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International Cruise Port Helsinki

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Cruise port Helsinki

- Cruise passengers: 400 000 annually
- From May to October
- Round 350 cruise vessels annually

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Marital tourism in Helsinki

- Helsinki-Stockholm: 2 departures daily
  3 million trips annually, majority Finns cruising to Stockholm

- Helsinki-Tallinn: 7-17 departures daily
  8 million trips annually, majority Finns boozing to Tallinn

  Helsinki-St Petersburg, seasonal, 3-4 departures weekly, no Visa required

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Cruise passenger in Helsinki?

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Cruise passenger in Helsinki

- Average age 59
- Travels with friends or family (average 3,3 persons)
- Spends 4 hours in Helsinki

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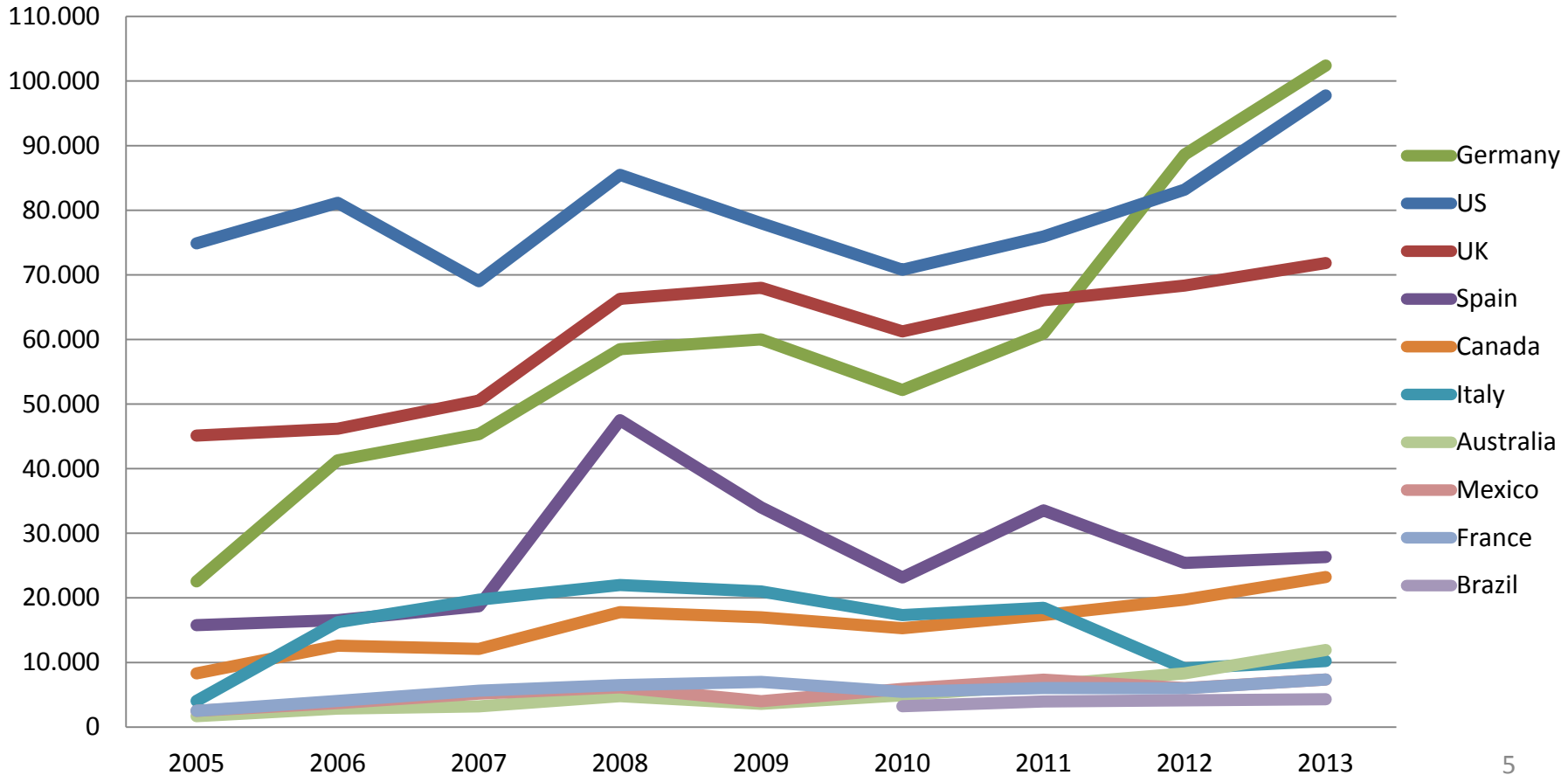
Nationalities TOP 10 2005-2013



