

cruise bc updates

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november 28, 2003

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Implementing the Strategy

This past June the Cruise BC Initiative released its BC Coastal Cruise Strategy Development Report. This report led to a Request for Proposals for contractors to carry out important work that will take the Initiative to the next level. The competitive bid process resulted in Porcaro Communications in Vancouver being awarded a contract to brand the Cruise BC product, prepare communications and marketing strategies, undertake primary research, and develop recommendations for a governance model to support the Initiative longer term. Maritime Strategy International in Seattle was awarded a contract to conduct a Business Case analysis. All work is to be completed by early Spring 2004. More details are included inside.

HOW YOU CAN PARTICIPATE IN CRUISE BC

The Cruise BC Initiative welcomes support from all stakeholders who share our vision of a vibrant BC-based cruise industry. One of the work projects we have just initiated is looking at the governance structure of the Cruise BC Initiative and practicable options for how to engage input from a more broadly based stakeholder network province-wide. Other projects described in this newsletter involving for example marketing and communications could also benefit from your input. Over the next few weeks and months, Porcaro Communications in Vancouver, working with Maritime Strategy International in Seattle, may be asking you for your thoughts and opinions. We would be grateful for any assistance you can provide. If you would like to have your input heard and have not been contacted, please don't hesitate to contact Ken Bradley at Porcaro Communications at ken.bradley@porcaro.ca, or telephone 604.609.4400.



Welcome to Cruise BC updates, an e-newsletter to keep you informed of the progress being made in the Cruise BC Initiative being spearheaded by a consortium of provincial ports and destinations, with support from the federal and provincial governments.

From the earliest days of the Cruise BC Initiative, efforts have been made to share information with a wide group of stakeholders. This has been done in the belief that incubating new markets and products in a highly-competitive global industry like ship cruising will require a united, collaborative and long-term effort of many stakeholders throughout the province, including all three levels of government; economic development, tourism and industry officials; suppliers; and operators, to name only some.

This newsletter continues this policy of information sharing and inclusiveness. In this issue we review the early beginnings of the Cruise BC Initiative, introduce you to its members and outline what has already been achieved. Most importantly we identify several important projects that are now under way and scheduled for completion over the next four months.

Supporters of the Cruise BC Initiative are guided by a shared vision – **to create a BC-based world-class cruise industry.**

We have an unshakable belief that BC has tremendous untapped potential for becoming a major cruise destination in its own right and not merely a host for cruises on their way to foreign destinations.

We hope you find this newsletter useful and encourage you to send it to others you think might be interested in reading it. If you do forward it, we would ask you to please contact us at ken.bradley@porcaro.ca so we can keep our distribution list up to date. If you do not wish to receive future issues, let us know also.

“British Columbia’s cruise industry is vibrant, sustainable, internationally recognized and benefits coastal and First Nations communities.”

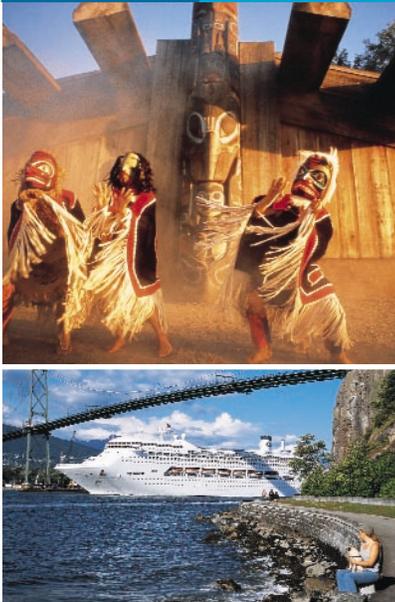
Working Draft Vision Statement adopted at Campbell River Workshop
September 17-18, 2003

Building Momentum through Communications, Marketing & Branding

While it is true that **British Columbia has great potential as a cruise destination** and already has many of the important features needed to grow the industry, for example a magnificent natural environment, proximity to large and growing markets, knowledgeable and entrepreneurial people, and a large core of strong advocates committed to working together, everyone involved in the Cruise BC Initiative recognizes the challenges involved in mobilizing and coordinating the resources needed to launch and sustain the initiative through these important early years.

