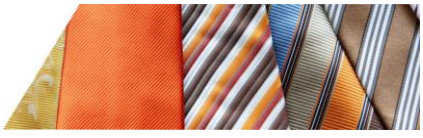
PORT OF TALLINN
The Port of Good News

Best practices for attracting cruise tourists

Ingrid Berezin

ORGANIZATION
COMPANY IN A NUTSHELL



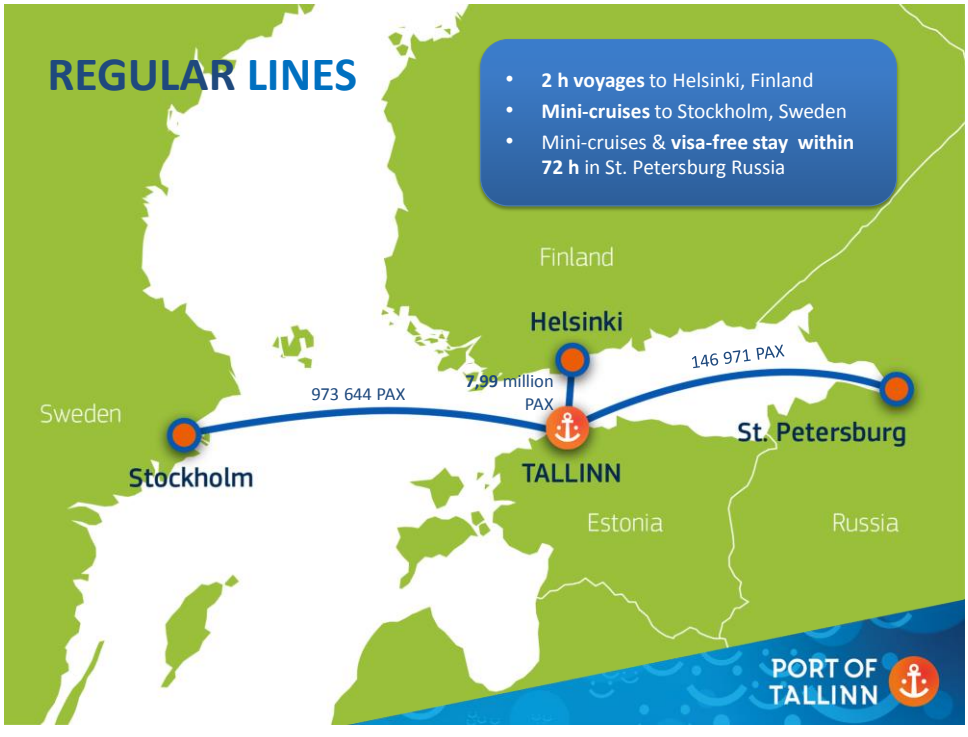
PORT OF TALLINN
The Port of Good News

- State-owned **limited liability** company
- Port of Tallinn is a **landlord port**
- **We provide infrastructure** – land, quays and sea approaches
- **Private operators provide superstructure:** handling equipment and warehousing

PORT OF TALLINN

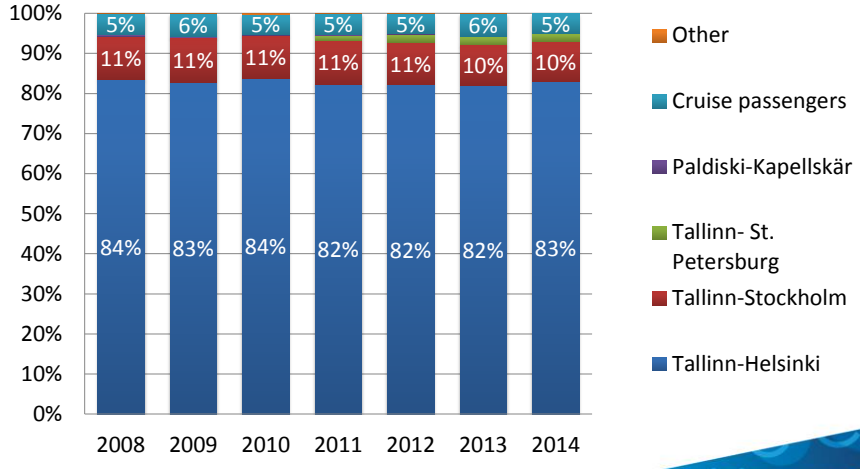
DAUGHTER COMPANIES

OLD CITY HARBOUR
Estonia's Biggest Tourism Gate
TERRITORY 52.9 ha
AQUATORY 93.6 ha
TOTAL LENGTH OF BERTHS 5 km
NUMBER OF BERTHS 24
MAX. DEPTH 11 m
MAX. LENGTH OF A VESSEL 340+ m
PORT OF TALLINN


