

# CRUISE GATEWAY NEWS

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## TAKING THE NORTH SEA MESSAGE TO MIAMI

**Cruise Shipping Miami offers excellent opportunities for meeting with the global 'cruise family' and laying the foundations for future and developing business opportunities, as it brings together buyers and suppliers from the world's cruise shipping industry.**

This year the Cruise Gateway North Sea project and its partners were well represented at the annual international conference and trade show event.

"Although we didn't have a Cruise Gateway booth, many of the project's partners had their own booths and we were distributing marketing material and information about Cruise Gateway via these, as well as talking to people about the project," says Adina Cailliaux, project manager at Port of Hamburg Marketing, Cruise Gateway's lead partner.

Cruise Gateway sponsored a conference session entitled 'Destinations and Ports – Europe'. "This

was, of course, a good opportunity to raise awareness for the project and the North Sea amongst all the participants and speakers, who included high-level representatives from the cruise industry," says Adina Cailliaux.

In addition, Mai Elmar, managing director of Cruise Port Rotterdam, represented Cruise Gateway as a speaker at the World Cruise Tourism Summit held during the March 11-13 conference.

Nadine Palatz, marketing manager of Hamburg Cruise Center and also representing the Atlantic Alliance, said: "The Miami exhibition has become

smaller over the years but the quantity is not important – it is the quality of the people you meet with and therefore Cruise Shipping Miami creates an excellent platform."

Hamburg Cruise Center had a presence under the umbrella of the Destination Germany stand, with other German ports.

Later in the year, Cruise Gateway will participate at Seatrade Europe, which takes place in Hamburg on 24-26 September.

## ANTWERP WORKSHOP FOCUSES ON INNOVATIVE CRUISE STRATEGIES

The potential for significant growth in the number of people taking cruises – and innovative ways in which ports and cities can attract more cruise vessel calls – were the themes of a Cruise Gateway workshop hosted by the City of Antwerp/Tourism, a partner in the project. The workshop, entitled 'Cruise and Political Perspectives', particularly focused on the successful strategy and policies adopted by Antwerp, which has delivered successful growth in cruise business for the city.



In the 1980s, Antwerp had no policy at all – cruise was a matter of individual approach by city, port authority and partners, each emphasising their own USPs and with no coherent or consistent message, and no collective marketing.

A Cruise Policy established in 1990 brought together city and port with the ambition to develop Antwerp as a cruise destination, define a marketing vision, establish clear procedures regarding the marine approach, create a 'task force' for recommendations and consider possible investments.

However, the creation in 2008 of Antwerp Cruise Port was the real turning point. This formal cooperation between the city and the port authority has benefited from joint efforts to strengthen cruise tourism, providing a one-stop-shop for all cruise-related matters.

"This is a combination of marketing and marine expertise," said Kattina Glasinovich, cruise manager of Antwerp Cruise Port. "Antwerp Cruise Port is a partner for all cruise-related matters, sending out one message to the industry and partners, paying full attention to safety and security, and working as one on the

needs of passengers, cruise line and ship's staff and crew. As a result, Antwerp has developed as a cruise destination and seen a strong increase in the number of cruise calls and passengers."

During the workshop, Peter Mathieu, CEO of Cruise Connection and chairman of Cruise & Ferry World, gave an outline of the Belgian and world cruise market.

More than 6 million Europeans took a cruise in 2011, and the continent has seen a steady growth of 9% per annum, he said. The UK (28%), Germany (23%) and Italy (15%) remain the European market share leaders. However, in terms of fastest growing destinations, Benelux (26% growth 2010-11) was Europe's second only to Switzerland (33%). In 2012, 66,000 Belgians took a cruise.

Antwerp is successful not only in attracting sea cruises but also as a river cruise option. In 2012, there were 615 river cruises from Antwerp, carrying almost 85,000 passengers.

"Antwerp started out in the 1980s without a policy and it has evolved to a successful cooperation between the city's tourism department and the Port of Antwerp," said Kattina Glasinovich. "Since Antwerp Cruise Port was created, there have been consecutive successes. This can be seen as a best practice for other cruise destinations."

# ESBJERG WORKSHOP CONSIDERS 'WHITE SPOTS DEVELOPMENT'

Ports and regions looking to break into the highly competitive cruise market need patience, commitment and a strategic approach – and it is vital that they identify the features and attractions that really differentiate them from the opposition.



