

# Cruise BC Update

## Port Alberni Workshop

Apr 15, 2005

[www.cruisebc.ca](http://www.cruisebc.ca)  
1-877-724-5722



# British Columbia Major Cruise Ports



# Cruising in British Columbia

- British Columbia offers:
  - Exceptional scenery
  - Abundant marine and land-based wildlife
  - Charming small towns
  - A wide variety of shore excursions
  - Uncrowded and untapped cruising areas for large and small ships
  - Easily accessible home port
  - A variety of ports of call
  - Nearby U.S. ports

# British Columbia Cruise Opportunities

- Homeport for Alaska-destined ships (Vancouver)
- Designated BC port call on Seattle-Alaska cruises
- Port call on San Francisco-Alaska cruises
- Pocket cruises
- Repositioning cruises (spring and fall)
- British Columbia destined cruises

# Cruise BC!

The recently formed Cruise BC Association is a strategic collaboration of BC's leading market ready cruise ports and DMOs, working together with support from the Canadian and British Columbia governments.

- *Vancouver*
- *Victoria*
- *Prince Rupert*
- *Campbell River*
- *Nanaimo*
- *Port Alberni*
- *Western Economic Diversification Canada*
- *BC Ministry of Small Business and Economic Development*
- *Tourism British Columbia*

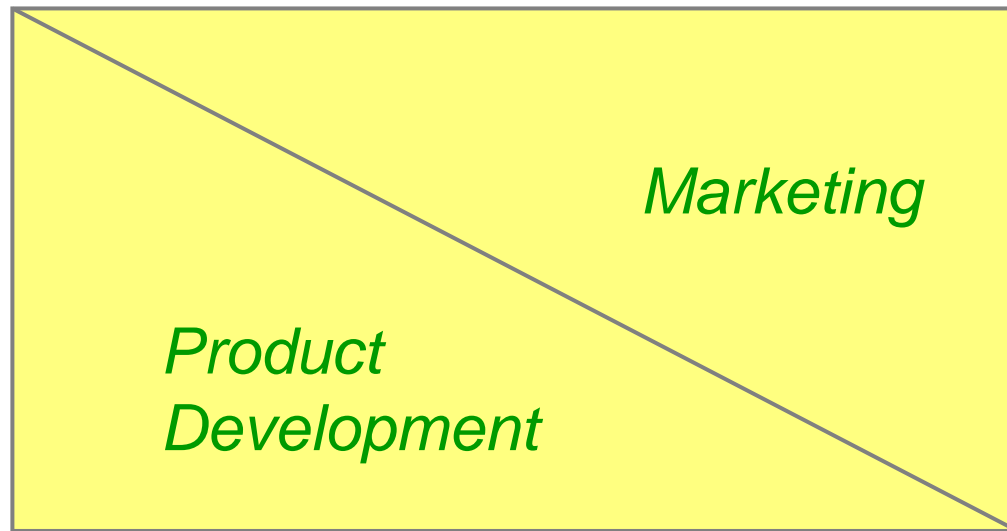
# Cruise BC Vision - 2010

***British Columbia's cruise industry is vibrant, sustainable, internationally recognized and benefits coastal and First Nations communities.***

*Vision refined by Cruise BC Workshop Participants*

*Campbell River, September 18, 2003*

# Cruise BC Lifecycle



Opportunity  
Assessment

Coast Cruise  
Strategy Development

Implementation  
Plan Development

Implementation:  
Cruise BC Association

Time 

# Cruise BC Goals



- ***Product Development (enhancing supply)***
- ***Marketing (supporting demand)***
- ***Leadership / Advocacy***

# Cruise BC Association

- Governance
  - Membership
  - Funding / viability
  - Organizational / board structure
- Business Plan Development
  - Vision
  - Goal/Objectives
  - Strategies/Actions
  - Financial plan / budget

# Cruise BC

## Major actions to date

- Capacity Development / Supply:
  - Community capacity building handbook
  - Stakeholder workshops
  - Business case development / competitive analysis
  - Economic impact / benchmarking and prediction model
- Marketing / Demand:
  - Seatrade, joint customer calls, co-op marketing
  - Collateral pieces: ports profiler, brochure, newsletters, press releases etc.
  - Market research: consumer, trade and cruise line
  - [www.cruisebc.ca](http://www.cruisebc.ca) or toll-free 1-877-742-5722

# Action Plan Priorities

- Marketing:
  - Marketing our ports/destinations (Seatrade, C-A-T etc)
  - Site inspection trips for key cruise line representatives
  - Build on base of market research – 2005 passenger survey
  - Enhanced marketing collateral: e.g. port/destination profiler
  - Co-op marketing support for new BC Cruise products
  - Website enhancements, newsletters, image bank, display banners, other collateral materials
- Capacity building
  - Cruise Workshops
  - Destination development support
  - Itinerary development
- Advocacy

# Celebrity Cruises

## 2005 Sample 5-night itinerary



Date	Port/City	Activity	Arrival / Departure info	
Day 1	Seattle, Washington	Departure	Depart 5:00p	
Day 2	Vancouver, British Columbia	Docked	Arrive 7:00a	Depart 5:00p
Day 3	Campbell River, B.C.	Docked	Arrive 7:00a	Depart 5:00p
Day 4	Prince Rupert, B.C. (Canada)	Docked	Arrive 12:00p	Depart 11:59p
Day 5	Inside Passage (Cruising)	Cruising		
Day 6	Seattle, Washington	Arrival	Arrive 7:00a	

Further information on these cruises is available at [www.celebrity.com](http://www.celebrity.com)

Thank you!

Please visit our website at [www.cruisebc.ca](http://www.cruisebc.ca)  
or call us toll-free at 1-877-724-5722