Effective communications and strong marketing will enable us to tell our story convincingly, influence the decision-makers we need to reach, garner the financial resources we’ll need going forward, build the infrastructure that is now missing, and position BC as a preferred cruise destination in our targeted markets.

The communications, marketing and branding projects just launched under the Cruise BC Initiative are designed to put us on the road to achieving all of this. The primary research will give us a better understanding of the preferences, awareness and attitudes of consumers, the travel trade and cruise line officials. The data will be factored into the key messages and strategies developed as part of the communications and marketing plans. The branding will establish a visually distinctive personality for the BC Cruise product to set it apart from competing products. The collateral materials being developed will provide resources that can extend and enhance the messaging. The completion of these projects will **take the Cruise BC Initiative to a new and exciting level**. We are still in the very early stages but in just one year much has been accomplished. Communications, marketing and branding are viewed as critical to achieving our vision and long-term goals.

october '02	november '02	december '02	january '03	february '03	march '03	april '03
<p>The Cruise BC Initiative is born when Campbell River, Nanaimo, Prince Rupert, Vancouver and Victoria ports form the BC Ports and Destination Working Group with assistance from the provincial Ministry of Competition, Science & Enterprise and Western Economic Diversification Canada.</p> <p>The Cruise BC Initiative Steering Committee commissions the British Columbia Cruise Market Opportunity Assessment Report.</p>		<p>Stakeholders invited to Vancouver Workshop facilitated by Mary Klugherz and Kjartan Gilje (KG) of Maritime Strategy International Inc. Purpose of Workshop is to learn more about the cruise industry and to brainstorm about how an industry can be developed in BC.</p>	<p>British Columbia Cruise Market Opportunity Assessment Report submitted. It says that a BC cruise industry has strong growth potential.</p> <p>Cruise BC Initiative Steering Committee begins preliminary work on strategies for developing a BC-based cruise industry. It hires a consulting team to bring forward recommendations.</p>		<p>Prince Rupert Workshop. Attendees achieve a consensus on the need for a group like the Cruise BC Initiative Steering Committee to champion the cause for a BC-based cruise industry. There is agreement also on the need for region-wide coordination.</p>	

Charting the Course – Milestones Achieved

may '03	june '03	july '03	august '03	september '03	october '03	november '03
	<p>BC Coastal Cruise Strategy Development Report is released. It recommends that a guiding vision statement be developed for the Cruise BC Initiative, and that resources be allocated toward recommendations in several areas to further the initiative along. These areas include communications, marketing, governance, regulatory issues, product development and business case analysis.</p>		<p>After prioritizing the recommendations of the strategy and identifying key projects that could achieve short term goals, the Cruise BC Initiative Steering Committee contracts an interim project coordinator, Jane McIvor, to facilitate further organization of the Cruise BC Initiative.</p>	<p>Campbell River Workshop. Attendees discuss recommendations in the BC Coastal Cruise Strategy Development Report and next steps. A draft vision statement is developed.</p>	<p>Cruise BC Initiative Steering Committee issues Request for Proposals for consultants to do work in four areas: communications, marketing, governance structure, and business case competitiveness analysis. Eight companies submit proposals.</p>	<p>Porcaro Communications in Vancouver and Seattle-based Maritime Strategy International awarded the contracts. Porcaro, with lead consultant Ken Bradley, will carry out the communications, marketing, branding and governance components of the contracts. Maritime Strategy International, with lead consultant Mary Klugherz, will complete the business case analysis component of the contract and assist Porcaro with primary research and analysis.</p>

Cruise BC Initiative Steering Committee

NAME	ORGANIZATION
STEERING COMMITTEE	
Cormier, Michael	Greater Victoria Harbour Authority
Dring, Dean	Western Economic Diversification Canada
Duncan, Bob	Campbell River Port
Lee, Norman	Tourism Secretariat, Ministry of CSE
Peterson, Douglas	Nanaimo Port Authority
Phillips, Lynn	Tourism North Central Island
Sanderson, John	Greater Victoria Harbour Authority
Stevenson, Shaun	Prince Rupert Port Authority
Wirtz, Greg	Vancouver Port Authority
Xotta, Peter	Vancouver Port Authority

Sub-Committees

FOUR SUB-COMMITTEES WERE CREATED IN NOVEMBER TO WORK WITH PORCARO COMMUNICATIONS AND MARITIME STRATEGY INTERNATIONAL.

