

# The Daily News

## **Port gets branded**

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The Prince Rupert Port Authority is part of a new marketing group aimed at ramping up the profile of the B.C. cruise industry.

On Wednesday, a conglomerate of ports and marketing organizations unveiled the Cruise B.C. brand at the Seatrade Shipping Convention in Miami, one of the world's largest international cruise industry trade shows.

Backed with federal and provincial government support, the new branding program is aimed at making B.C. an international cruise destination rather than simply a stop on the way to Alaska or American ports in the Pacific Northwest.

Alaska is the fourth largest cruise destination in the world and over the past three decades has had an annual growth rate of around seven percent.

To date, the consortium has commissioned a number of reports and research studies that will lay the foundation for further work that needs to be done in the areas of itinerary and product development, regulatory reform and marketing.

Member ports also include Port Hardy, Campbell River, Port Alberni, Victoria, Nanaimo and Vancouver as well as Tourism B.C.

B.C.'s cruise industry is already very big, generating more than 5,000 jobs annually and creating \$500 million Canadian.

U.S. and Canadian laws state Alaskan bound cruise ships leaving American ports must stop in at least once at a foreign port