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FAMILIES? YES!

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Cruise passengers use money

	Turnaround	Transit	Crew
Food & Entertainment	52 €	4 €	5 €
Tours & Transportation	21 €	39 €	2 €
Retail Goods	10 €	19 €	9 €
Other Purchases	39 €	4 €	4 €
Accommodations	71 €	0 €	0 €
Total	193 €	66 €	20 €

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Economic Impact of Cruise passengers

Passengers on Cruise Ship Royal Princess leave on one stay apprx quarter of a million euros

During the Cruise Term of 5 months cruise passengers leave apprx **28 million euros** in Helsinki

- 80 % of one day stops (22,4 million eur)
- 17% of turn-around passengers (4,7 million eur)
- 3% of crew (under 1 million eur)

Around 180 jobs directly by cruise business

- Incoming-bureaus 70 employees and 2,7 million eur
- Food & Accommodation 47 jobs and 1,3 million eur
- Retail 36 jobs and1,1 million eur
- Other 31 jobs and 1,2 million eur

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How many passengers leave the ship during the stay?

Helsinki average 96 %

Europian average 82 %

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How many buy a sight-seeing or other trip in advance ?

Average 54 %

Of these 83 % buy it from the cruise company

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97 % found the local people extremely or very friendly

93 % were extremely or very satisfied with the shopping possibilities in Helsinki

OF CRUISE PASSENGERS

93 % were extremely or very satisfied with local museums and other tourist attractions

94 % were extremely or very satisfied with their visit in overall

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Problems? Solutions?

Waste management in Helsinki is above the average, lower standards should not be allowed in Baltic area or in European Union

Helsinki works through Cruise Baltic –network, 27 cruise ports, St Petersburg is not a member, even though it benefits most

The pollution of Baltic Sea is a threat to all tourism around Baltic, not only to cruise business

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Problems? Solutions?

Baltic Sea is from 2015 an ECA-area (Emission Controlled Area), where 0,1% sulphur emission are allowed.

Mediterranean becomes an ECA-area 2020 with 0,5% sulphur emissions allowed.

EU decision making should be impartial – important decisions should not raise costs in some areas and favor others

Rock Church
Parliament house
Railway Station
Main shopping area
Market square
KATAJANOKKA
SOUTH HARBOUR
WEST HARBOUR
HERNESAARI
LÄNSISATAMA
VÄSTRA HAMNEN
Jätkäsaari
Busholmen
Munkkisaari
Munkholmen
Lapinlahti
Lappviken
Ruoholahti
Gräsviken
Mechelininkatu
Arkadiankatu
Kaisaniemenkatu
Pohjoisranta
Pohjoisesplanadi
Eteläesplanadi
Eteläranta
Porkkalankatu
Porkalag
Lönnrotinkatu
Uudenmaankatu
Hietalahdenranta
Telakkakatu
Hietaniemenkatu
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8

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Problems? Solutions?

New cruise ships too big for our City center harbours (5,6,7 and 8)

Building new facilities takes time (and money)

West Harbour (3 and 4) in the middle of residental area construction sites

Cruise Harbours (1 and 2) an old wharf area, transportation if not a problem, at least a challenge

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Possibilities

Asian market is a huge potential for Baltic Sea Area

Helsinki has an interest in being a new turnaround port in Baltic Area

Direct routes to Asia makes it possible, but…

…Asian tourist require a different kind of facilities onboard, and

investments in new cruise ships are massive

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Thank you!

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