

JBNA Discussion Forum
February 9th , 2022



FAIR | SAILING

Fair Sailing is an initiative by the James Bay Neighbourhood Association (JBNA) to advocate for responsible cruise tourism practices that prioritize the interests of residents, local businesses and the environment of Victoria, Canada's highest volume port-of-call.

The impacts of the cruise industry in our neighbourhood include overtourism, air pollution, the import of foreign garbage and threats to public health.

[*www.fair-sailing.com*](http://www.fair-sailing.com)

FAIR | SAILING rethink the restart

"Rethink Cruise Tourism" is a global initiative started by the Global Cruise Activist Network that calls for a Covid-inspired review of cruise travel. Since March 2020, when cruise tourism was forced into hiatus, port cities around the world have examined local and regional impacts of cruise tourism and established principles that refocus local priorities as cruise travel restarts.

Launched September 2021

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rethink the restart

[HOME](#) [FAQS](#) [CALL TO ACTION](#) [RESOURCES](#)



FAIR SAILING

Fair Sailing advocates responsible cruise tourism practices that prioritize the interests of residents, businesses and the environment of Victoria, Canada's highest-volume port-of-call.

Fair Sailing is an initiative by the James Bay Neighbourhood Association (JBNA) to advocate for responsible cruise travel practices that prioritize the interests of residents, local businesses and the environment of Victoria. The impacts of the cruise industry in our neighbourhood include overtourism, air pollution, the import of foreign garbage and threats to public health.

Fair Sailing is a project of the James Bay Neighbourhood Association, a member of the Global Cruise Activist Network. We acknowledge that we are on the traditional territory of the Lekwungen people, the Songhees and Esquimalt Nations.

© JBNA 2021

2007 – Exceeded - “Limits of Acceptable Change”



"maybe it quieter and less polluting"

2007 – 130 ships

"maybe the number of ships arriving should be limited, or the schedules limited"

"there are not a tremendous number of measurables"

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JBNA Mandate re: Quality of Life and Environment

JBNA formally became a Society in 1993.

Its constitution includes environmental clauses:

- *To enable the community to be actively involved . . . so as to preserve and enhance the quality of the environment and life therein, and*
- *To promote community awareness of and involvement in environmental issues and their impact on the community.*

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rethink the restart

Fair Sailing Priority Area	Cruise Operations: Negative Local Impacts
Overtourism	<ul style="list-style-type: none">• Traffic congestion/surges• Noise (loss of Quiet Hours)• Overcrowding of streets
Air Pollution	<ul style="list-style-type: none">• Emissions<ul style="list-style-type: none">- Noxious gases and particulates- GHG emissions
Foreign Garbage	<ul style="list-style-type: none">• Foreign waste materials (landfill space/traffic/safety)
Public Health	<ul style="list-style-type: none">• Covid-19 and other diseases• Protecting our Public Health system

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Sections:

1) *Executive Summary*

2) *Introduction*

3) *Overtourism*

4) *Air Pollution*

5) *Air Quality Monitoring*

6) *Foreign Garbage*

7) *Public Health*

8) *Oceans & Marine Life*

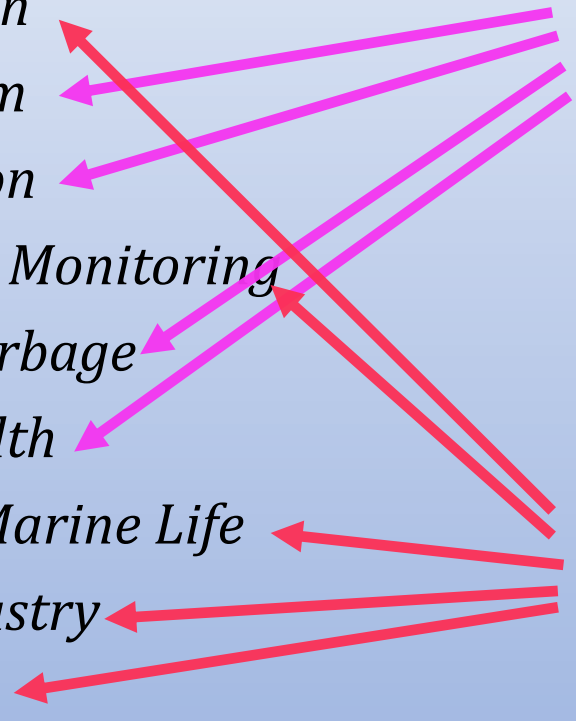
9) *Cruise Industry*

10) *BC Ports*

11) *Actions Needed (in Executive Summary)*

Priority sections

Support/background sections



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rethink the restart

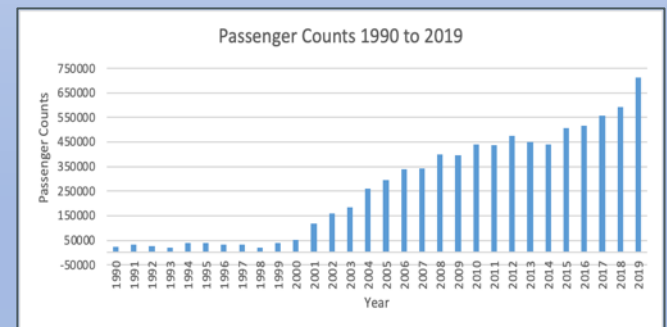
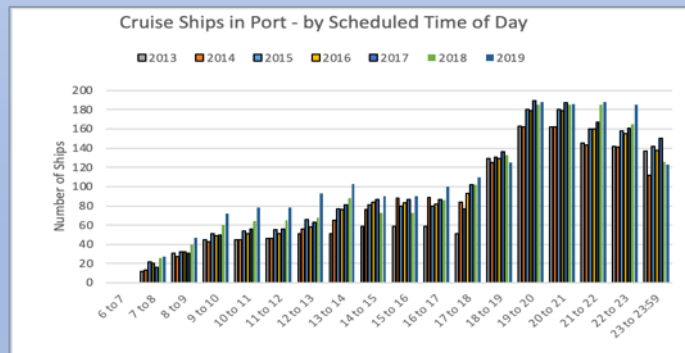
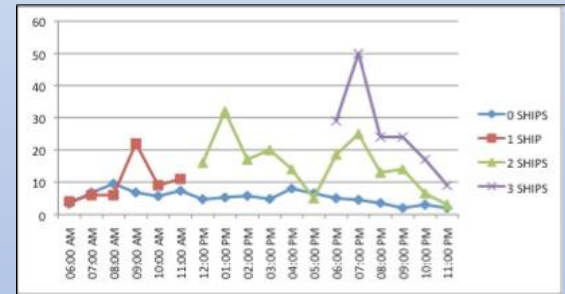
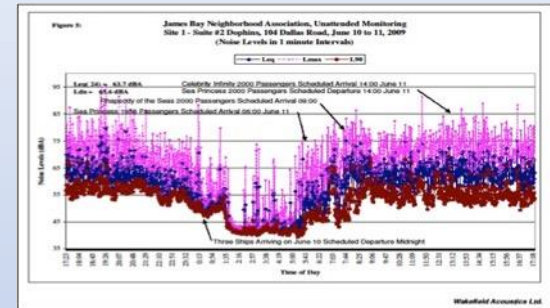
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Overtourism

This section outlines:

- impacts of overtourism; overcrowding, noise, and traffic congestion that reduce quality of life for local residents
- global and port community approaches for responsible tourism based on **'do no harm'**



Global Responses

Amsterdam

2017 limited bike rental, tickets, and Nutella shops. . . .

