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BC FERRIES RELEASES CUSTOMER SATISFACTION SURVEY

VICTORIA – BC Ferries released the results of its 2008 Customer Satisfaction Survey today and overall, 86 per cent of passengers report being satisfied with their experience travelling with BC Ferries.

The annual survey is designed to monitor customer satisfaction with various aspects of service on BC Ferries to determine areas that passengers believe are performing well and opportunities for improvement. The 2008 survey was conducted on eight routes during three different time periods: June, August and November, in order to obtain feedback from regular customers as well as tourists.

Customers gave high marks in a number of key areas including:

- Safety of ferry operations
- Staff in all areas
- Usefulness of the website
- Selection in onboard giftshops
- Cleanliness of onboard lounges
- Availability of tourist and travel information

“The Customer Satisfaction Survey confirms that passengers are aware of improvements in areas the company is working to enhance,” said Mike Corrigan, BC Ferries’ Executive Vice President and Chief Operating Officer. “For example, customer satisfaction has greatly increased on the Tsawwassen – Duke Point route, which is now serviced by the new Coastal Celebration and the upgraded Queen of Alberni.”

A total of 13,545 short interviews were conducted onboard, with 5,152 detailed questionnaires completed and returned by mail.

A copy of the full report is available on BC Ferries’ website at www.bcferrries.com.

- 30 -

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