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Travel Trade News

Updates on cruise activity along Canada's West Coast



BC PORTS OF CALL

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BRITISH COLUMBIA QUICK FACTS

Did you know?

...British Columbia spans approximately 366,000 square miles – five times the size of Washington State and almost two and a half times the size of California.

...British Columbia's Inside Passage features 500 nautical miles of pristine wilderness and spirited West Coast culture, including 197 First Nations bands.

...Official flower? Pacific Dogwood. Official tree? Western Red Cedar. Official Bird? Steller's Jay. Official Mammal? The Spirit Bear (or Kermode Bear). Official gemstone? Jade. Official motto? "Splendour without diminishment".

...Cruise BC represents the five main destinations within British Columbia that act as ports of call for cruise lines travelling the Alaska/West Coast Route – Vancouver, Victoria, Prince Rupert, Nanaimo and Campbell River.

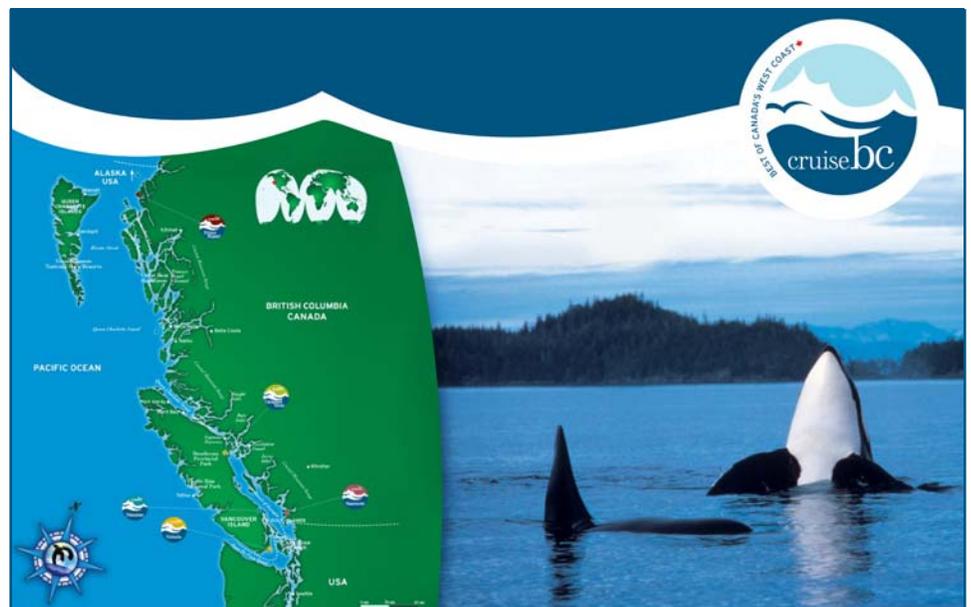
DISCOVER BRITISH COLUMBIA

Destinations offer unique experiences, fun activities and friendly locals to make visits to BC memorable.

In British Columbia, there is something to appeal to every cruise visitor. The port communities that make up the Cruise BC Association are as diverse and distinct as British Columbia itself. Itineraries can be easily developed to include a combination of days at sea with calls at the port cities of Vancouver, Victoria, Nanaimo, Campbell River, and Prince Rupert. Cruise passengers can experience the best that Canada's West Coast has to offer. While meandering through any of the cities and towns, visitors will hear people speaking a dozen different languages from around the world, representative of the diverse people who call this province home. As a result, the cuisine, the arts, and the neighbourhoods themselves offer a

unique experience for international visitors. And of course, in the smallest towns and biggest cities there is shopping, dining and nightlife to suit any taste. Known for its parks and gardens, Victoria, the capital of BC, maintains its English colonial heritage. Campbell River may be a small town, but it is world-renowned as a sport fishing destination. Vancouver, the host city for the 2010 Olympic and Paralympic Winter Games, is consistently rated as one of the top places to live and visit. Prince Rupert is a modern community perched on the edge of a vast wilderness. Naturally beautiful, Nanaimo is famous for its thriving arts and culture. Every cruise passenger who visits these port cities in BC will find their interests piqued.

www.cruisebc.ca





In the world's spotlight.