SUB-COMMITTEE A – Communications

Lee, Norman	Tourism Secretariat, Ministry of CSE
Stevenson, Shaun	Prince Rupert Port Authority
Xotta, Peter	Vancouver Port Authority
Jane McIvor	McIvor Communications Inc.

SUB-COMMITTEE B – Marketing & Research

Chan, Raymond	Tourism BC
Cormier, Michael	Greater Victoria Harbour Authority
Lee, Norman	Tourism Secretariat, Ministry of CSE
Morris, Lee	Tourism Victoria
Pearce, Stephen	Tourism Vancouver
Sanderson, John	Greater Victoria Harbour Authority
Whyte, Lorne	Tourism Victoria
Wirtz, Greg	Vancouver Port Authority

SUB-COMMITTEE C – Governance

Dring, Dean	Western Economic Diversification Canada
Duncan, Bob	Campbell River Port
Lee, Norman	Tourism Secretariat, Ministry of CSE
Phillips, Lynn	Tourism North Central Island
Xotta, Peter	Vancouver Port Authority

SUB-COMMITTEE D – Business Case

Dring, Dean	Western Economic Diversification Canada
Lee, Norman	Tourism Secretariat, Ministry of CSE
Peterson, Douglas	Nanaimo Port Authority
Wirtz, Greg	Vancouver Port Authority

MAKING A BUSINESS CASE

The purpose of the Business Case analysis, being carried out by Maritime Strategy International in Seattle is to raise awareness of and interest in BC as a cruise destination among the cruise lines. The Business Case will compare BC to other cruise markets and highlight the opportunity that exists for the cruise lines to develop cruise products with increased BC content. The process for the development of the Business Case begins with data collection efforts in late November 2003, followed by revenue/cost modeling in January and February. The final report is expected to be completed the first week of March 2004.

SEATRADE CONVENTION

For the past four years, the **West Coast Pavilion at Seatrade** has provided the best opportunity for businesses to make contact with the cruise industry's key decision makers. The Seatrade Convention at the Miami Beach Convention Center draws more than 9,000 people from over 100 countries to a three-day exhibition and four-day conference. The convention's growth has mirrored that of the cruise industry itself. In 1985, approximately 1.86 million people took a cruise with a North American line. By 2004, that figure is expected to exceed eight million. The market is growing, and with the Cruise BC Initiative, **our goal is to capture some of that growth for BC.** This year, the West Coast Pavilion will be adding a new dimension to its presence to provide for a higher level of organization and strategic placement of displays. Through the Cruise BC Initiative, key branding and messaging is being developed that focuses on British Columbia as a destination within its own right. Ports, destinations and tourism-related businesses will have a co-ordinated and highly visible presence in the West Coast Pavilion. A section dedicated solely to industrial marine service and supply businesses will highlight BC's ability to accommodate increased cruise activity. For more information on opportunities to participate, please contact **Jane McIvor at 604-893-8800.**

Maintaining the Momentum – Timelines for Completing the Work Under Way

december '03

Primary Research completed. Research includes: telephone surveys of consumers in local, near and long-haul U.S. and Canada markets; focus groups with travel trade; and interviews with cruise line officials. The data will supplement the secondary research already compiled in the earlier studies commissioned by PDG.

Recommendations for PDG governance structure and ongoing stakeholder coordination.

january '04

Branding of Cruise BC Initiative and strategy for launching the brand at Seatrade in Miami in mid-March 2004.

february '04

Communications Plan.

Ports Profiler template for profiling BC ports of call and their shore excursions.

Design template for Cruise BC website.

Marketing Plan.

Promotional brochure for Seatrade in Miami.

Completion of Report on the Business Case for Cruise Lines and Competitive Analysis.

march '04

Capacity Handbook and Market Readiness Checklist. The handbook will help guide port communities and tourism operators in the development of market-ready shore excursions.