REGULAR LINES
• 2 h voyages to Helsinki, Finland
• Mini-cruises to Stockholm, Sweden
• Mini-cruises & visa-free stay within 72 h in St. Petersburg Russia
Finland
Helsinki
146 971 PAX
7,99 million PAX
973 644 PAX
Sweden
Stockholm
TALLINN
St. Petersburg
Estonia
Russia
PORT OF TALLINN

NUMBER OF PASSENGERS

BASED ON SHIP LINES



PORT OF TALLINN

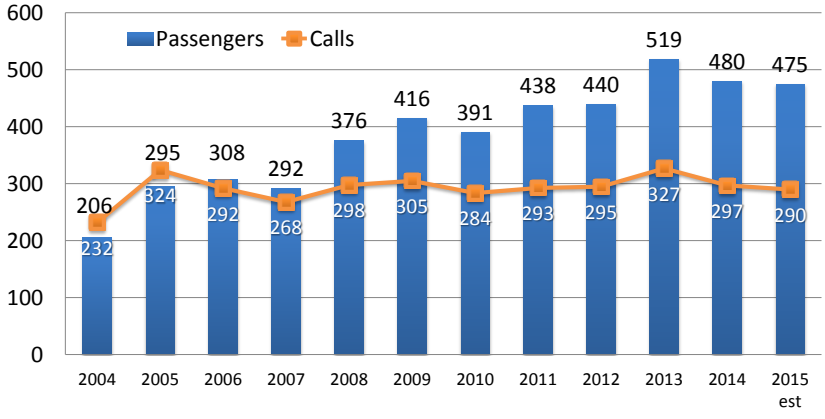
OLD CITY MARINA

2014: 1494 VISITS, 21 FLAG STATES

PORT OF TALLINN

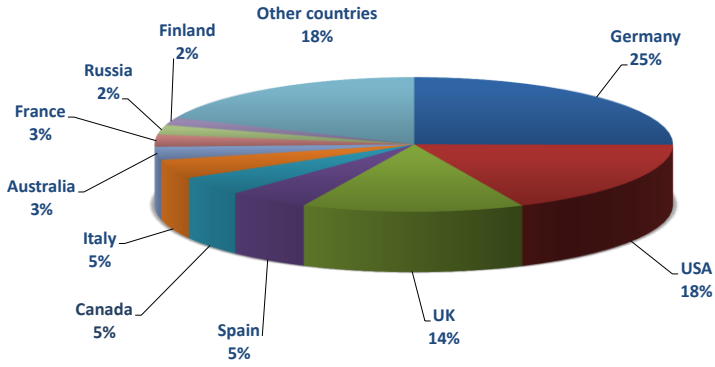
CRUISE SHIP CALLS

AND PASSENGERS 2014



CRUISE PASSENGERS

2014



Borderguard statistics

PORT OF TALLINN

We are mostly marketing ***Estonia*** as a ***cruise destination***, but we are also concentrating on marketing the ***port's infrastructure***

TALLINN

THE BEST EXPERIENCE OF BALTIC CRUISE

- **UNESCO** World Heritage destination
- Harbour located in the **city center**
- Close to the **Old Town** and main tourist attractions
- **Highly approved** by cruise companies and cruise passengers
- Special cruise piers and cruise vessels' **servicing area**
- Capable of accommodating **4-7 cruise ships** at the same time
- Attractive **discount system** of port dues
- Design and shopping area **only** for cruise passengers
- Good **cooperation** between local cruise network

