



Wrap-up

Cruise Gateway Conference «Sustainable Shore Excursions»

in Eidfjord, Hardangerfjord June 18th, 2013

Welcome and Introduction

David Selby: Introducing himself and the programme for the day.

Anved Johan Tveit (Mayor Eidfjord): Welcome to Eidfjord, introducing Eidfjord and the cruiseport.

Nadine Palatz (Cruise Gateway project Management): Introducing Cruise Gateway North Sea 2010 – 2013, 12 partners from 7 countries. Exchange of knowledge between partners. Different working packages: Cruise & Accessibility, Cruise & Sustainability, Marketing & Branding. Green Port Cruise Conference, Hamburg. Environmental concerns posts the biggest challenges for the cruise industry today. Developed an inquiry to each port on what they're doing to make it more environmentally friendly, learn from each other. Workshops in Gothenburg, Copenhagen, Best practice Tour Gothenburg, Best practice Guide. Study from Rotterdam, to be published by September 2013.

Norway – Taking a lead

Ingunn Sørnes (Innovation Norway): Sustainable tourism in Norway. Working to bring policy into action. Introducing Innovation Norway. Headoffice Oslo, 30 foreign offices in important markets (tourism 11 markets). In the past: Passive experiences in the nature. Today: Nature is to be used in a good way, Norwegian nature is unique and provides a rich variety of experiences. Activities in all forms. Presenting the Tourism Strategy 2012. Sustainability is the baseline for all tourism development in Norway. Mainstreaming sustainability in tourism. 10 principles for sustainable tourism – overall criteria. Action plans: business 2009-2010, Pilot destinations 2009-2012, Ecotourism 2009-, Green travel 2011-, Recognition and awards 2011-.

Broad destination development, the destinations have to rebrand the destination every 3 years. You need to have the municipality behind you to do it. You need the whole sector of enterprises. 45 criteria with 108 indicators.

Many destinations are asking for this now. Looking forward to welcoming the first cruise destinations starting the process to get a sustainable destination.



Wenche Nygård Eeg (Cruise Norway): About how Norway focuses on sustainable cruise tourism. Cruise Norway works business to business, marketing organization. 41 member ports. Presenting Cruise Norway's mission, vision, main objectives, strategic areas. Partnership agreement between CN & Innovation Norway. Germany the most important source market for Norway. Hardangerfjord number 10 last year with 120.000 pax.

Cruise Norway – what do they do for sustainable tourism? Working for: Spread traffic (cruise calendar), upper limit (90% of Norwegian ports already have upper limits), respect for heritage and culture, development of new, authentic and trendy shore excursions, profitable cruise tourism, increase economic impact. Developing guidelines incl. more focus on sustainable cruise tourism. Showing examples of restrictions (max pax, max ships, stop engine of tender boats) from Eidfjord and Geiranger/Hellesylt. Explaining the cruise calendar tool, which is very useful for the cruise lines itinerary planning. Important to update the cruise calendar.

Quality Guidelines: A "working tool" for Norwegian ports and destinations. Port facilities, signs, information and service. Shore excursions, guide standards, environment and traffic.

Ivar Petter Grøtte (Western Norway Research Institute – Vestlandsforskning / Fjord Norway): Many definitions of the term sustainability. Presenting NCE with more than 100 partners in the clusters. A 10 years programme. Presenting Global Sustainable Tourism Council (GSTC). Examples of good practice. Examples of gaps. Main problems: Need for monitoring of what is going on. Salaries, season workers, education, storytelling and promotion, energy and water. You need to document everything.

Draft recommendations: Implementations, coordinate monitoring, build off the foundation, create local ownership, develop tools, provide clear benefits, build industry capacity, holistic approach, tell your story. Cluster analysis -> optimization of marketing.

New Project (launched 17.06.2013): Sustainable cruises "Understanding and optimizing People, Planet and Profit". Aim Fjord Norway: To certify the whole region as a sustainable tourism region (400 municipalities in Fjord Norway).

The Cruise line and Supplier Perspective

Gela Gudlat (Manager Sustainability, AIDA Cruises): Manage resources carefully, protect the environment, promote cultural and biological diversity, committed to helping people on board and ashore. Energy balance in the fleet, they have the 3-liter ship. Sustainable technology, AIDAStella with ballast water treatment. Reduction of air pollution, AIDA Sol prepared for shore side power next week, further preparations is going on. Dual fuel engines for the next ship generation 2015/2016. Daily routine on environmental protection. New sustainable office building in 2014. 100% green



power supply for the head quarter since 2013. Testing electric vehicles as company cars. Use of recycled paper and eco-friendly office supplies.

