PORTS FOR THE FUTURE: MANAGING CHALLENGES & BUILDING SOLUTIONS

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5 March 2014, Brussels

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WELCOME

I will very briefly (in 8 minutes but no more than 10 minutes) try to cover the following:

- Do ports adequately respond to the increased demand of Cruise Tourism?
- What can be done to improve connections from ports to attractions?
- How are ports perceived by coastal populations & what can be done to improve this?

A VERY QUICK OVERVIEW

- This industry continues to grow with an estimated 23M guests travelling in 2015 alone. Continued growth means consistent investment by CLIA members.
- Accordingly we are introducing an additional 6 new ships in 2015 with an average:

    - 102,733 GT
    - 2554 lower berths
    - $285,000 per berth

- This is on top of 421 ships already operating in the global fleet
- 482,000 lower berths
- Of which 10.6% of Available Bed Days Scheduled in European Waters

PORTS & THEIR INCREASED DEMAND

One simple question…….

Does your Country or Region located and/or linked to a Port have a Tourism, Ports or Transport infrastructure strategy or policy which includes or even discusses Cruise?

Norway is the only country in Europe (I know of) with a National Tourism strategy linked to Cruise.

PORTS & THEIR INCREASED DEMAND

A lack of berths to support an ever increasing industry with no clear, cohesive berthing policy which meets two criteria:

- Transparent
- Published

RCI's own Anthem of the Seas can not sail a Northern European itinerary from Southampton due to a lack of available ports and berths.

The problems are going to become more exacerbated as we introduce more and more larger ships.

Major ports are already congested on peak days, both the ports and the infrastructure supporting them.

CASES IN POINT:

Case Study A:
A port invested $100M in new terminals, but had one public bus every hour on weekdays and no buses at the weekends. Both staff & guests are affected.

Case Study B:
A turnaround port with a new $45M terminal had 4 taxi's show up on the first turnaround. To accommodate in excess of 4000 guests.

Cruise Lines are adept at meeting guests needs. Are local stakeholders? How and who do we work with to improve local buy in to the potential?

LOCAL PERCEPTION & PORTS

Mention shipping and what do people think of?

Do Cruise Ships
get a mention?

LOCAL PERCEPTION & PORTS

CLIA Member lines need to work closer with stakeholders to show the benefits of:

- Environmental stewardship programmes onboard which can often exceed shore side examples:
  - Wastewater treatment facilities
  - Rubbish sorting and recycling

- Positive benefits of Cruise tourism to the local population through direct and indirect spending by CREW and PASSENGERS alike.

THANK
YOU
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