

Cruise British Columbia *Initiative*

Coastal Cruise Strategy Development

Prince Rupert Reception & Workshop

April 28-29, 2003

The British Columbia Ports and Destinations Group (PDG),* supported by the Government of British Columbia and Western Economic Diversification Canada, is about six months in to an 18-month cruise development planning process that began last fall. The overall objective of this process is to prepare a strategy, action plans and priorities to develop the B.C. coastal region as a global cruise destination.

In order to develop an effective, marketable and sustainable coastal cruise tourism product that will benefit B.C. communities, it is essential that the roles of all the interested parties are fully recognized and appropriately included in the planning and implementation process.

The purpose of the workshop is to share the main findings of the work that has been completed to date, and to obtain input from interested parties regarding key planning issues that need to be considered.

* PDG Members: Campbell River Port of Call Partnership; Greater Victoria Harbour Authority; Port of Nanaimo; Prince Rupert Port Authority; Vancouver Port Authority.

April 28th Opening Reception – hosted by the Prince Rupert Port Authority

*The museum is located at 100 First Avenue West, Prince Rupert, B.C.
Business attire suggested*

- 5:00 – 7:00 pm **Museum of Northern British Columbia**
- Welcome by Mr. Rick Miller on behalf of the Tsimshian Nation
 - Mr. Don Krusel, President & CEO Prince Rupert Port Authority (PDG Member)



April 29th

Toward a Sustainable Coastal Cruise Industry

The workshop is being held at the Crest Hotel, 222 First Avenue West, Prince Rupert, B.C.

- 8:15 – 9:00 am **Welcome and Opening Remarks**
- David Colledge, Workshop Moderator, CTC Inc.
 - Bob Hill, President, Tsimshian Tribal Council
- Cruise British Columbia Initiative: Background & Process**
- Peter Xotta, Senior Manager, Business Development Group
Vancouver Port Authority (PDG Member)
- 9:00 – 10:45 **The Opportunity**
- Market Trends, Shore Excursions and B.C.'s Potential Role**
- Jennifer Nichol, Grant Thornton, LLP
- Cruise Product Opportunities and Regulatory Issues**
- Jonathan Seymour, JS&A Inc.
- Roundtable discussion**
- 10:45 – 11:00 Coffee break
- 11:00 – 12:00 **Cruise Line Business Drivers**
- Rick Strunck, former Royal Caribbean International Executive
- Roundtable discussion**
- 12:00 – 1:15 **Lunch**
- 1:15 – 2:30 **Key Development Factors**
- Regional Cooperation and Governance**
- Jonathan Seymour, JS&A Inc.
- Port, Community and Tourism Partnerships**
- Shaun Stevenson, Manager, Business Development and Communications, Prince Rupert Port Authority (PDG Member)
 - Michael Uehara, General Manager, Tsimshian Tourism Inc. and Bruce Watkinson, Coordinator, Tsimshian Stewardship Committee
 - Lynn Phillips, Executive Director, Tourism North Central Island (PDG Member)
- Coastal Strategy Development: Interim Conclusions**
- David Colledge, CTC Inc.
- 2:30 – 4:00 **Facilitated Breakout Groups** *(coffee available)*
- Group A - Building Awareness:** cruise lines, travel trade, travellers
- Group B - Product Development:** shore excursions, cruise itineraries and sub-theatres
- 4:00 – 4:20 **Report-Backs:** brief presentation to the plenary by the designated rapporteur for each breakout group
- 4:20 – 4:30 Wrap Up – David Colledge

Cruise British Columbia Initiative

Prince Rupert Cruise Workshop Summary of Outcomes

On April 28-29, 2003 a reception and workshop were held in Prince Rupert as part of the *Cruise British Columbia Initiative*. The workshop shared the main draft findings of the planning work completed to date, and sought input from interested parties regarding key planning issues and opportunities that should be considered in developing B.C. as a world-class cruise destination. This input will assist the consulting team as they finalize the *British Columbia Cruise Strategy*.

About 45 port, airport, tourism, First Nations and government representatives attended this event. Various issues were discussed including the nature of the opportunity, cruise sector trends, passenger source markets, cruise line business drivers, cruise patterns, preliminary model itineraries, regulatory issues and a brief product assessment of each destination's opportunities, readiness and quality. Examples of existing community, First Nations and tourism partnerships were also presented and key success factors discussed.

While there are many different development factors to consider that go well beyond the time and scope of this workshop, two breakout groups met to discuss: **Building Awareness** (e.g., among cruise lines, travel trade and travellers); and **Product Development** (e.g., shore excursions, cruise itineraries, sub-theatres within the B.C. coastal region). The participants in each breakout group are shown on the attached list.

An important overall outcome of the workshop was the enthusiasm and support expressed by workshop participants for the continued development of a coast-wide cruise strategy and action plan. There was also recognition of the priority that should be placed on having an inclusive governance group in place to implement the strategy.

