



CRUISE PORT CITY COMPASS

Global cases inspiring sustainable connections & communities
by AIVP and MedCruise



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LEGAL NOTICE

This document has been prepared by Mr. José M P Sanchez (AIVP) and Mrs. Noemi Frascella (Med-Cruise) as coordinators of the project. However, it reflects the views only of the authors, and the aforementioned Associations cannot be held responsible for any use which may be made of the information contained therein.

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EXECUTIVE SUMMARY

The Cruise Port City Compass represents the first release of the “**Cruises & Port Cities**” **working group**, jointly coordinated by the international Associations **Medcruise**, the Association of Mediterranean Cruise Ports and **AIVP** – Association Internationale Villes et Ports. This partnership started in April 2021 with the signature of a Memorandum of Understanding. The ultimate goal of this cooperation is to share knowledge, improve communication and foster dialogue for a balanced relationship between port activities, cruises, and citizen aspirations.

The document is conceived as a “compass” for cruise ports and their communities, as it provides good practices for their sustainable growth and development. At the same time, this publication will help us understand what challenges and issues still need to be addressed. The present booklet aims to contribute to the existing and ongoing dialogue and actions developed at the European and global levels by the main institutions, associations and bodies which committed themselves to the sustainable development of cruise tourism and port-city relations.

THE FLOOR TO THE PORTS

The interviews with 16 members of the working group highlight the best practices and initiatives carried out in their respective cruise ports from 7 different countries around the world. These port authorities have been active in different fields, responding to several challenges in their destinations. We can highlight some key topics:

- ENVIRONMENTAL PROTECTION AND ENERGY TRANSITION

This is one of the main priorities for all ports, with cases such as Barcelona, Istanbul or Lisbon mentioning their OPS systems, or Málaga explaining their LNG operations. There are examples of environmental monitoring such as in Ceuta and Taranto, or specific agreements to set the ground rules of environmental protection as it happens in Bordeaux and La Spezia.

- PORT CITY INTERFACE AND WATERFRONT

Another key issue is the configuration of the port, the port city interface and the waterfront, with some innovative approaches to terminals, as it happens in Istanbul. In other cases, such as Cartagena, Genoa or La Spezia, there is an effort to rethink public spaces in proximity to the port, to improve the quality of life of the inhabitants, while also providing comfortable areas for tourists. Some cases, such as Saint John, have developed original infrastructures that have become both an attraction for locals and a welcoming place for passengers.

- GOVERNANCE, DIALOGUES AND ECONOMIC IMPACT

The vast majority of the participant ports have developed different tools to improve the dialogue with stakeholders and worked together for joint promotion. For example, cases like Quebec or Venice (with a new sustainable cruise tourism approach) have innovated in managing the relationship with the broader port city community, establishing committees or even, as in the Canadian case, establishing a cap on the number of passengers arriving at the port. In several cases, like Valencia, we could see an active effort to spread tourism in the broader region by providing specific training for tourism professionals, while others like Saint John and Bordeaux have developed original communication campaigns. In the same direction, cases like the port of Livorno allow us to see how they worked with experts to activate this sector on other ports of its network. Many ports like Taranto

have also made significant efforts to celebrate the local culture, communicate with the community about port activities and get them closer to the sector.

Through their contribution, readers will learn more about a wide range of cases: from the development of shore excursions, the structuring of communication campaigns and projects, the practices for stakeholder engagement to the definition of new port-city physical interfaces and the projects for the sustainable development of the cruise traffic, including decentralization and deseasonalisation of cruises.

THE FLOOR TO THE CITIES

The interviews with the cities of Trois-Rivières (Canada), Marseille (France) and Dubrovnik (Croatia) showcase the three different stages of development of the cruise sector in the port city context. While in the Canadian case, we see an active engagement of local stakeholders for the development of cruises in a sustainable way, in the case of Marseille we can appreciate a contrasting perspective, in which the right balance between the sector and the local aspirations expressed by the political leaders has not yet been achieved. In the spirit of the publication, to build new dialogues, all voices must be heard, as a first step towards a balanced relationship. In the case of Dubrovnik, we can see a more mature situation, in which the problem of over-tourism was addressed through dialogue, smart city solutions and agreements with key stakeholders like the cruise lines. These contributions are key to understanding the highs and lows of the world of cruising through the eyes of their local governments.