2019 cruise passenger tax of €8 per passenger.

Barcelona

2017 limit # beds and moratorium on new hotels.

Venice

2019 tax day-trippers €5-10 in high season

2021 Cruise ship ban from canal

New Zealand

2020/21 focus on “high-value” visitors to reduce burdens of mass tourism *“can’t go back to how it was”*.

2021 *Milford Sound/Piopiotaahi Opportunities MasterPlan*

cruise ship ban. . . international visitor fee . . . introduction of zero emission coach transport . . .

Port Communities (all/most being contested)

Bergen, Norway:

2017 limit of 4 ships (9,000 pax)/day

2020 limit of 3 ships (8,000 pax)/day.

2021 City Council backed . . . 1 berth only (1,000 pax)

Dubrovnik, Croatia:

2018 future limits of 2 ships (5,000 pax)/day

Key West, Florida:

2020 resident vote - limit 1,500 pax/day, ship capacity to 1,300, and prioritize ships with best health/environment record

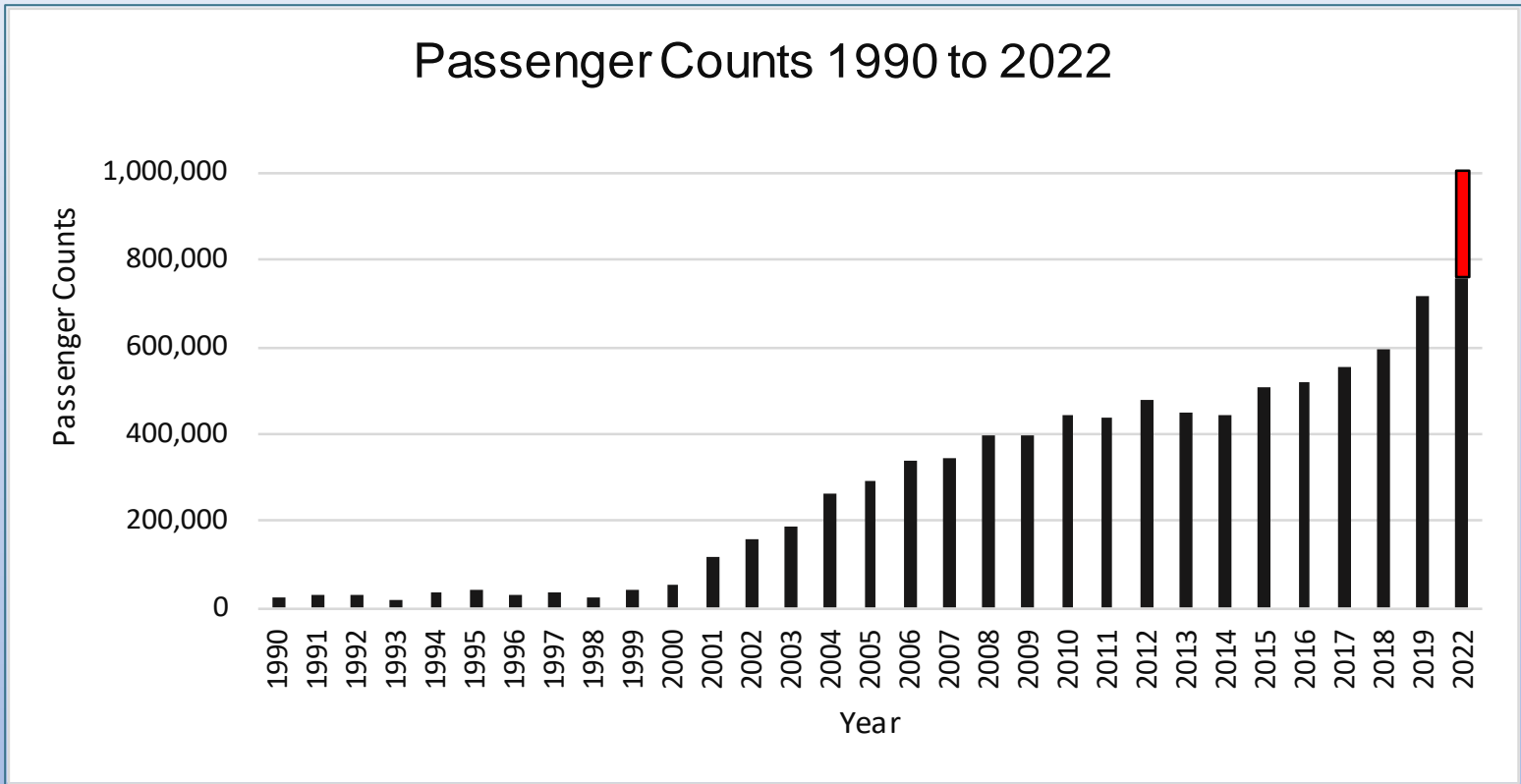
Florida Legislature banned voters from regulating ports.

City commissioners want to find way to implement will of voters.

Bar Harbor, Maine:

2021, residents - reduce size of ships, and the # pax/day.

Past years, pax limit between 3,500 and 5,500



The red section of the 2022 bar indicates passenger count if ships were at 100% capacity: Count #s as of December 2021

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ACTIONS NEEDED FOR REAL CHANGE

Changes to ship scheduling

- max 7000 pax and 3 ships per day
- max 2 ships in port at a time
- stagger arrivals and departures
- quiet days each week
- quiet hours 10pm-7 am

Land Transportation

- Bunt Report (April 7, 2017)
- no highway buses
- GVHA remove itself from bus operations

Steps taken in other jurisdictions . . .

- day-tripper fees ??
- altered tax system ??