Vancouver is a young, vibrant and spectacular city surrounded by majestic Coastal Mountains, sparkling Pacific Ocean, lush forests, parks and sandy beaches. Vancouver boasts a rare blend of natural splendour, cultural attractions, ethnic neighbourhoods and cosmopolitan amenities. It is consistently ranked as one of the “World’s Most Livable Cities” and considered “Best City in the Americas” by the prestigious Condé Nast Traveler Readers’ Choice Awards. Vancouver was also selected by the International Olympic Committee as Host City for the 2010 Winter Olympic and Paralympic

Games. Here, visitors will find an abundance of world-class arts and entertainment, international cuisine, outdoor adventures, luxurious spas, great shopping, and unparalleled hospitality. Equally as varied are the possibilities for shore excursions — whether it be a stroll through Granville Island Public Market, an afternoon spent exploring North America’s third-largest Chinatown or meandering through shops in Yaletown or on famous Robson Street. Visitors can enjoy the views from atop Grouse Mountain, where grizzly bears and grey wolves enjoy their protected environment, or on the Capilano Suspension Bridge, the world’s longest and highest suspended footbridge.

Port Information – Five berths for large ships – three at Canada Place Terminal and two at Ballantyne Terminal. Full passenger terminals with currency exchange, visitor information, phones, restrooms, taxis and motorcoaches are immediately available. Rated “Best North American Homeport” by Berlitz in 2006.

For more information:
www.tourismvancouver.com
www.portvancouver.com

Small-town friendliness with big-city excitement.

Campbell River embodies the spirit of north central Vancouver Island. Full of friendly and welcoming residents, it offers unique experiences for visitors. The arts and culture found here have drawn people from around the globe. Naturally beautiful, it features an awe-inspiring glacier just 30 minutes from the city’s centre. Strolling through the local shops, visitors will find interesting locally produced products, often in First Nations-owned businesses.

Because Campbell River is so immersed in natural splendour, sport fishing, river rafting, kayaking, and golfing are among the most popular activities. Visitors can also enjoy sightseeing tours through the nearby

historical sites and scenic greenways, including BC’s oldest and most spectacular provincial park — Strathcona. Cruise passengers can embark on bird-watching or wildlife-viewing tours to see grizzly bears in their natural environment. Tours to nearby Quadra Island offer visitors the opportunity to experience some of the most scenic and interesting areas in BC.

Port Information – One berth for large cruise ships. Passenger services include visitor information, phones, restrooms, shops, taxis and internet kiosks.

For more information:
www.campbellriver.travel



The City of Gardens is “full of life”.

Blowing year-round, Victoria is aptly called the City of Gardens, the most famous of which is The Butchart Gardens. Coupling old-world charm with new-world traditions, the city reflects its colonial history. It is welcoming, culturally refined and artistically rich — yet it is naturally beautiful with rugged beaches, nesting eagles, orca whales, and ancient fir trees.

In Victoria, cruise passengers have countless options for shore excursions including fishing charters, whale-watching excursions and sailing trips. In the city, cruise passengers can take a horse-drawn carriage ride through downtown, visit Canada’s oldest Chinatown, partake in a city tour, enjoy tea at the world-renowned Fairmont Empress Hotel, and learn about local history in the Royal BC Museum and Craigdarroch Castle.

In 2005, Victoria was declared the Cultural Capital of Canada. The First Nations in-

