Best practices for attracting cruise tourists

Ingrid Berezin

**ORGANIZATION**
**COMPANY IN A NUTSHELL**

- 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
HARBOURS
FROM CARGO TO CRUISE

DAUGHTER COMPANIES

• Waste Management
• Electrical power
• Water
• Heating
• Shipowner
OLD CITY HARBOUR
Estonia’s Biggest Tourism Gate

- Territory: 52.9 ha
- Aquatory: 93.6 ha
- Total length of berths: 312 km
- Number of berths: 5
- Max. depth: 11 m
- Max. length of a vessel: 340+ m

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

LOCATION:
- Tallinn, Estonia
- Helsinki, Finland
- Stockholm, Sweden
- St. Petersburg, Russia

Statistics:
- 146,971 PAX
- 7,98 million PAX
- 973,644 PAX
NUMBER OF PASSENGERS
BASED ON SHIP LINES

Old City Marina
2014: 1494 VISITS, 21 FLAG STATES
CRUISE SHIP CALLS
AND PASSENGERS 2014

<table>
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<tr>
<th>Year</th>
<th>Calls</th>
<th>Passengers</th>
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CRUISE PASSENGERS
2014

Borderguard statistics

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

OLD TOWN
Nordic jewel
OLEVISTE CHURCH
The tallest building in the world until late 1800s

TOWN HALL
THE BEST PRESERVED MEDIEVAL TOWN HALL IN NORTHERN EUROPE (from 1404)
MAIDEN’S TOWER
AND DANISH KING’S GARDEN

- Tower dating back to 14th century
- Cafe-museum
- Exposition dedicated to the legend of Dannebrog and Tallinn’s fortification history

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

- Summer residence of Russian Tsar Peter the Great, built in 1718
- Reopened to public on 2013 after renovation works
- The park around the palace celebrated 295th anniversary this year
- Exposition dedicated to foreign art
KUMU National Art Museum
The 2008 European Museum of the Year
Kadriorg – Full of art!

NEW TALLINN – FREEDOM SQUARE
Tallinn’s new gathering spot

- Art-deco and functionalist buildings
- Monument to the War of Independence
THE SEAPLANE HARBOUR
New exciting maritime museum in Tallinn, Estonia opened in 2012

TV TOWER
Estonia’s hall of fame
Balloons have a very special place in the history of aviation. With Balloon Tallinn you can become part of this, and experience the thrill and romance of ballooning. Right at the cruise area.

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

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
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

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
Thank You!

Please visit our website:
www.portoftallinn.com