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Cruise BC's Horse at Seatrade 2005 a Great Success

Cruise BC once again illustrated its **originality and flair** for creating excitement as Seatrade 2005 attendees were welcomed each morning by Royal Canadian Mounted Police **Corporal Dave Smith and "Marshall"** – one of Miami Dade Police Department's **finest black bay horses**. Corporal Smith and Marshall (*photo on page 2*) were available for photos each morning at the entrance of Hall C at the Miami Beach Convention Center. Attendees were invited to pick their photo up at the Cruise BC: Canada's West Coast Pavilion later in the afternoon.

While picking up their picture, visitors learned about **traditional First Nations wood carving** from Mike Dangeli, from the Tsimshian, Glingit and Nisga'a First Nations of Northern British Columbia. Congratulations to Leesa Burzynski and Prakash Kamath who both won a **face mask** created by Dangeli – retail value over \$1,000 each. The raffle was held during the Cruise BC Reception sponsored by Victoria Shipyards, NK'MIP (INKAMEEP) Wine Cellars and Labatt's Blue.

Most importantly, when cruise line representatives visited the Cruise BC Pavilion, they **discovered the wonder** that is British Columbia, represented by the six major cruise destinations along the coast: Campbell River, Nanaimo, Port Alberni, Prince Rupert, Vancouver, and Victoria.

New Executive Director Announced

Cruise BC is very pleased to announce the appointment of **Graeme Drew** to the position of Executive Director. Graeme begins his new contract effective April 1, 2005.



"Graeme clearly has the skills and experience we were seeking to fulfill the needs of Cruise BC as we move forward with the implementation of our business plan," said **Greg Wirtz**,

Chair of the Association and part of the Selection Committee which included **Michael Cormier** (Greater Victoria Harbour Authority) and **Shaun Stevenson** (Prince Rupert Port Authority).

Mr. Drew most recently finished a **three-year contract with Storyeum** as Vice-President, Marketing and Communications. Prior to that he held **senior management** and consulting positions with such organizations as the British Columbia Lottery Corporation, the Cariboo Chilcotin Coast Tourism Association, the National Snowmobile Tourism Strategy for Canada, and Project: Moose Jaw, a \$47 million economic development project to revitalize the heritage assets of this Prairie town.

In addition to a **strong background in the tourism industry**, Mr. Drew is well disciplined in policy and strategy development as well as all aspects of marketing and communications. He completed a three-year tourism management program at Georgian College of Applied Arts & Technology in Barrie, Ontario, complimented by **on-the-ground training** in London, England and in Harrison Hot Springs, British Columbia.

Mr. Drew has sat on a number of boards, including the Gastown Business Improvement Society, the Fraser Basin Council and the Cariboo-Chilcotin Child Development Centre.

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2005 Seatrade Cruise Shipping Convention, Miami

Port Alberni Hosts Cruise BC Conference

The **Third Annual Cruise BC Conference** will take place in Port Alberni, April 14 - 15, 2005. The conference gives stakeholders of British Columbia's cruise industry a chance to gather to discuss issues such as marketing, **community capacity development** and operational and logistic planning. Keynote speakers include Captain John Cox of Maritime Strategy International, Stephen Pearce, Vice President of Sales and Marketing for Tourism Vancouver and Don Foxgord, Vice President, Business Development for Tourism British Columbia.

Evening activities include a Welcoming Reception on the evening of the 14th at the **Alberni Valley Museum** and on the 15th, guests will be treated to a traditional First Nations salmon dinner followed by the **Hucapseth First Nations dancers**.

Port Alberni is the most recent partner to join Cruise BC as a "cruise-ready" destination. Feasibility studies commissioned by the Community Futures Development Corporation and the Alberni Valley Cruise Ship Society indicate that it has **great potential** as it is the only stop on the western coast of Vancouver Island.

The Cruise BC Conference is **proudly sponsored** by Port Alberni Port Authority, Greater Victoria Harbour Authority, Nanaimo Port Authority, Vancouver Port Authority and Campbell River Port of Call. Support is provided by Batstar Adventure Tours, McLean Mill, the Alberni Valley Museum and the Hucapseth First Nations.