Responsibility for employees: For instance Kindergarden on board. Social responsibility: Sponsor for instance SOS Kinderdorf. For guests: Shorex. Criteria Shorex: Criteria, components and indicators. Components of shore excursions and checklists. Test region: The Baltic.

Samantha Richardson (Carnival UK): Presentation of the company, brands (P&O Cruises 7 ships and Cunard Lines 3 ships) and the organization. Have been using the sustainable cruise report for 3 years. The next generations of passengers are younger, more families, searching for activities in small groups with local guide. They like to be independent and more “hands on”. Presenting the “ideal” shore excursion and how they investigate and develop products in line with changing customer needs. Market leader for safety management. Green World Tours – worthy cause tours (give something back) and tours with “a hint of green”.

Mark Robinson (Intercruises): Sustainable Shorex. Presenting the company, Head office Barcelona with 1 person who works only with sustainability, 70 cruise lines, 300 ports worldwide, handles about 9500 cruise calls per year globally. Big focus on global and local. Local teams working with local communities. Example: If the guide is telling about that he owns a farm, the guests would love to visit his farm! Benefits to working with the locals. Expecting local culture and traditions. It is so important for the tour operators to get information from the locals. Well trained, local guides.

Panel and Debate

- **How can smaller ports give information?**
Samantha/Carneval UK: - Samantha with colleague Steven Young and John Heyden, working together, discussing. Send an email, phone them. When they have time, they will get back to you.
Jens Kröger, TUI Cruises GmbH: - Get in touch with him or his colleagues directly, if they can't help, they'll pass it on to a suitable person.
- Hordaland county council representative brings up the “cloud of pollution” that is hanging around the mountains during cruise calls and the health risks from this. He challenges the panel representatives on the issue. We didn't get an exact answer.
- **When will the results in finding criterias and indicators be ready?**
Gela/AIDA Cruises: - They are now testing if they are working or not, until end of this summer season.
- **How to calculate max limit of 4000 pax?**
Wenche/Cruise Norway: - Local cooperation.
Ivar Petter/WNRI: - In Sogn they listen to the locals in the port communities, make sure they



European Union The European Regional Development Fund

The Interreg IVB
North Sea Region
Programme



Investing in the future by working together
for a sustainable and competitive region

don't feel too congested. In the future it's important to monitor it.

Anders/City and Port of Stavanger: - Depends if half day or full day stops.

- **How to make a better effort in communicating what is going on/ monitoring?**

Ivar Petter/WNRI: - Hope to do that; involve the whole industry in the project.

Nadine/Cruise Gateway: - Webpage, Facebook, Twitter called "Cruise forward" where you can forward information, questions.

- **If limitations, will the prices stay like now?**

Ivar Petter/WNRI: - Yes, that's normal?

Jane/Flatearth: - No, you can't just rise the price due to competition and you can't make kayaking a luxury item. If you claim sustainability, you can't pressure the prices of the local companies too much to make money for yourself. Cruise lines have their own activities from which the community doesn't benefit.

Carnival UK/AIDA Cruises: - Bikes on board depends on space. AIDA has about 30 bikes on board. Each cruise has to find its unique product.

- **How important is the sustainable port for the planning today and in the future?**

Samantha/Carneval UK and Jens Kröger: - They can only press as far as the passengers want to.

Ingrid/Saga Shipping Co Ltd.: - It is the nature that brings them here in first line.

- **What product can we offer? What is missing?**

The cruiselines: - Unique selling points. Easily accessible. Need ideas, which are sustainable and interesting for the guests, because they cannot know the places to come up with the ideas. They can help formulate them into a plan that meets the needs of the passengers.

- **What is the most important to think of regarding sustainability?**

Gela/AIDA Cruises: - It is the variety.

- **Small companies that offer workshops complain about a lot of cancellations from cruise:**

- Problems with the bus sizes.

- **There's emphasis on the use of local work force, but a lot of the buses are from Swedish bus companies and the guides are foreign, why?**

Mark/Intercruises: - The price is the key for the cruise lines. It could also be due to capacity.

Sandra/European Cruise Services: - There are not enough local guides. Guides from abroad have the same salary as Norwegian guides.