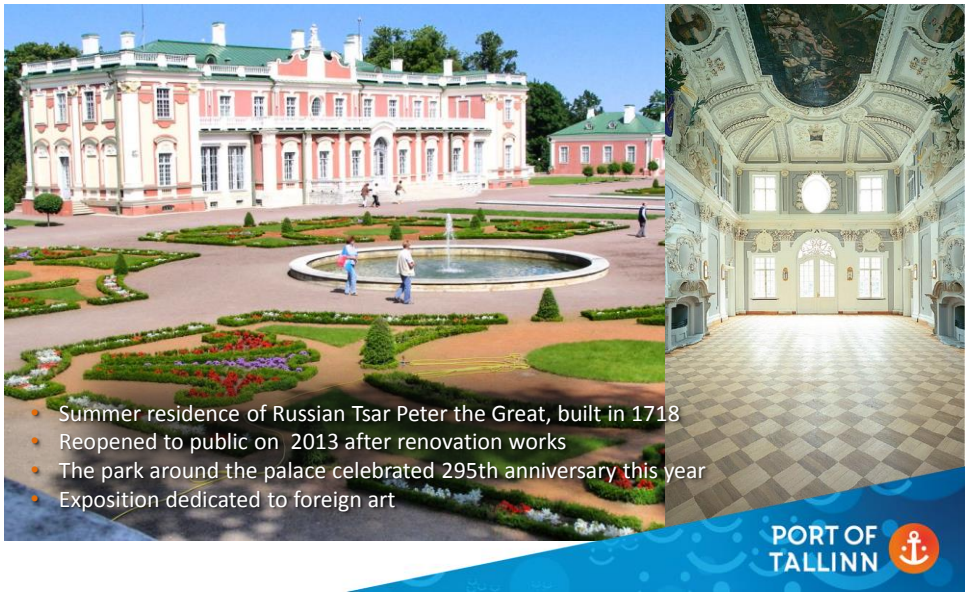
PORT OF TALLINN

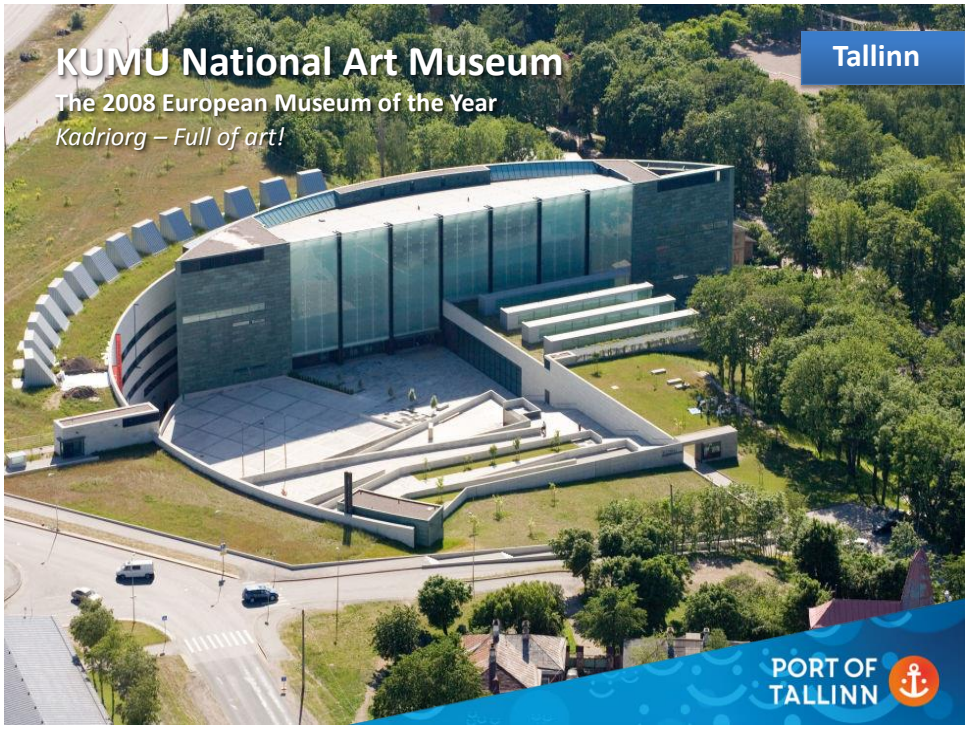
OLEVISTE CHURCH
The tallest building in the world until late 1800s
Tallinn
PORT OF TALLINN

