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Navigating news from the Greater Victoria Harbour Authority
FEBRUARY 2025

EDITION HIGHLIGHTS:

- Cruise shuttle stop
- Market on the Pier
- Shore power funding
- Victoria Cruise Alliance
- Wildlife in focus

A Message from the CEO

Dear Harbour Community,

In these times of uncertainty, the tourism industry remains a vital driver of Victoria's economy and a bridge connecting people and cultures. Tourism reinforces values of diversity, respect, dignity, and equality—values that shape the experience we offer our visitors, including our closest neighbour, the United States.

While some binational tension and unpredictability exists, there are early signals that the destination economy will be strong in 2025. GVHA will continue to work closely with its partners to welcome all visitors to the region and support a positive experience.

Collaboration remains key to our success as a destination, including as a cruise port of call. We recently worked with our partners to relocate the cruise shuttle stop and are excited to bring back the Market on the Pier for the 2025 cruise season. The market will help animate

the terminal and contribute to the warm welcome we provide cruise passengers arriving in Victoria.

Thank you for being a part of our harbour community.

Sincerely,

Robert Lewis-Manning, CEO



Latest News



The new cruise shuttle stop will be located on the 900-block of Government Street, between Broughton and Courtney streets.

Cruise Shuttle Stop Moves to 900-Block Government Street

Just in time for the beginning of cruise season, the cruise shuttle stop is relocating to the 900-block of Government Street and will be in place by April 4. This change promises to enhance the experience for both cruise passengers and local businesses.

Feedback indicated that the previous shuttle stop at the 700-block of Government Street was suboptimal. In response, Destination Greater Victoria, the Downtown Victoria Business Association, and the Greater Victoria Chamber of Commerce worked with City of Victoria staff, the Greater Victoria Harbour Authority, and Pacific Northwest Transportation Services to explore suitable alternatives.

After careful review, the 900-block of Government Street was identified as the best choice. Safety, operational logistics, and benefit to downtown businesses were several of the

deciding factors.

Bringing the shuttle stop to the 900-block of Government Street puts customers closer to local businesses and also addresses local business owners' concerns. Approximately 160,000 cruise passengers used the cruise shuttle service in 2024, with others opting for organized tours or other transportation. We are confident this decision will help add vibrancy to the downtown core and ensure the opportunity and benefits of the cruise industry are shared and distributed across the many local businesses that make downtown Victoria unique.

Coordinated advocacy demonstrates our shared commitment to creating a vibrant, welcoming destination that benefits both small businesses and visiting passengers. We look forward to a positive 2025 cruise season.



[Market on the Pier](#) returns for the upcoming cruise season.

Market on the Pier Returns

[Market on the Pier](#) will return to The Breakwater District at Ogden Point for the 2025 cruise season. Launching on April 4, the market will feature 40 local vendors, giving visitors a taste of what our city has to offer. The Market will operate throughout the season, creating a vibrant welcome for all cruise passengers arriving in Victoria.



From left to right: Marianne Alto, Mayor of Victoria, Hon. Anita Anand, Minister of Transport and Internal Trade, Mark Mawhinney, Board Chair at GVHA, Ron McKinnon, MP of Coquitlam-Port Coquitlam, Cecelia Dick, Cultural Lead at Songhees Nation, and Colleen Turner, Vice President of Strategic Partnerships & Innovation at GVHA.

Shore Power Funding

We extend our thanks to the Honourable Anita Anand, Minister of Transport and Internal Trade, and the Government of Canada for investing \$22.5 million to support the electrification of Ogden Point. This investment, part of the Green Shipping Corridor Program, will help establish a green cruise corridor along the Pacific Northwest coast. Read the [full announcement](#).



Victorians at the Breakwater watch a ship depart.

Join the Victoria Cruise Industry Alliance

The Victoria Cruise Industry Alliance (VCIA) is inviting businesses to get involved in shaping the future of Victoria's cruise sector.

Co-chaired by Kyara Kahakauwila (LA Limousines) and Jade Lake (Experience Victoria), VCIA is a collaborative network dedicated to promoting the economic and social benefits of the cruise industry, including job creation, local business growth, and showcasing Victoria as a world-class destination.

By sharing insights, best practices, and industry knowledge, VCIA members work together to foster innovation, address challenges, and ensure the sustainable success of our region's cruise industry.

If you're interested in joining or learning more, connect with Kyara Kahakauwila (kyarak@lalimo.ca) or Jade Lake (jade@experiencevictoria.com).

Wildlife in Focus



Bigg's killer whales in the Inner Harbour. Photo credit: Showtime Photography/Eagle Wing Tours.

Why Are Killer Whales Returning to the Inner Harbour?

In honour of #WorldWhaleDay, GVHA spoke with Val Shore, Senior Naturalist at Eagle Wing Tours, to learn more about recent sightings of killer whales in Victoria's Inner Harbour.

Unlike the endangered southern resident killer whales, which rely on chinook salmon, the Bigg's species of killer whales are transient, hunting marine mammals such as seals, sea

lions, and porpoises. Their population has been growing steadily, over 4% annually, thanks to the rebound of seal and sea lion numbers after decades of population decline.

Decades ago, seals and sea lions were subjected to culling, falsely blamed for declining salmon stocks, explains Val. Since their protection in 1970, the ecosystem has been rebounding, allowing Bigg's killer whales to return to their traditional hunting grounds, including the Inner Harbour.

Our Vision

Canada's most *K'wamK'wam* (vibrant)
and *X'wčičtəs* (harmonious) harbour.

Our Mission

Ensure the long-term stewardship of *Lək'wəŋən* territory
by creating Canada's first co-managed port.

Galvanize support and investment in land, sea and people.

Ensure a productive and inclusive working harbour
leading in regional sustainability.



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