Overtourism

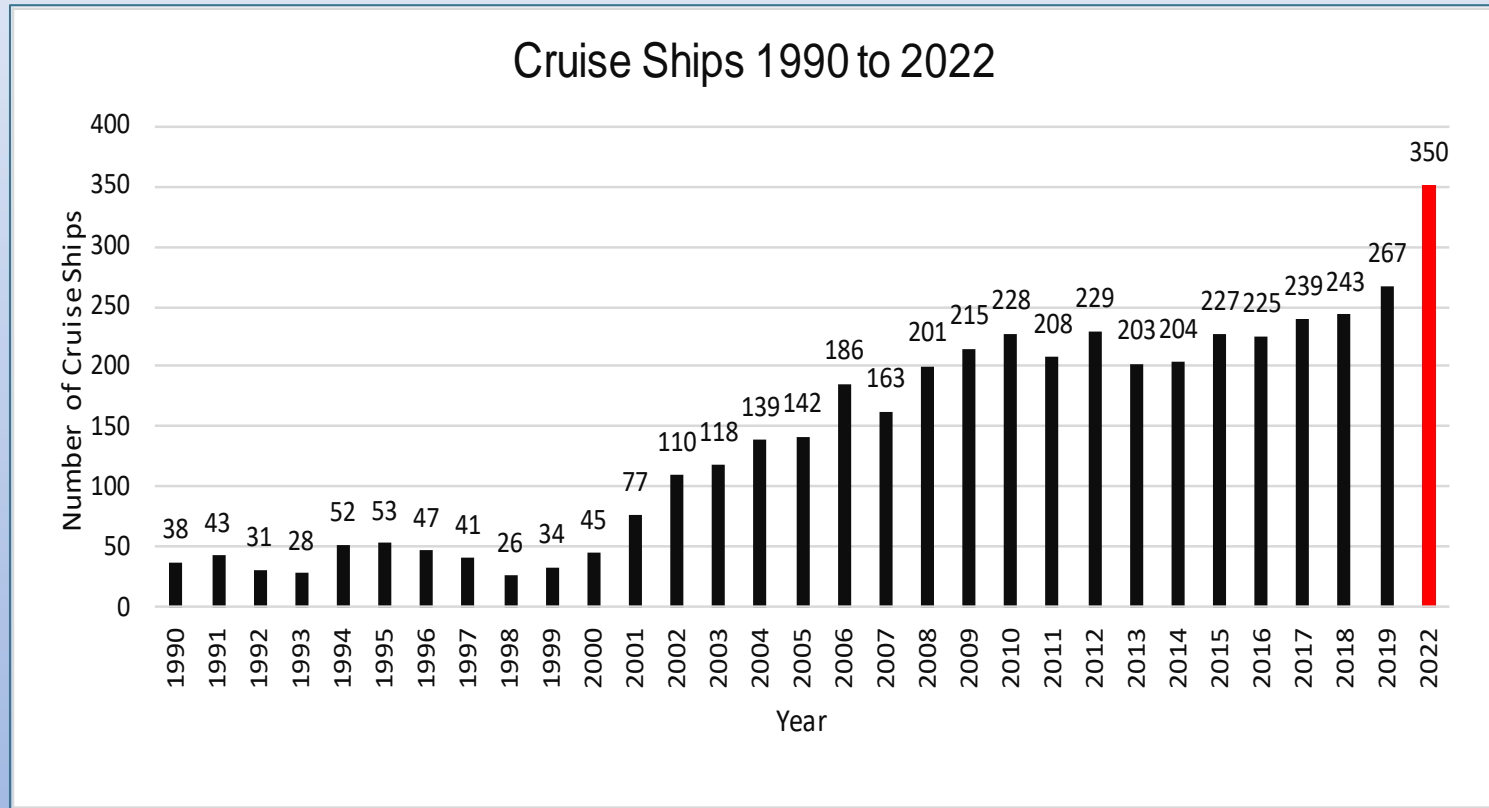
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Ogden Point Cruise Ships Counts, 1990 to 2022

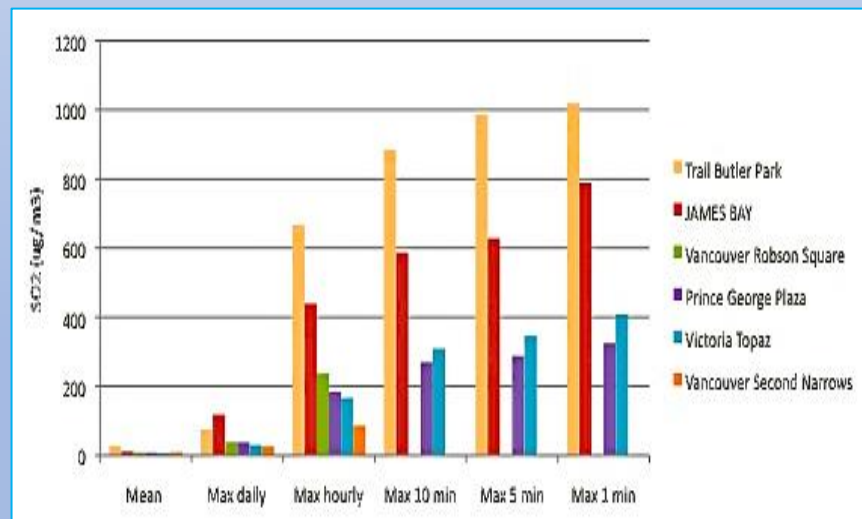
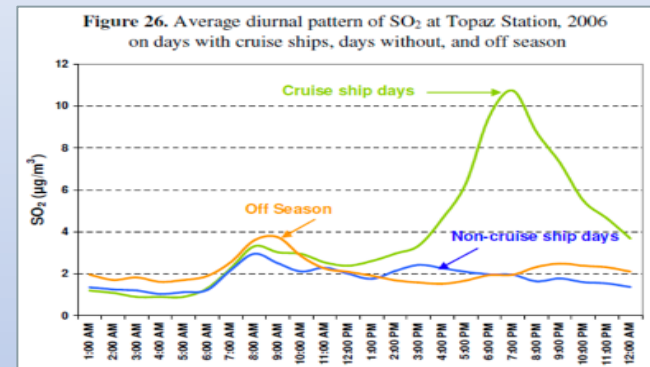
Note: Current projected # 2022 ships = 348



This section outlines:

- air pollution studies in James Bay
- international agreements
- ongoing issues with emissions including particulate matter, greenhouse gases, and
- conditions needed for shore power to ensure clean air

JBAQS, MAML (2009),
ECA (2011),
IMO, PM_x, GHG



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Photos: June 2019

- Cruise related emissions:
 - Sulphur Dioxide (SO₂)
 - Nitrous Oxides (NO_x)
 - Volatile Organic and other burn residual compounds
 - Green House Gases (CO₂ equiv)
 - Fine Particulate Matter (PM_{2.5})
- Fine Particulate Matter (PM_{2.5}) Sensors (2021/22)
 - 3 sensors (2 donated by MoE)
 - JBNA only group monitoring summer 2021



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Novacastrian, 33S/152E now 48N/123W of Big Pond @ · Jul 24

But then we look at this scene, captured from Mt Tolmie #yyj and wonder what is the cost of all these cruise ships ...some 250 + visiting this year? Why is there no dock power at Ogden Pt? #yyj @Transport_gc July 19 at 1840



*Cruise ships overpower skyline & community
18 deck (storey)
floating resorts*

Combustion of diesel fuels creates GHG and other compounds: NO_x, CO_x, SO_x & PM_x (and VOCs)



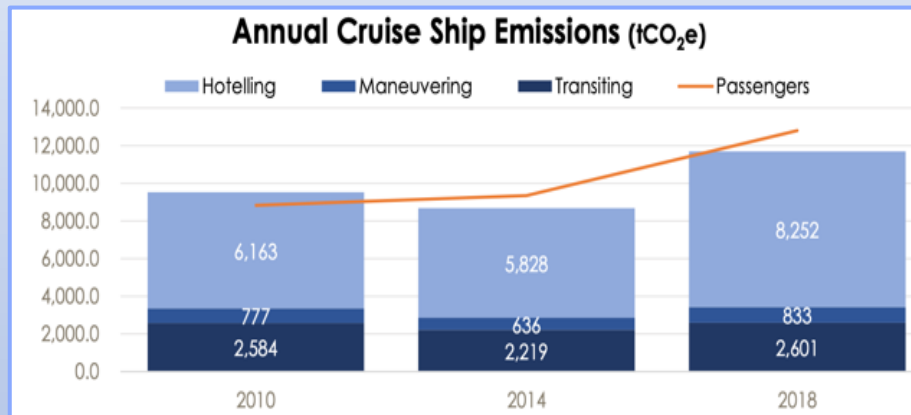
Novacastrian, 33S/152E now 48N/123W of Big Pond @ · Jul 25