The main outcomes of the workshop, based on comments and discussion provided by the participants of the breakout groups are highlighted below.

Itinerary (Product) Development

- Itinerary and shore excursion product development will be critical. The need for community consultation, "grass-roots" community capacity building and product opportunity assessment are important. Success in terms of further developing market-ready cruise products will depend on developing effective community partnerships and minimizing social and economic displacement.
- In the shorter term, a pilot project should be developed to influence cruise lines to deploy ships in BC waters to try new cruise itineraries. This pilot project should focus initially on ports and communities that have existing infrastructure and market-ready shore excursions in place. There is a need to demonstrate the potential and solidify B.C. as a cruise destination (address the perceived failure of 3-4 day program).
- Should set coast-wide standards to define "readiness" – important to ensure consistent product quality to attract and retain the business.
- A sound marketing plan and brand development that reflects BC's competitive strengths in the cruise market is needed to raise awareness of B.C. as a cruise destination.

Management Planning

- Development in the cruise sector needs to consider land-use planning, carrying capacity, spatial mapping, etc.)
- We should inventory and research the “Alaska experience” and learn from it
- Need to define shore excursion parameters (price, time, etc.) and engage operators in the development process.

Governance/Organizational Structure

- An important priority is to design an effective governance structure to: drive the initiative forward; help coordinate and champion the initiative; continue to enhance the credibility of the group; and to ensure effective communication.
- Governance will also be important to address issues such as resources (funding), quality assurance/standards and community capacity building.
- A provincial (region-wide) framework should be considered as an overall umbrella for the initiative. Individual ports and communities could develop within this framework based on unique strengths, local tourism attributes, defined capabilities (capacity), readiness and desired level of cruise development.
- The core Ports and Destinations Group should design and implement a governance structure in consideration of other existing successful models. There should be some form of regional representation in the governance structure.

General Comments

- Don't try to imitate Alaska – B.C. needs unique positioning. Treat passengers as guests to the community, not visitors.
- Develop an inventory of what B.C. has to offer and pitch it to the cruise lines. A uniform, concise presentation is needed which outlines the whole experience from a strategic, operations and marketing/sales perspective.
- The recent news release about the initiative began to raise awareness, but we need to maintain this presence and use every opportunity to promote B.C. as a cruise destination (e.g., ResidenSea's upcoming visit to Tahsis).
- B.C. ports should not be competing for cruise ship calls. Need to support each other to ensure any port calls are successful – one bad call (experience) could negatively affect all ports.
- Need to build awareness of existing possibilities and bring other communities in as they are ready.

Prepared by:



Workshop Attendees by Breakout Group

Breakout Group A – Building Awareness

Annalee Davis	Northern BC Tourism Association
Barb Lyotier	Prince Rupert Chamber of Commerce
Corinna Morhart	Tsimshian Nation
Diane Kavelaars	Canada Customs and Revenue Agency
Donna Spalding	NWCA
Doug Peterson	Nanaimo Port Authority
Douglas Moore	RMS Cruise Services
Ed Oystensen	Quadra Travel
Evin Lebrun	Western Economic Diversification Canada
Greg Wirtz	Vancouver Port Authority
John Korenic	Vancouver International Airport Authority
Linda Beltrano	Ministry of Sustainable Resource Management
Lynn Phillips	Tourism North Central Island
Maureen Macarenko	GW Nickersons
Nancy Green	Tourism Prince Rupert
Paul Rath	Canada Customs and Revenue Agency
Peter Xotta	Vancouver Port Authority
Steve Pearce	Tourism Vancouver

Breakout Group B – Product Development

Bob Hill	Tsimshian Nation
Brian Downie	Terrace Tourism Society
Butch Morningstar	Ministry of Sustainable Resource Management.
Cam Routledge	Tourism British Columbia
Charlie Parkin	Parkin Enterprises Inc.
David Bachynski	Ministry of Transportation
Dayna Lembcke	Tourism Vancouver
Denis White	Port Alberni Port Authority
Dennis McLennan	Pacific Pilotage Authority Canada
Ed Goudy	BC Coast Pilots Ltd
Janet Jones	Canadian Heritage
John Sanderson	Greater Victoria Harbour Authority
Kevin Little	Vancouver Port Authority
Lonie Belsey	Prince Rupert Chamber of Commerce
Maynard Angus	Community Futures Development Corporation
Philip Davies	Transport Canada
Rahul Ray	Simon Fraser University
Ray Carrier	Land and Water BC Inc.
Ric Miller	Tsimshian Nation
Shaun Stevenson	Prince Rupert Port Authority
Susan Marsden	Museum of Northern BC
Tricia Johnston	Tourism Victoria
Vicki Campbell	North Coast Tourism Operators