



*Brian Murphy*  
*June 29, 1955 to April 3, 2024*

**CORPORATE ANNOUNCEMENT – April 16, 2024**

It is with great sadness that Expedia Cruises, North Bay announces that Brian Murphy, our co-owner and renowned Wine Cruise innovator, passed away in early April. Brian was an industry leader in the development of the wine cruise concept, and well respected in both the wine and cruise line industries as an “out of the box” thinker who created unique and memorable programs for our guests, our client wineries, and numerous cruise lines.

James Murphy, co-owner, and Brian’s brother, will take over his leadership role with the wine cruise programs. "Brian established a team of wine industry experts who all contribute to the elevated programs we've created for wine enthusiasts," says James Murphy. "Brian’s “Win-Win” philosophy continues to drive us in everything we do at the company today. He will be missed, but we will move forward."

Expedia Cruises, North Bay, has been operating wine cruises and developing exceptional programs for over 14 years and the team of professionals is dedicated to continuing this world-wide standard. Expedia Cruises North Bay is an award-winning agency, recognized as a leader in wine, luxury, river, and expedition cruises as well as for delivering exceptional levels of service to all our guests.