A bit of a wake up call @timescolonist @jackknox @CHEK_News @lisahelps The \$\$\$'s and the jobs are nice, but at what cost to us? This was this afternoon at 6:16PM : just look at the pollutants falling over Victoria ... it is not just a James Bay issue #yyj @Transport_gc



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Emissions: “On a few lines, on a few ships, there have been way too many emissions . . . Big clouds of black smoke billowing over the legislature buildings . . . What is the story . . . about our city, and what is it that residents have to breathe?” Mayor Helps



Climate Impacts: GHG Growing

~ 34% increase 2014-2018

~ 12,000 tCO₂e 2018

Resident Impacts: NO_x and PM_x pollution

the clouds: released during combustion of fossil fuels

NO_x gases produce **orange or brown haze**

NO_x mainly impacts on respiratory conditions

NO_x also contributes to the formation of fine particles (PM)

PM₁₀ reduced with scrubbers

PM_{2.5} increased with scrubbers (respiratory)

2007-2008

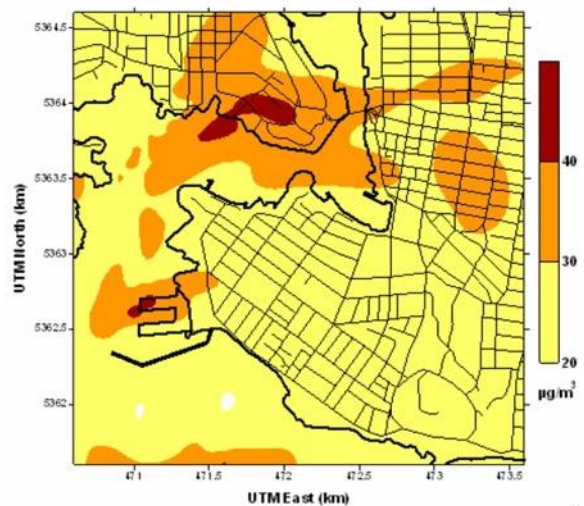


Figure 45. Maximum estimated 1-hour PM_{2.5} concentrations ($\mu\text{g}/\text{m}^3$).

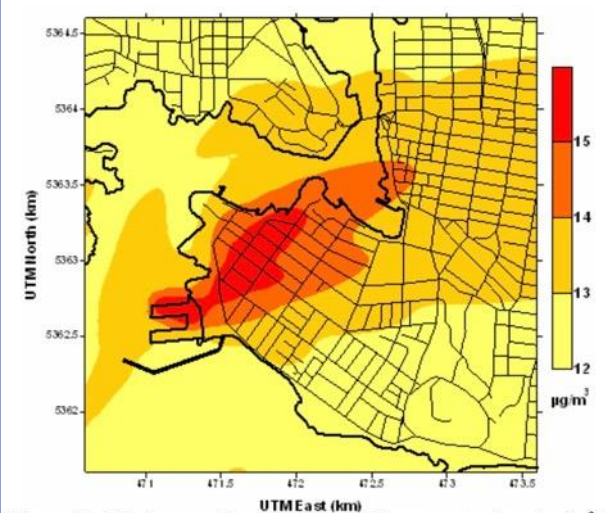


Figure 46. Maximum estimated 24-hour PM_{2.5} concentrations ($\mu\text{g}/\text{m}^3$).

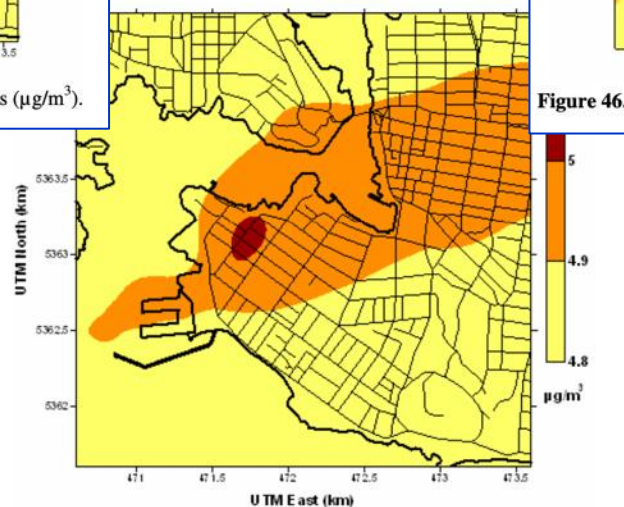


Figure 47. Predicted average PM_{2.5} concentrations over the cruise season.

CALPUFF
Modeling System

Fine Particulate Matter (PM_{2.5})

	AQI	ug/m³
Good	0 to 50	0.0 - 12.0
Moderate	51 to 100	12.1 - 35.4
Unhealthy for Sensitive Groups	101 to 150	35.5 - 55.4
Unhealthy	151 to 200	55.5 - 150.4
Very Unhealthy	201 to 300	150.5 - 250.4
Hazardous	301 and higher	250.5 and higher

Comparison table between ug/m³ data and US AQI (Air Quality Index)



- Wifi
- Power
- secure site
- NO BBQ
- line of plume

Shore power

Since 2009, shore power installations for cruise ships at the Port of Vancouver have eliminated 582 tonnes of air pollutants and 20,757 tonnes of greenhouse gases. Shore power, cold ironing or alternative marine power, is a clean technology that enables ships fitted with the necessary technical apparatus to shut down auxiliary engines and connect to hydroelectric power while at berth, thereby virtually eliminating related air emissions and engine noise.

Port of Vancouver annual cruise ship shore power results

Results	2018	2017	2016	2015	2014	2013	2012	2011	2010
Successful connections	63	54	54	77	76	82	60	35	44
Shore-power-capable ships	91	68	70	92	98	106	74	58	58
Fuel savings (tonnes)	792	671	689	885	841	978	725	424	476
Net greenhouse gas emission reductions (tCO₂e)	2516	2,126	2,185	2,811	2,656	3,092	2,266	1,318	1,521
Criteria air contaminants reduced (tonnes)	59	50	51	66	78	91	80	47	54

Vancouver:

2018 - 243 visits
91 capable (37%)

62 connected

70% capable connected

26% visits connected

2015

84% capable connected

2013

77% capable connected

Conditions:

- 6-10 hour or longer stays
- max 2 ships to facilitate hook-up
- stagger arrivals/departures to facilitate hook-ups
- industry pay/install
- industry use
- BC Hydro grid

ACTIONS NEEDED FOR REAL CHANGE

Changes to ship scheduling

- max 3 ships per day
- max 2 ships in port at a time
- Stagger arrivals and departures
- Low S fuel (marine oil) while underway/maneuvering

Shore Power (or LNG or other power source)

- Begin 2022; complete 2024
- Carrot and Stick

Other steps . . .