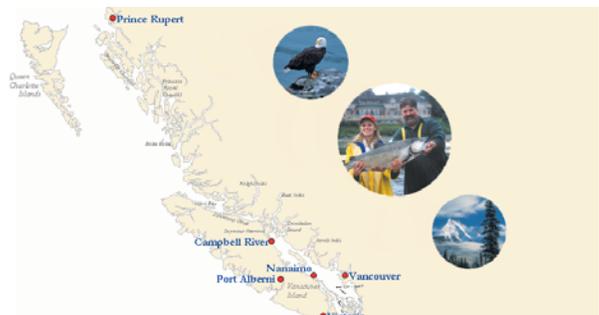
For information on the Third Annual Cruise BC Conference, please visit: www.cruisebc.ca or call Jane McIvor at the administration office (604-633-9022).

Economic Impact Models Developed for Cruise BC Ports

Cruise BC has commissioned **BREA**, Business Research and Economic Advisors, to create a cruise sector economic impact model. The model has been designed to develop estimates of the direct and indirect **economic impacts in the Province** of British Columbia generated by cruises originating or calling at BC ports. Estimates will be generated for scenarios ranging from one cruise call to all cruise calls for an entire cruise season.

The initiative by Cruise BC was identified as part of its three-year business plan which called for the need to establish benchmark criteria **to monitor successes**.

The model will include survey-based data for passengers, crew and the cruise lines and economic multipliers for the BC Province. The model's output is in the form of a report which describes the impact of all of BC's major cruise ports.





Cruise BC Activities: a Busy Year Ahead

As Graeme Drew settles into his new role as Executive Director of Cruise BC, he will be focussing on initiatives identified through the planning and development of the Association's three-year business plan. To further the three-fold mandate of building demand, enhancing supply and providing leadership, the following activities will be pursued over the coming year.

- **Cruise BC Annual Conference:** This will be one of the first opportunities for Mr. Drew to be introduced to local and regional stakeholders in BC's cruise industry. The conference provides insight and facilitates discussion and cooperation amongst local representatives.
- **Cruise-a-thon Seattle:** Cruise BC will be on-hand to distribute information about all six major cruise destinations in British Columbia. The event takes place in Seattle in June.
- **Co-operative Marketing Initiatives:** In working closely with cruise lines and tourism destination partners in British Columbia, Cruise BC is spearheading co-operative marketing projects that aim to increase awareness of the BC market.
- **Joint Sales Calls:** Following up on last year's success, Cruise BC partners will again be meeting with cruise line representatives, providing detailed information to assist with itinerary planning and destination marketing.
- **Detailed Port Profiler:** Cruise BC is developing a more detailed look at each destination in a creative and unique publication that builds on its first Port Profiler.

- **Site Inspection Trips:** To assist cruise lines in becoming more familiar with the unique features of the West Coast and Canada's Inside Passage, special FAM tours will be arranged for cruise line personnel involved in itinerary planning, operations and marketing.
- **Passenger Survey:** In a joint effort with other cruise industry organizations, Cruise BC will participate in research that will provide insight into the demographics and satisfaction of the cruise customer.
- **Seatrade 2006:** It's never too early to begin planning for the next major event for the cruise industry. Cruise BC will be expanding on its presence at the Convention by developing new and creative ways to reach cruise industry stakeholders.
- **Travel Trade / Media Displays:** Cruise BC will be represented at events such as Canadian Tourism Commission's Media Marketplace, Rendezvous Canada and Canada's West Marketplace.

Executive Director Announced (Cont'd)

"Graeme has a proven track record of successful management and leadership initiatives," said Michael Cormier. "The partners of Cruise BC and myself are very pleased to welcome him to the Association."

For his part, Graeme looks forward to working with the board and committee members and to **bringing a new perspective** to the vision of Cruise BC. "I was very honoured to have been selected by Cruise BC," said Mr. Drew. "The cruise industry in British Columbia is an exciting and vibrant industry that poses many opportunities and challenges. I'm eager to take on the task."

