



Another record breaking year for cruise visits to Victoria

FOR IMMEDIATE RELEASE

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VICTORIA, BC – The Ogden Point cruise ship terminal is scheduled to have another record breaking year for cruise ship calls with 215 ships scheduled to visit Victoria between April and October.

The first scheduled cruise ship of the year is Holland America Lines' *Amsterdam* on April 23, 2009. Holland America will be bringing in the most ships with 71 scheduled arrivals, carrying approximately 109,340. Princess Cruise Lines is scheduled to bring the most passengers at 133,592 on 61 ships. The total number of passengers is anticipated to be 395,538, approximately the same as last year: 398,711. Total crew visits to Victoria for this year are not available, but are anticipated to be similar to last year: 132,856. The increase in the number of calls, but levelling off of the number of passengers, is due to the increased arrival of smaller vessels.

Crystal Cruises' *Crystal Serenity* will have its maiden voyage to Victoria on May 3, 2009, and the Princess Cruise Lines' *Sea Princess* will sail into Victoria for the first time on June 1, 2009. The last ship of the season is the Celebrity Cruise Line's *Celebrity Mercury* on October 14, 2009.

Unique cruise ship calls to Ogden Point include Hapag-Lloyd Line's *Hanseatic*, a small luxury vessel that carries only 184 passengers, and ResidenSea Inc's *The World*, which carries both residents and guests in a travelling marine community.

The Business Research and Economic Advisors (BREA) recently updated the Economic Impact Model of the cruise industry in British Columbia. The model is based on data from 2007. That model was then applied to 2008 data. Average spending per passenger who visited Victoria is estimated to be \$56.85, and \$56.04 per crew member. For 2008, that amounted to a total estimated spending of \$29 Million. The total indirect economic impact is estimated to be \$148.2 Million.

In 2008, two ships with a total of 17 visits took on provisions at Ogden Point. GVHA and Western Stevedoring continue to look for opportunities for local businesses to service the cruise ships.

This year marks the arrival of the 3,000,000 passenger since the Ogden Point facility was rebuilt in 1978. This milestone will be reached sometime in July.

Ogden Point Improvement Project

Cruise ship passengers will be sailing into the newly upgraded Ogden Point terminal, which has seen major repairs and improvements in the past year and a half. The aesthetic upgrades include the painting of the warehouse with community partner murals, new signage, banners, a pocket park, marine-sensitive landscaping, and a bandshell for public performances. Infrastructure upgrades include major underwater repairs to the caissons. Ship thrusters have caused erosion, which has been destabilizing the base of the pier. In order to repair and prevent the erosion, gabion baskets (rock filled metal cages) were anchored on the seabed against the caisson walls.

Community Relations

Greater Victoria Harbour Authority is pleased to partner with Western Stevedoring, the James Bay Neighbourhood Association, the cruise lines and their agents, and the cruise tourism transportation providers in the ongoing development of the Cruise Tourism Community Initiative (CTCI). The purpose of the CTCI is to provide a high quality visitor experience for our guests and to enhance the quality of life for local residents. This is a consensus-based document that has been affective at opening a dialogue between the stakeholders. Initiatives that have been implemented as part of this program include the creation of designated routes within the community, Cruise Line Agents working with their clients the cruise lines to minimize vessel announcements and signals while docked at Ogden Point, and education

to the cruise passengers on walking routes to downtown. The CTCI participants are in the midst of developing an online feedback site that will allow community members and visitors to post comments and issues related to cruise tourism operations and mitigation strategies. This pilot project will be implemented this spring and run through the season on a trial basis.

As part of its commitment to fostering good community relations, GVHA partnered with the Vancouver Island Health Authority, the University of Victoria, and the James Bay Neighbourhood Association in the James Bay Air Quality Study. Initial results of the pollutants that were tested indicated that the air quality in James Bay is very good and that all levels remain well-below regional and federal standards.

The complete 2009 cruise ship schedule can be found at www.victoriaharbour.org

Greater Victoria Harbour Authority (GVHA) owns and operates deep water, marina and upland holdings throughout Victoria's harbour including the large vessel Ogden Point port facility, Victoria's renowned Fisherman's Wharf, and the inner harbour's new luxury yacht and marine tourism facility at Ship Point. GVHA's vision is a harbour where people live, learn, work and play; a spectacular gateway into Victoria's past and into its future, monumental in look and feel, linking communities and all people together. GVHA is incorporated under the BC Society Act and is governed by a board of directors representing key stakeholders and the community at-large.

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