- altered carbon tax system ??

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This section of www.fair-sailing.com overviews:

- types of waste materials off-loaded in Victoria

Accepting waste materials originating in another country is contrary to local and regional waste reduction goals and brings transportation impacts

Foreign garbage: Liquid waste includes blackwater (sewage), grey water, oily bilge water, and hazardous liquids. Toxic scrubber waste may be off-loaded. Solid waste includes garbage and organics, hazardous wastes, recyclable goods: metals, glass bottles, cardboard, electronics, light fixtures, paints, exercise equipment, and furnishings such as furniture, mattresses and carpets. Construction waste, including wood and concrete, may be off-loaded.



ACTIONS NEEDED FOR REAL CHANGE

- cease landing of cruise ship garbage and recyclables in Victoria (except for goods locally sourced), and
- return all other solid and liquid garbage, waste, and recycling, including hazardous materials, scrubber wash-water/wastes, to port of origin.



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This section discusses:

- impacts of the cruise industry during the Covid-19 pandemic
- proposed actions to safeguard the health of our community from ship-borne outbreaks, epidemics and pandemics

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The Centers for Disease Control and Prevention: monitoring or investigating 92 ships for COVID-19 (Dec 29)

Omicron and cruises (Florida/Caribbean)



[washingtonpost.com](https://www.washingtonpost.com)

Covid is spreading on cruises again. This time, they plan to keep s...
Despite outbreaks on cruise ships and omicron's rise, the CDC does not plan to shut down sailing.



James (Jim) Walker @CruiseLaw · Dec 31, 2021

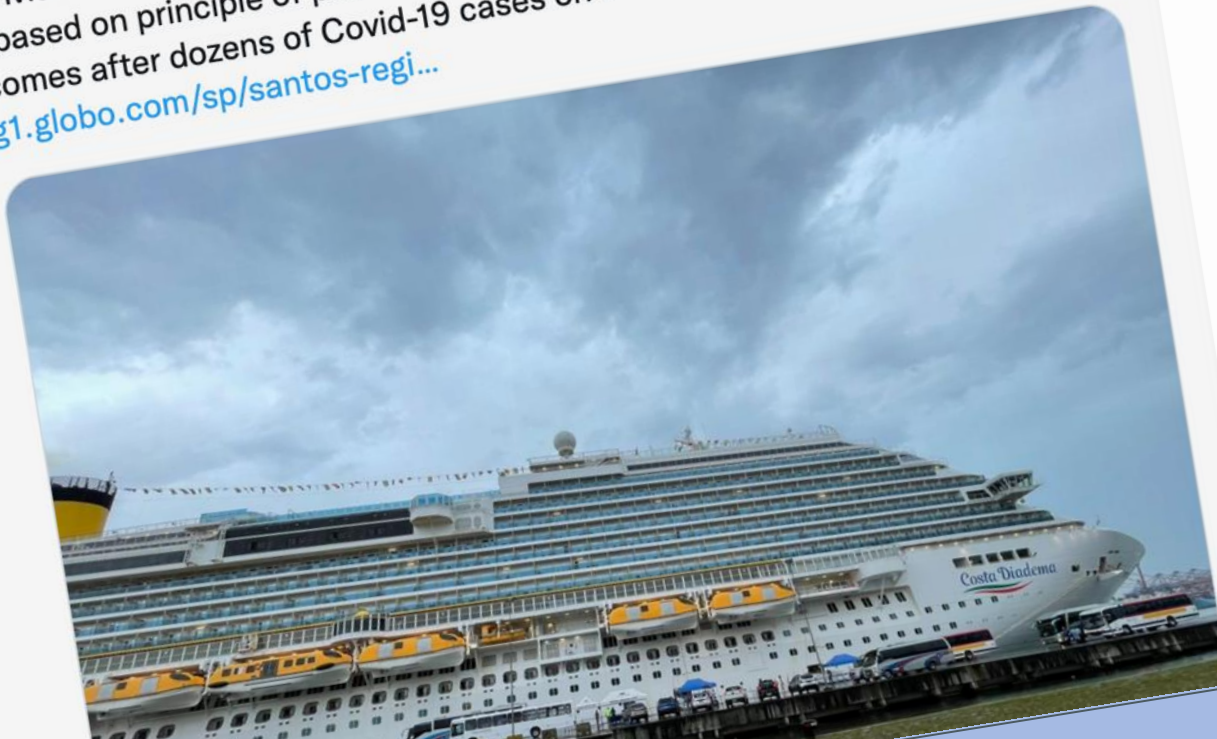
Update: @RoyalCaribbean transferred 21 crew members from the Jewel of the Seas ("OTS") to the Vision OTS floating hospital / quarantine facility while the #cruise ship stopped near Coco Cay after transferring 25 positive ship employees to the Rhapsody OTS earlier in the week.

Omicron and cruises (Florida/Caribbean)



James (Jim) Walker @CruiseLaw · 11h

#COVID19 on MSC Splendida & Costa Diadema: Brazilian health agency Anvisa recommends Ministry of Health suspend #cruise ship season "based on principle of precaution to protect the public." Recommendation comes after dozens of Covid-19 cases on these ships.
g1.globo.com/sp/santos-regi...





Dennis Harris shared a link.

December 29, 2021 at 2:01 PM · 🌐

More whining from thoughtless cruise fans about how cruel Caribbean countries are to deny entry to the floating infection pools: *"There is no denying that the overly cautious reactions from many of these destinations are putting a heavy strain on the cruise lines. Not only are guests affected and disappointed with missed ports of call, but the random closure of ports to ships that have less or just over a percent of cases onboard will also make cruise lines look bad, for all the wrong reasons."* So selfish passengers are suffering from "the overly cautious reactions from many of these destinations" WHO DON'T WANT THEIR DISEASE? Gimme a break!

CLIA response in NYTimes:

Calling the C.D.C.'s decision "perplexing," the cruise industry's trade group, Cruise Lines International Association, said in a statement that the number of cases onboard made up a very slim minority of the total population and that "the majority of cases were asymptomatic or mild in nature, posing little to no burden on medical resources onboard or onshore."

Measures to Support Safe Cruise Travel in Canada SSB No.: 18/2021 (modified February 1, 2022)

Transport Canada, in consultation with the Canada Public Health Agency

COVID-19 Management Plan - Foreign cruise ships:
measures to comply with US CDC's Framework for Conditional Sailing

45 days before the cruise ship first enters Canadian waters:
Cruise ship authorized representative to notify Minister of Plan
- measures to prevent/limit spread of COVID-19 during
embarkation/disembarkation.

3 mos before report again?

