s recent Travelers’ Choice Awards.

Additionally, thanks to Rasmussen’s contributions, Alcatraz Cruises became the first National Park Service transportation concessioner to receive a Superior rating.

Along the way, she developed a strong team of guest service, sales and marketing crew as well as generating a great reputation as a community marketing partner.

MacRae commented, "In addition to her internal activities at Alcatraz Cruises, Denise has managed our strong partnership with the National Park Service and Golden Gate National Parks Conservancy over the years and has developed and maintained key relationships within the tour and travel industry." MacRae continues, "Alcatraz Cruises will excel with Denise leading day-to-day activities with her primary focus on maintaining our high standards and retaining the contract at renewal time."

Denise is following in the footsteps of Scott Thornton, who has been appointed Chief Operations Officer for the newest Hornblower business unit, the NYC Ferry.

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Alcatraz Cruises is the National Park Service concessioner of ferry service to Alcatraz Island in San Francisco Bay. Alcatraz Cruises hosts nearly 1.5 million visitors annually. Alcatraz Cruises designed, built and operates the first hybrid ferry in the United States. The Hornblower Hybrid's revolutionary design has reduced fuel consumption by 75% and has already begun to be implemented in other parts of the country.