THE FLOOR TO THE COMPANIES

Besides port authorities and municipal governments, technical and infrastructural providers are key in building a sustainable cruise-port city citizens relationship. Two global leaders in their respective fields, Wabtec – technical provider of onshore power supply solutions – and Global Ports Holding (GPH) – one of the leading independent cruise terminal operators in the world, running six out of the sixteen cruise ports involved in the present publication (Barcelona, Malaga, Taranto, Venice, Valencia, Lisbon) – provide an overview of the actions taken by private companies with the deployment of new devices on cable management systems and initiatives to support local communities, respectively.

THE FLOOR TO THE EXTERNAL EXPERTS

Academia, national governments, international organisations and reputed experts round up the publication, providing an overview of complementary perspectives. Professor Thanos Pallis, from Piraeus University, offers us in the beginning of the publication an excellent overview of the evolution of cruises and their interaction with the destination, highlighting the important steps forward since the COVID-19 pandemic. CLIA and ESPO, leading the international dialogue related to cruising, offer the industry's perspectives on the issue of cruises in port cities, adding more examples of good practices, from new dialogues with local communities to the application of policies for waste management that they are respectively developing. National and regional level initiatives such as the Sustainable cruise charter of the French Mediterranean coast, show the need for a broader territorial cooperation, beyond the port city boundaries. Experts such as Risposte Turismo provide a national perspective of the sector in the Italian context. By gathering together the articles from the leading organizations and institutions the booklet reflects the trends of the sector and offers a structured overview of the main efforts and targets that the whole industry will need to face and handle in the future.

ABBREVIATIONS AND ACRONYMS

AD	Annus Domini
AdSP	Autorità di Sistema Portuale
AIVP	Association internationale villes et ports
ANAS	Azienda Nazionale Autonoma delle Strade
APC	Port Authority of Ceuta
AQI	Air Quality Index
ASPI	Autostrade per l'Italia S.p.A.
CAC	Comercio Amigo de los Cruceros
CEO	Chief Executive Officer
CLIA	Cruise Lines International Association
DAFI	Deployment of Alternative Fuels Infrastructure
EEA	European Environment Agency
EMAS	Eco-Management and Audit Scheme
EMD	European Maritime Days
ESG	Environmental, Social, and Governance
ESPO	European Sea Ports Organisation
GDP	Gross domestic product
GPH	Global Ports Holding
GSTC	Global Sustainable Tourism Council
HA	Hectare
HSE	Health, Safety & Environment
HVAC	Heating, Ventilation and Air Conditioning
HWN	Huron-Wendat Nation
ICOMOS	International Council on Monuments and Sites
ISO	International Organization for Standardization
ISPS	International Ship and Port Security

ITSPE	Italia La Spezia
LCP	Lisbon Cruise Port
LED	Light Emitting Diode
LEED	Leadership in Energy and Environmental Design
LNG	Liquefied Natural Gas
MEDCRUISE	Mediterranean Cruise Ports
MSC	Mediterranean Shipping Company
MWh	Megawatt hour
NASPA	North Adriatic Sea Port Authority
NGEU	Next Generation EU
NO	nitric oxide
NO2	Nitrogen Dioxide
OPS	Onshore Power Supply
PAV	Port Authority of Valencia
PERS	Port Environmental Review System
PM	Particulate Matter
PNAIS	Port Network Authority of the Ionian Sea
PNRR	Piano Nazionale di Ripresa e Resilienza - National Recovery and Resilience Plan
POT	Piano Operativo Triennale - Three-Year Operational Plan
RCCL	Royal Caribbean Cruise Line
RRF	Recovery and Resilience Facility
RTC	Respect the City
SBE	School of Business and Economics
SCCT	Spezia & Carrara Cruise Terminal
SECA	Sulphur Emission Control Area
UN	United Nations
UNE	Asociación Española de Normalización
UNESCO	United Nations Educational, Scientific and Cultural Organization
US	United States
WTC	World Trade Center

OPENING REMARKS

ÉDOUARD PHILIPPE, PRESIDENT OF AIVP

One of the main challenges for a mayor is to attract investment and economic activities to their city, so it can generate jobs and improve the quality of life of the citizens. Port cities are fortunate to have access to global networks of commerce, capital, people, and knowledge, thanks to their ports and piers, as interfaces between the local and the global. The cruise sector is one of these economic activities operating globally that can significantly affect the lives of the inhabitants. AIVP's mission is to help port and port city leaders to establish the right partnerships, plans and projects that can increase the positive impact of these global industries such as cruises, while also diminishing their negative externalities.



Édouard Philippe, President of AIVP

Cruises bring visitors to our port cities, they generate positive economic impact, can help local business flourish, and valorize the local heritage and culture. However, it is crucial that the companies managing these flows of tourist are also willing to work with the local stakeholders, that accept to make the necessary investments to reduce negative externalities and that engage in active dialogues to strike the right balance, and foster win-win agreements. Otherwise, the local community may very easily reject new cruise calls, become hostile towards the visitor, and perceive them as the source of many evils.