Cruise Gateway delegates at the Esbjerg workshop.

That was the conclusion from speakers and delegates at a Cruise Gateway workshop entitled 'White Spots Development', organised and hosted by the Port of Esbjerg. The workshop brought together partners and other experts to discuss ways of attracting cruise ships – and their passengers – to a region.

"We are an offshore port – definitely a 'white spot' for cruising," said Karin Rix Holländer, executive assistant at the Port of Esbjerg. "At present, offshore energy, including oil & gas and wind power, dominates our port – but that doesn't mean we should not explore new opportunities for the future."

Soeren Clemmensen, sales and marketing manager at the Port of Esbjerg, explained to the delegates how Esbjerg had become the most important Danish port in the offshore industry, and had successfully adjusted to those activities over the years, having been a mainly agricultural and fishing port in the past.

The latest addition to Esbjerg's portfolio is wind power – Esbjerg has become one of the leading ports in Europe for handling wind farm components and this success has led to a major expansion of the port.

However, it could also be an unusual catalyst for tourism. The workshop discussed the possibility of using the wind and energy industry as a tourist attraction – for example, with boat trips to see the Horns Rev I and II offshore wind farms, which are very popular and often fully booked.

Would it be possible to handle the demands of cruise ships alongside a busy energy business? "We believe it is possible to focus on both – and the Port of Stavanger in Norway is a fine example

of this," said Tom N. Nielsen, director of Esbjerg Business Development Centre.

According to a survey, most of the cruise tourists visiting Esbjerg want to visit the island of Fanø, the old city of Ribe and the Legoland amusement park. The childhood home of the writer Hans Christian Andersen, in Odense, is also a potential visitor excursion, 90 minutes' drive from Esbjerg.

A focal point of the workshop was a presentation by two experts from Norway – Irene Siljan Vestby, manager at Telemarkreiser, and Jan Einar Skarding, marketing and logistics manager at the Port of Grenland. They gave a detailed explanation of their own project to attract cruise ship calls, giving the Cruise Gateway partners advice based on their own experience.

Telemark has three scenic ports – Breivik, Langesund and Krageroe – which can accommodate cruise ships carrying around 1,000 passengers. A key message was that if an attraction is interesting enough to the tourist, that tourist is willing to travel quite a distance to get there. Also, she said, different nationalities tend to find different things interesting, so it is important to differentiate and be very targeted.

The speakers emphasised the amount of effort that is required in pushing forward a project like this. It is a long-term commitment and requires a lot of patience, said Irene Siljan Vestby.

Advice to delegates included: use the experience of others, as this can make the start-up easier; Esbjerg's wind power specialism can be used as a tourist attraction; produce interesting material to explain the many interests in a region; expect to put in real effort and serious dedication in order to attract the cruise sector.

## Cruise Gateway North Sea Project partners

Lead Partner:



Port of Hamburg Marketing

Partners:

Port of Kiel (Germany)  
Columbus Cruise Center  
Bremerhaven (Germany)  
Bremen Senate Department for  
Economy and Ports (Germany)  
Cruise Destination Hardangerfjord  
(Norway)  
City of Gothenburg (Sweden)  
Copenhagen Malmö Port AB  
(Denmark / Sweden)  
Port of Esbjerg (Denmark)  
City of Antwerp / Tourism (Belgium)  
Cruise Port Rotterdam (Netherlands)  
Haven Gateway Partnership  
(England)  
Aberdeenshire Council (Scotland)

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[www.cruisegateway.eu](http://www.cruisegateway.eu)

European Union  The European Regional Development Fund

**The Interreg IVB  
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Programme**

*Investing in the future by working together  
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## CRUISE GATEWAY EVENTS 2013

The last events on the Cruise Gateway calendar promise some interesting discussion and debate. More details will be available nearer to the dates of each event, at [www.cruisegateway.eu](http://www.cruisegateway.eu)

**17-19 June: Hardangerfjord:** 'Hinterland soft tourism' workshop, focusing on the tourism potential of the NSR.

**12-13 September: Rotterdam:** Cruise Gateway closing conference.

**24-26 September: Hamburg:** Seatrade Europe.