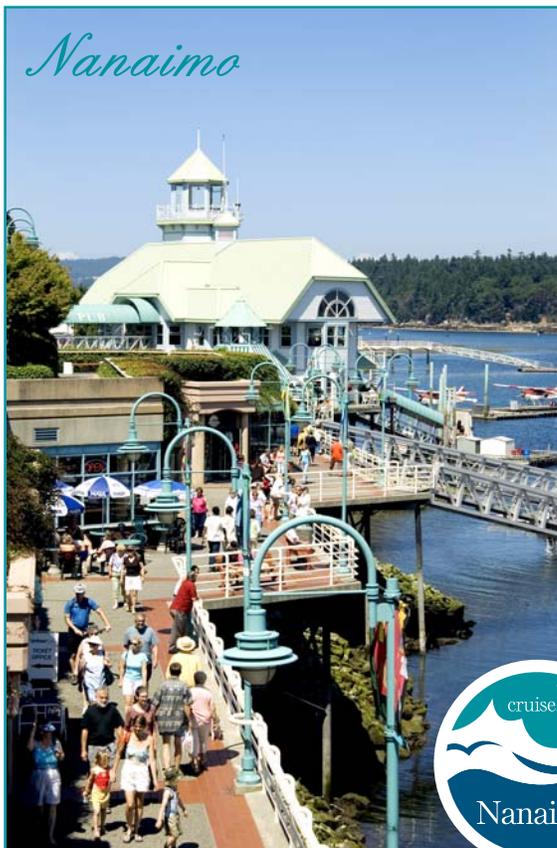


fluence can be seen in the local culture and the arts, which range from established to experimental. Considered Canada’s most walkable city, the streets are lined with performers and artisans all year long, making Victoria a perpetual joy.

Port Information – Four berths for large ships at Ogden Point. Passenger services

at terminal include currency exchange, visitor information, phones, restrooms, shops taxis and motorcoaches.

For more information:
www.tourismvictoria.com
www.victoriaharbour.org



Views are spectacular and locals are friendly.

There is a friendly and laid-back atmosphere in Nanaimo, the second-largest city on Vancouver Island. It is a city steeped in Maritime tradition. In fact, Nanaimo is home to some of the world’s largest and most prolific artificial reefs. This quaint coastal community has produced an abundance of exceptional artists and artisans whose studios and galleries are within walking distance from one another.

Cruise passengers can take a trip on a turn-of-the-century steam train, enjoy touring the charming Cowichan Valley wineries or take tours of Cathedral Grove, known worldwide as the home of some of Canada’s oldest and

largest fir trees. The local gardens linked to the Royal families are as beautiful as the gardens under the sea where the clear waters are so teeming with life, the city has earned a reputation as a world-class diving destination. First Nations culture is prevalent here — the Quw’utsun’ Cultural Centre is operated by the Cowichan First Nations, who share their stories and legends. Nanaimo is ideal for cruise passengers who crave exhilaration as well as those who prefer a more leisurely pace.

Port Information – Small vessels are accommodated at the Visiting Vessel Pier. Larger vessels are accommodated at anchor with a short tender ride to the arrivals facility on B float, located in the central harbour. Passenger services at terminal include visitor information, phones, restrooms, shops and taxis. Local banks and ATMs are located close to the waterfront.

For more information:
www.tourismnanaimo.com
www.npa.ca



Prince Rupert



Cruise passengers will want to experience it all.

Prince Rupert's rich history is reflected in the downtown area, which is made up of buildings from early pioneer days. Friendly locals act as ambassadors to the city, where First Nations contribute to the city's diverse culture. The Museum of Northern BC showcases both the ancient and modern history of this unique area. Cow Bay shopping district offers a refreshing change of pace and features many locally owned gift shops as well as cuisine from the West Coast and around the world.

Prince Rupert is filled with exciting shore excursion opportunities for cruise visitors including exhilarating flightseeing tours over snow-capped mountains, explorations to the North Pacific Historic Fishing Village, and a range of outdoor adventures. Visitors can take to the water with world-class salmon and halibut fishing, thrilling jet boat rides, and ocean kayaking. Wildlife is plentiful here and tours are available to catch a glimpse of deceptively cuddly-looking cubs at the grizzly bear sanctuary or watch whales play in the waves of the coastal waters. Visitors can step back in history and visit ancient First Nations village sites. With all these possibilities, Prince Rupert truly is a destination with distinction.

ACTIVITIES...LOTS TO DO IN BC

No matter what age or interest, cruise passengers will be overwhelmed and delighted with the number of activities offered at each one of BC's communities.



Kayaking...nature walks...canoeing...biking...jet boat trips...rock climbing...
Heli-hiking...salmon and halibut fishing...whale watching...wildlife tours...
Sightseeing trips by boat, bus or train...eco-tours...garden and gallery tours...



Golfing...cultural adventures...arts and crafts shopping...museum tours...
Castle tours...horse-drawn trolley tours...art galleries...sea safaries...
White water rafting...rainforest walks...shopping...mountain climbing...



Port Information – Two berths and one anchorage are available. Larger ships are accommodated at Northland Cruise Terminal with small ships using Atlin Cruise Terminal. Passenger services at terminal include visitor information, phones, restrooms, shops, taxis and motorcoaches.

For more information:
www.tourismprincerupert.com
www.cruisetoprincerupert.com

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