TOWN HALL
THE BEST PRESERVED MEDIEVAL TOWN HALL IN NORTHERN EUROPE (from 1404)
Tallinn
PORT OF TALLINN

PRESIDENTIAL PALACE & PARK

Kadriorg Palace – Tsarist Era: 295-years old Presidential Palace & Park





NEW TALLINN – FREEDOM SQUARE

Tallinn

Tallinn's new gathering spot

- Art-deco and functionalist buildings
- Monument to the War of Independence

PORT OF TALLINN

THE SEAPLANE HARBOUR
New exciting maritime museum in Tallinn, Estonia opened in 2012
LENNUSADAM SEAPLANE HARBOUR
PORT OF TALLINN

TV TOWER
Estonia's hall of fame
Tallinn
PORT OF TALLINN

Balloon Tallinn

Passenger Carrying Helium Balloon

Tallinn

The Energy Discovery Centre

unique family science centre in a 100-year-old power station

The 3000 m² exhibition ground presents you with:

- An exhibition covering the history and future of energy and the production of electricity.
- Exhibits on sound and optics.
- A unique collection of electricity exhibits – you can see lightning reaching up to 3 meters!

NEWLY DESIGNED

SHOPPING & ENTERTAINMENT AREA

- Specially for cruise passengers
- Tourist information and maps
- Estonian design and souvenirs
- Best prices in the city

PORT OF TALLINN

MAIN MARKETING CHANNELS

Strategic networks and partnership

- international networks – Cruise Baltic, Cruise Europe
- local cruise networks – Local municipalities, ship agencies, shoreex, Service providers

Personal contacts

- Cruise exhibitions – Miami, Hamburg, Barcelona
- Sales calls to cruise companies
- Hosting fam-trips

Branding and other channels

- Print materials, films, internet
- Articles and ads in professional media channels
- Newsletters

PORT OF TALLINN

SALES PROMOTION ACTIVITIES

- Attractive cruise area
- Orchestra welcoming new ships
- Port's mascot welcoming passengers
- City maps for cruise passengers
- Tourist info available at the quay
- Meetings with ship captains
- Conducting passenger satisfaction surveys

PORT OF TALLINN

PAX COMMENTS:
TALLINN

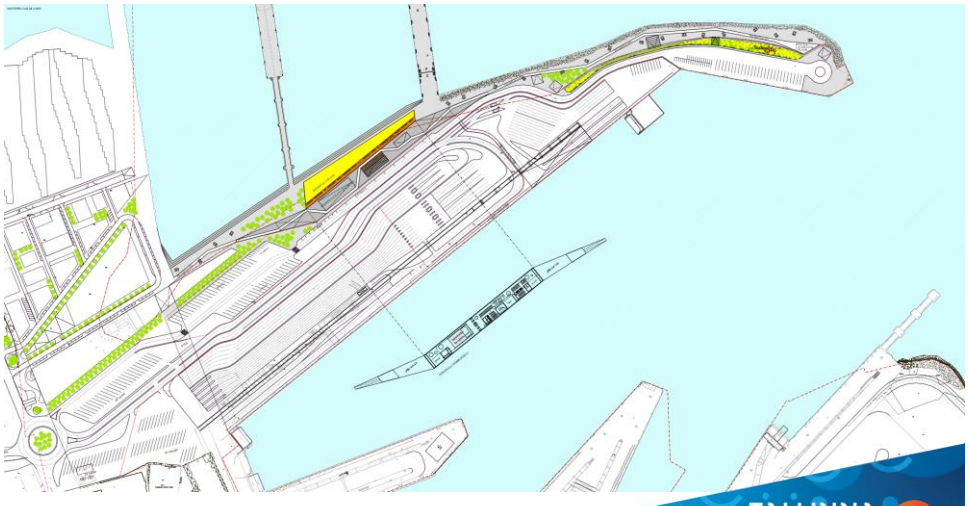
- *Very nice, very pleasant*
- *Scandinavian attitude*
- *People are so beautiful – (the prettiest girls + the greatest legs)*
- *We loved the old town, architecture*
- *Very lovely, we did not know about Estonia*
- *We will recommend it to our friends*
- *Interesting contrasts*
- *Very clean, modern, safe*

PORT OF TALLINN

DEVELOPMENTS IN THE CRUISE AREA

TALLINNA SADAM

DEVELOPMENTS IN THE CRUISE AREA



TALLINNA SADAM

PORT OF TALLINN
The Port of Good News
Thank
You!
Please visit our website:
www.portoftallinn.com
ECOPORTS
FOUNDATION
ISO 9001
ISO 14001
BUREAU VERITAS
Certification