Measures to Support Safe Cruise Travel in Canada



COVID-19 Management Plan

Report to include Total Number of passengers, and

- number of passengers: i) fully vaccinated. ii) not fully vaccinated (medical reasons) iii) not fully vaccinated for religious reasons
- the number of passengers who tested positive for COVID-19 while on board the cruise ship

Report to include Outbreak Management Plan

- manage disembarkation, transportation, and isolation/eventual repatriation of COVID-19 positive individuals
- the identification of non-medical resources, such as hotels for isolation and non-ambulance, private transportation

ACTIONS NEEDED

- Restart cruising only with complete cruise ship passengers **and crew** vaccinations
- Require cruise ship operator to post a surety bond or other financial instrument to cover local quarantine, and treatment costs for passengers and crew who must be evacuated due to infection and/or exposure

Notes:

Jan 25, 2022 announcement: *B.C. vaccine card program is extended to June 30 (first slated to end on Jan. 31).*

Feb 1, 2022 Transport Canada: *Cruise Travel Bulletin*

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7) *Public Health*

8) *Oceans & Marine Life*

9) *Cruise Industry*

10) *BC Ports*

11) *Actions Needed*

Priority sections

Support/background sections



TRUST ??



The Magic Pipe – on and on it goes

FOR IMMEDIATE RELEASE

Tuesday, January 11, 2022

Princess Cruise Lines Pleads Guilty to Second Revocation of Probation

“Princess Cruise Lines Ltd. (Princess) has pleaded guilty . . . violation of probation imposed as a result of its 2017 criminal conviction for environmental crimes . . . repeated findings . . . internal investigation program. . . inadequate. In November 2021, the Office of Probation issued a petition to revoke probation after adverse findings . . . ”

District Court Judge Patricia A. Seitz, the continuing failure “reflects a deeper barrier: a culture that seeks to minimize or avoid information that is negative, uncomfortable, or threatening to the company, including to top leadership (i.e., the Board of Directors, C-Suite executives and Brand Presidents/CEOs).”

2017 - \$40M USD + 5yrs probation

2019 - \$20M USD 6 probation violations (interfere with crt inspection)

2022- \$1M USD fines of \$100,000/day, \$500,000/day after 10 days if fail deadlines

This section provides:

- overview of jurisdictional responsibilities of our oceans recognizing negative environmental and biodiversity impacts of cruise ships beyond our community
- focus on protecting marine life along the Pacific North Coast

Ship Name	<u>Air Violation</u>	<u>Water Violation</u>	# of Victoria Visits
Amsterdam	x		18
Emerald Princess	x	x	20
Eurodam	x	x	22
Golden Princess	x	x	1
<u>Nieuw Amsterdam</u>	x	x	1
Regatta		x	9
Ruby Princess		x	23
Seven Seas Mariner		x	4
Star Princess		x	1
<u>Westerdam</u>	x	x	1
Total			100

*2018
Alaska
Violations*

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Oceans & Marine Life

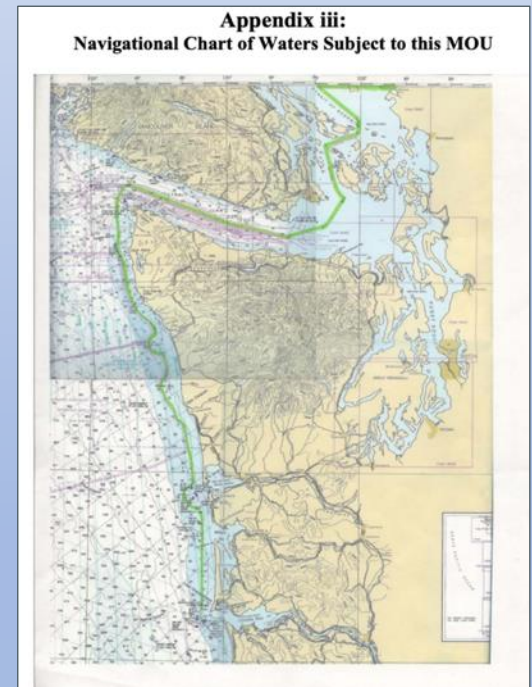
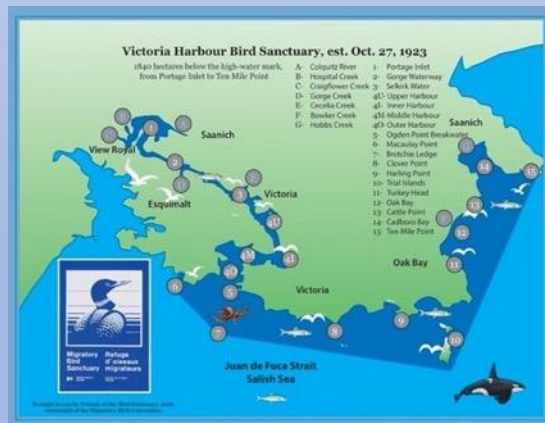
Protected Areas on the Pacific Coast

Canada and United States: Strait of Juan de Fuca:

Victoria Harbour Migratory Bird Sanctuary

The Pacific North Coast Integrated Management Area (PNCIMA)

**Puget Sound and adjoining waters
No Discharge Zone (NDZ)**



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Cruise Activity & BC Ports

- BC harbours and ports with a focus on Victoria Harbour
 - Lessons learned - BC Ports and subsidies
 - Role of the Greater Victoria Harbour Authority (GVHA) society
 - Considerations going forward.
-

Campbell River: **\$16 M cruise ship terminal** does not host cruise ships
2007 **\$16 M** includes **\$9.45 M** federal, **\$4 M** province, **\$2.3 M** City of
Campbell River, and **\$750,000** Wei Wai Kum First Nation. . .

Port of Nanaimo: 2011, **\$25 M . . . \$8.5 M** federal and **\$5 M** province.
Prior to 'new' terminal, 25-35 ships/year; **33 visits in 2005;**
2014 and **2017**, 6 ship calls; **2019** schedule identified **2 ships.**

Port of Prince Rupert: Trans-Pacific trade gateway, \$50 billion
exports/imports. **2008, 63** cruise calls; 2012 and 2015, 4-9 per year;
30 in **2018**; and **19** in **2019**

Port of Port Alberni: International/coastal trade. **2019, 3** cruise visits

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Cruise Activity & BC Ports

Ports of Victoria and Vancouver

BC serving the Seattle cruise industry

Port of Vancouver:

Cruise home-port, handles overflow for Seattle's Alaska run **2019**

Annual Report identifies 288 ship visits, with 7 being port-of-call visits

GVHA's Ogden Point Mooring Dolphin:

2012, the Federal **\$900,000** and the Province **\$1.5M**, GVHA **\$1.5M**

2018 Mooring Dolphin 58-metre extension **\$6.8 M**

Federal **\$1.9M**, GVHA \$4,926,132



Considerations Going Forward:

Global changes *"Don't expect a return to pre-pandemic life"*.

