



news

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NEW LOOK FOR CRUISE BC

The evolution of the Cruise BC brand mirrors the evolution of the destinations as they attract increased cruise activity.

Vancouver, B.C. – Cruise BC launched a new look today by unveiling its new website – www.cruisebc.ca. While a refresh of the brand is the most noticeable difference to the site, visitors will also be pleased to find more in-depth information about the six destinations that make up Cruise BC – Vancouver, Victoria, Nanaimo, Prince Rupert, Campbell River and Port Alberni.

“We are very pleased to be able to invite stakeholders to visit our new website as one of the most visible examples of our recent branding update and refresh,” said Doug Peterson, Chair of the Cruise BC Communications Committee. “As part of our mandate to raise awareness of the spectacular nature and viability of Canada’s West Coast as a premier cruise destination, we truly feel that the new look of Cruise BC will go a long way in conveying this message.”

Recognizing that cruise line representatives are continually in search of new information that provides insight into existing and potential destinations, Cruise BC focussed on content as much as design and are pleased to be able to offer so much relevant information in a user-friendly, easy-to-navigate website. A key component of the new brand is the individual identities developed for the six destinations as they are integrated into the larger marketing scheme of Cruise BC.

In addition to the website, Cruise BC has also produced an updated Port Profiler – again, containing updated information and reflecting the new branding. “We felt that both design and content required a revitalization so that cruise line representatives and stakeholders in general could be invited to take a new look at all that BC has to offer,” said Peterson. “The evolution of the Cruise BC brand mirrors the evolution of some of the destinations as they attract increased cruise activity.”

Cruise BC commended the work of project manager Mary Klugherz of Klugherz & Associates and design house Traction Communications who took on the task of updating Cruise BC’s key collateral pieces and brand re-fresh.

Formed in 2002, Cruise BC Association is a partnership between BC ports, destination marketing organizations, Western Economic Diversification Canada and the Ministry of Tourism, Sport and the Arts. Working together and collaboratively with cruise lines, Cruise BC has been successful in developing the tremendous potential that exists to make Canada's Inside Passage and BC cruise ports world class destinations.

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