New Faces and Fond Farewells

Over the past two years, Cruise BC has had to say good bye to some key participants as their paths took them along a different course than that of the cruise industry. We would like to recognize the accomplishments of these directors and thank them for their support, dedication and endless energy as Cruise BC undertook enormous plans in an aggressive timeframe.

- **Lynn Phillips:** With Lynn's assistance, Cruise BC was able to lay a foundation that will sustain the association and a future assured of growth. We also recognize the incredible efforts that she put into fostering the cruise industry in Campbell River and the resulting addition of a very attractive port of call for cruise lines. This alone has been an immeasurable compliment to Cruise BC's roster of destinations.
- **John Sanderson:** Representing Victoria, John was one of the founding directors of Cruise BC and was integral to the vision that became the basis of our business plan. John continues to sit on the board of the Greater Victoria Harbour Authority while taking on a new role with the Neurofibromatosis Foundation of British Columbia.
- **Dean Dring:** Dean retired from the public service in 2004 after representing Western Economic Diversification Canada for over a year on the Cruise BC steering committee and board. His hard work throughout the development stages of Cruise BC was an inspiration.
- **Bev Booth:** While only with Cruise BC a short time, Bev's contributions did not go unnoticed. She was a key participant on the Cruise BC Marketing Committee and one of the main organizers for Victoria's representation at Seatrade 2004 and 2005. Bev has left her position at Tourism Victoria to pursue a career with Royal Roads University on Vancouver Island.

With the transition of directors, Cruise BC has welcomed new faces that bring fresh perspectives and a diverse set of skills.

- **Helen Glavinic:** In replacing Dean Dring at Western Economic Diversification Canada, Helen arrived in time for the Association to

pass from the development stage into its implementation phase. Helen's work on Cruise BC's three-year business plan and subsequent strategic funding has been vital to our success.

- **Colleen McCormick:** As part of the provincial Ministry of Small Business and Economic Development, Colleen provides additional support for Cruise BC, indicating the importance of the cruise industry to the provincial government.
- **Jerry Pink:** Jerry was welcomed to the board as the second representative for Nanaimo. Jerry's role with Tourism Nanaimo has provided great insight into marketing as well as human resources.
- **Lise Steele:** In replacing Lynn Phillips as the Campbell River representative, Lise is diligently continuing Lynn's legacy in developing Campbell River's cruise industry.
- **Bruce Wishart:** Appointed as the second representative for Prince Rupert and working closely with the Port of Prince Rupert, Bruce brings a unique marketing perspective to the Association.

Cruise BC Association – Board of Directors

Executive Director: Graeme Drew (*as of April, 2005*)

President: Greg Wirtz, Vancouver Port Authority

Vice President: Michael Cormier, Greater Victoria Harbour Authority

Secretary/Treasurer: Shaun Stevenson, Prince Rupert Port Authority

Directors-at-large:

Raymond Chan, Tourism BC

Helen Glavinic, Western Economic Diversification Canada

Linda Kelsall, Port Alberni Port Authority

Norman Lee, Ministry of Small Business and Economic Development

Dayna Miller, Tourism Vancouver

David McCormick, Alberni Valley Cruise Ship Society

Lise Steele, Campbell River Port-of-Call

Doug Peterson, Nanaimo Port Authority

Jerry Pink, Tourism Nanaimo

Bruce Wishart, Tourism Prince Rupert

Administration office:

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E-mail: cruisebc@mcivor-communications.com

Website: www.cruisebc.ca

Building our Image Bank...

Part of Cruise BC's mandate is to illustrate the beautiful, superNatural features of British Columbia to a diverse audience, including cruise lines and potential cruise passengers. To do this, **we need your help** – send us your photos that show the best of BC – from destinations along the coast and on the water to interesting shots that show the diversity of the tourism product we have to offer.

All formats are acceptable. Contact Jane McIvor at the Cruise BC administration office (604-633-9022) or e-mail: cruisebc@mcivor-communications.com for further information.