US Lobby, Canada vs lift of Passenger Vessels Services Act (PVSA)

NOTE: Seattle's Pier 46 proceeding as a cargo pier

International: Netherlands court ruling; G20 initiative with MinCorpTax

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Victoria Harbour

public port: Victoria & the Canada Marine Act

'public port' (not a CMA Part 1 Port)

- Part 2, Section 65 of the *Canada Marine Act*

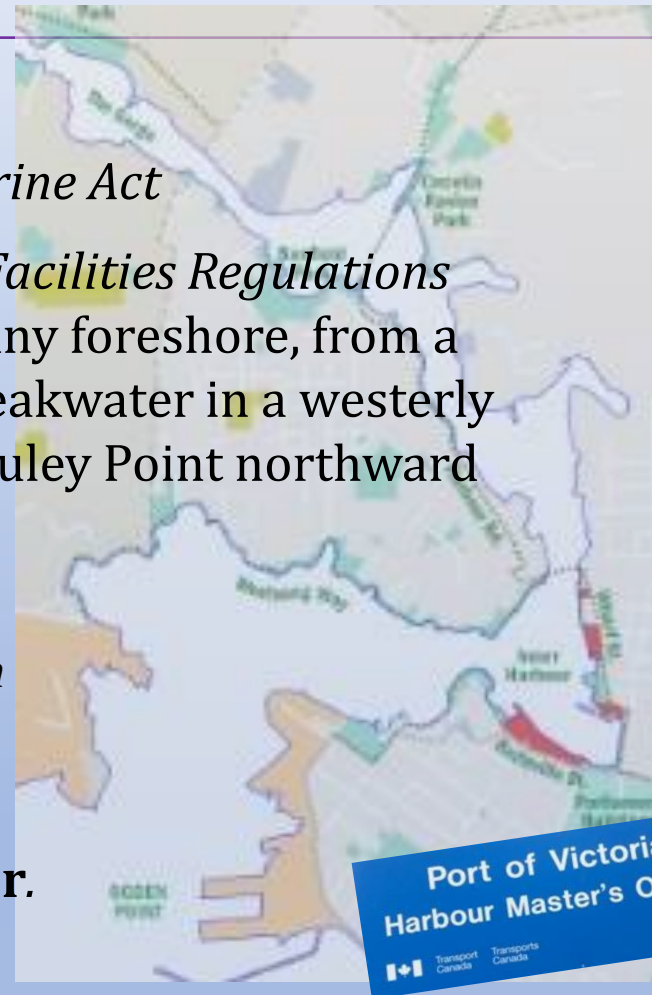
Victoria Public Ports and Public Port Facilities Regulations

- All the navigable waters, including any foreshore, from a line running from the Ogden Point breakwater in a westerly direction to the southern end of Macauley Point northward to the Trestle Bridge.

*March 22 , 2005 published in Gazette
note: Selkirk waters, waters south of Ogden
and Esquimalt Harbour removed*

Section 69

- 'port official' ... the **harbour master**.



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Victoria Harbour

public port: several property owners in Victoria harbour

'public port'

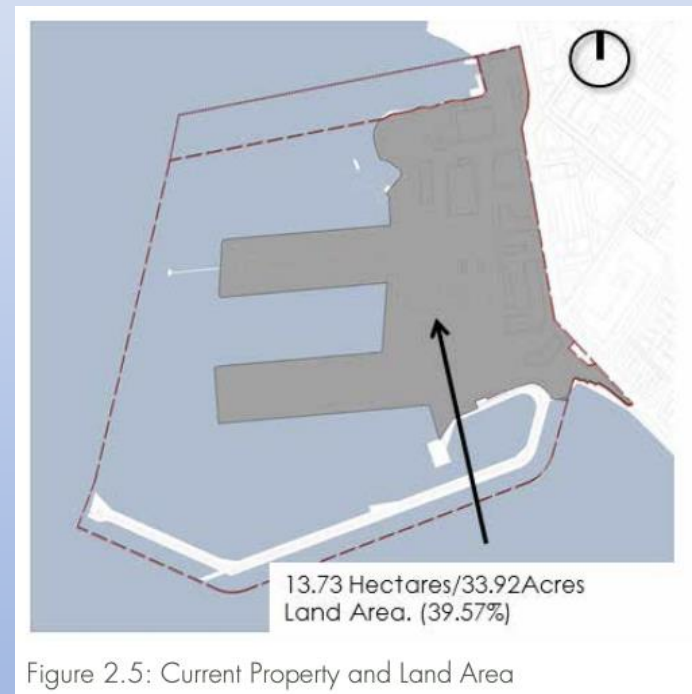
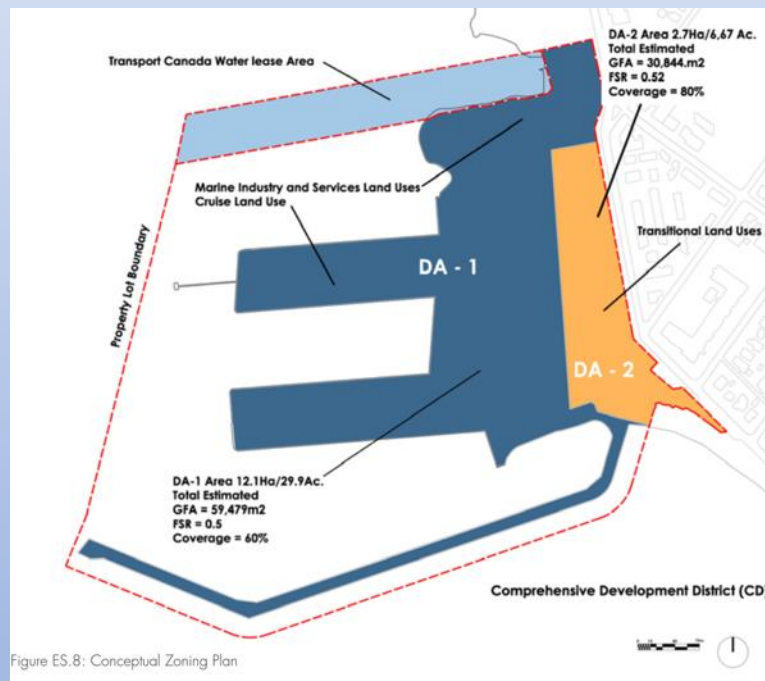
Transport Canada owns seabed within harbour and beyond in Canadian water

Provincial waterlots, BC Hydro, and some Transport Canada properties leased and/or changed ownership (e.g. Laurel Point and Rock Bay areas)



Note: GVHA 2014 Schematic – not current

~ 2002: Transport Canada's lands and most federal water lots at Ogden Point, Camel Point, and Fisherman's Wharf, transferred to GVHA society
Ogden Point lands and water lots are no longer public property



Figures ES.8 & 2.5: GVHA Functions and Facilities Plan - July 2016

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Victoria Harbour Public Port

public port: several public and private organizations with responsibility over lands, water and air shed

Seabed and waters

Transport Canada+Fish&Oceans
Cruise lines
GVHA (Ogden/Fisherman's etc)
City of Victoria (within boundary)

Airshed

Transport Canada + Env Can
BC Environment
Cruise Lines
GVHA
CRD and City of Victoria

Waste

Cruise Lines
GVHA and Tymac
CRD and City of Victoria
BC Environment
Customs/Health Canada . . .

Land Transportation

GVHA
Cruise lines and PNWTS
City of Victoria

Note: List not complete

GVHA and Property Tax

GVHA does not pay property tax on all of its property.

BC Order-in-Council 1080/2002 - most Greater Victoria Harbour “community port” lands are exempted from property tax (BC Reg 345/2002).

Property taxes are levied when land is leased. Businesses leasing the land pay property taxes to GVHA which forwards \$\$ to City of Victoria

GVHA the Landlord

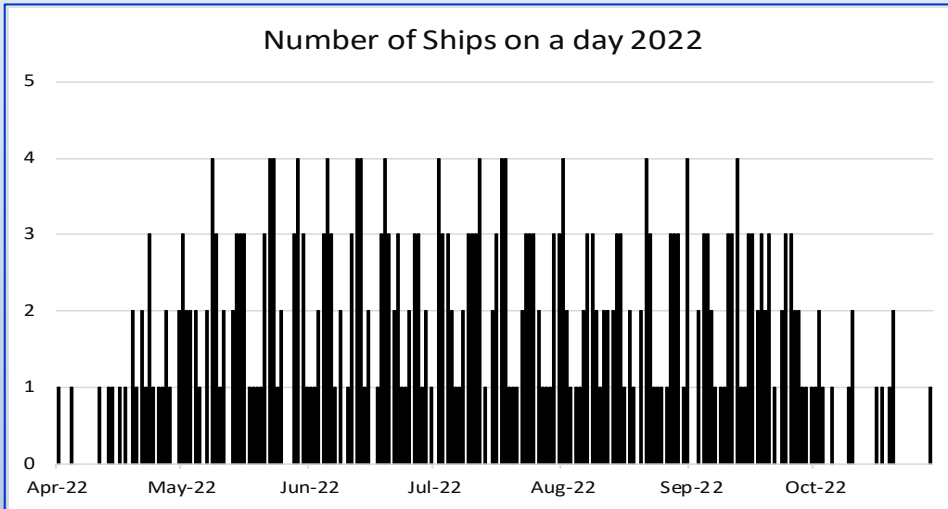
See also www.jbna.org CoV video December 2019 presentation

Note: 38 ships with 341 calls as of February 6, 2022 .. expect more changes

Ships scheduled to arrive April-November (main season June-Sept)

<i>Caribbean Princess</i>	<i>Disney Wonder</i>	<i>Norwegian Spirit</i>	<i>Ruby Princess</i>
<i>Carnival Freedom</i>	<i>Eurodam</i>	<i>Norwegian Sun</i>	<i>Scenic Eclipse</i>
<i>Carnival Miracle</i>	<i>Golden Horizon</i>	<i>Ocean Victory</i>	<i>Seabourn Odyssey</i>
<i>Celebrity Eclipse</i>	<i>Grand Princess</i>	<i>Ovation of the Seas</i>	<i>Serenade of the Seas</i>
<i>Celebrity Millennium</i>	<i>Koningsdam</i>	<i>Quantum of the Seas</i>	<i>Seven Seas Mariner</i>
<i>Celebrity Solstice</i>	<i>Majestic Princess</i>	<i>Queen Elizabeth</i>	<i>Silver Wind</i>
<i>Crown Princess</i>	<i>Nieuw Amsterdam</i>	<i>Radiance of the Seas</i>	<i>Star Breeze</i>
<i>Crystal Serenity</i>	<i>Noordam</i>	<i>Regatta</i>	<i>Viking Orion</i>
<i>Discovery Princess</i>	<i>Norwegian Bliss</i>	<i>Royal Princess</i>	<i>Westerdam</i>
	<i>Norwegian Encore</i>		<i>Zuiderdam</i>

Note: Data as of December 2021 . . has changed and expect more changes



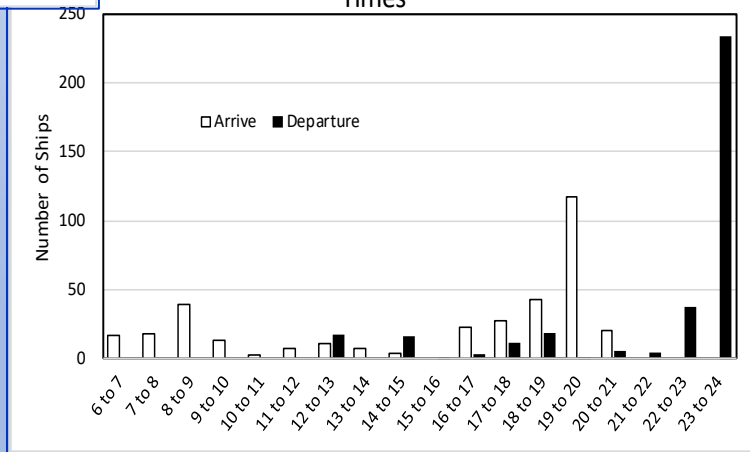
August

One day with no ships

October 24, 2019 Council Motion:

... Council request that the Greater Victoria Harbour Authority not increase the number of cruise ships coming to Victoria, sign any long-term contracts, or consider home-porting cruise ships until the emissions and waste issues are dealt with . . .

2022 Cruise Ship Scheduled Arrival & Departure Times



The Value of Victoria as a Port-of-Call to the Cruise Lines

2019 base value about **CAN\$700 M** based on forgone US fines (fine is US\$798/pax or ~CAN\$964/pax).

Past surveys suggested 1/3 calls were independent from the PVSA

The Operational “value-chain”

Carrix Inc: US conglomerate (subsidiary companies)

- **SSA Marine**
- **Western Stevedoring**
- **Tymac Launch Service (Tymac)**
- **Pacific North West Transportation Services (PNWTS).**



See also www.jbna.org CoV video December 2019 presentation

The Value of Victoria as a Port-of-Call to the Cruise Lines

2019 base value about **CAN\$700 M** based on forgone US fines (fine is US\$798/pax or ~CAN\$964/pax).

How the cruise lines fared during the pandemic

Carnival raised **\$24B of debt and equity**; expects full operations in 2022, with cash and short-term investments of **US\$11.5 B**

Saudi Arabia's Public Investment Fund (PIF) purchased about **8.2%**

Norwegian Cruise Line Holdings

2021 donated **US\$10 M** to six Alaska port towns

Frank Del Rio, CEO, 2021 biggest-ever pay package: **US\$36.4 M**

Cruise Ships being built . . .

Wonder of the Seas - largest launched ~7,000 pax + 2,300 crew
10 in 2021 17 in 2022 11 in 2023 . . .

FAIR | SAILING



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"To develop long-term solutions, the true metric for tourism development must reflect an improved quality of life — creating economic prosperity, developing sociocultural vibrancy and growing environmental thriving. A locals-first approach is shifting destination development and tourism marketing toward more sustainable goals, filtered through a lens of resident quality of life."

Communities move beyond Spectator Role



"It also means going beyond a "check box" activity in the attempt to plan a destination that's livable first for its residents in a post-pandemic world, and attractive to visit secondly for its tourists. Taking a host community in a direction it does not support will get harder in this new reality."

"What is the true, transparent cost of tourism?"

“Responsible Tourism”

“Do no harm”

“Polluter Pay Principle”

*“Good Tourism interacts with community;
Bad Tourism impacts community”*

Destinations Canada

*“A locals-first approach . . . filtered through a
lens of resident quality of life.”*

www.fair-sailing.com