AIVP is also the platform for all dialogues affecting the port-city relationship. One of these dialogues is clearly the one revolving around cruises and the relationship with the port city communities. With this in mind, we established a successful partnership with MedCruise in 2021, just in the middle of the COVID-19 pandemic. We learnt from their knowledge on the Mediterranean and cruise ports, at the same time we provide a broader perspective, engaging our global network discussing new topics. Together, we have perceived an evolution in the cruise sector, and are glad to be part of this transition, with our shared initiatives.

This publication is not just a compilation of testimonies, but it a new stepping stone for the relationship between two networks, working together to help their members. It is also an excellent vehicle to engage with others, opening new dialogues and helping local port city leaders to establish new agreements with global partners, defining new pathways for sustainable interaction between cruises, port cities and communities.

OPENING REMARKS

FIGEN AYAN, PRESIDENT OF MEDCRUISE

This booklet, a true lighthouse for ports and communities, reflects the natural synergy between ports and cities and an open laboratory created between MedCruise & AIVP (Association Internationale Villes et Ports) in 2021.

The main objective is to foster the improvement of the relationship and connection between the ports and the cities, which certainly also implies the need for a new sustainable commitment to nourish the dialogue with broader stakeholders involved (citizens, tourists, cruise lines, attractions, archaeological sites and more) in the cruise activities, ultimately by creating ties which go beyond destination management.



Figen Ayan, President of Medcruise

It is a holistic exchange; bringing challenges that also bring great opportunities for creative solutions.

By embracing this choral publication, you will discover, across many cruise ports and cities from Canada to France, Spain, Italy to Portugal and Turkey, the spectacular diversity of our cruise destinations and communities, but also read the success stories of sophisticated actors and projects, directly enlivening the impact on the communities. The current members of this working group are diverse, but they have all a common dedication; create strong and conscious bonds between Cruise Ports & Cities.

I would like to express my sincere gratitude towards each of them because thanks to their works, they are the pioneer of a new way of approaching the cruise activities. Moreover, this collaboration put the light on high-standing professionals, organisations and bodies actively working for the sustainable growth of the cruise industry in a holistic and inclusive manner, to finally reach our common sustainable targets.

On one hand, we professionally take care of the cruise port services and facilities by promoting a greener transition and hence by adopting high-end solutions in terms of safety and security; on the other hand, we explore new approaches and activities for the engagement of the local communities from shore to shore, through mutual exchange and dialogue.

I can proudly announce to the cruise industry that MedCruise's partnership with AIVP for this project marks a new milestone, which is aiming to broadening and tangibly widening the professional and cultural boundaries of our respective associations, from the Mediterranean to a global scope and be a lighthouse for other sustainable collaborations.

AIVP-MEDCRUISE: WORKING TOGETHER FOR SUSTAINABLE CRUISES AND PORT CITIES

JOSÉ M P SÁNCHEZ & NOEMI FRASCELLA

When we embarked on this ambitious journey, we had a clear idea of what we wanted to develop within the working group. Now, looking back to the past two years, we could say “mission accomplished”, given the results achieved and delivered by this work.

Different departure points, complementary expertise, shared interests and a will to work together. These were the key ingredients to start a formal collaboration between two networks gathering 300 members in total, from different regions of the world. The surge of cruises in many port cities, concerns of over-tourism while others seek to develop the sector, new approaches to environmental concerns and societal integration motivated a first cooperation agreement between AIVP and MedCruise signed on the 21st of April 2021. But this needed to be concretised further. It was the 27th of October 2021 when our Working Group “Cruises & Port Cities” officially opened its doors thus marking the beginning of a fruitful cooperation between Medcruise and AIVP, reinforcing their commitment to improving the sustainable relationship between port cities, cruises and communities.

In the beginning, we defined three main goals: 1° to create a benchmarking of good practices to improve the interaction between cruises and port cities, 2° to identify potential challenges and risks that could hinder the implementation of the good practices, and 3° to improve the dialogue with all relevant stakeholders. One final output was promised: to crystalize the knowledge that would be discussed in the regular meetings between the active members, selected on a democratic process by open convocation to all members of the association. Today we can look back and be satisfied with a work well done.

At the forefront of this initiative, the working group took its first steps by pinpointing the main drivers which have characterized the activities achieved so far. At that time, the restarting of the cruise sector in the post-pandemic period and the increasing demand for a sustainable shift of the economic, environmental, and social impacts of the cruise industry on the local communities were

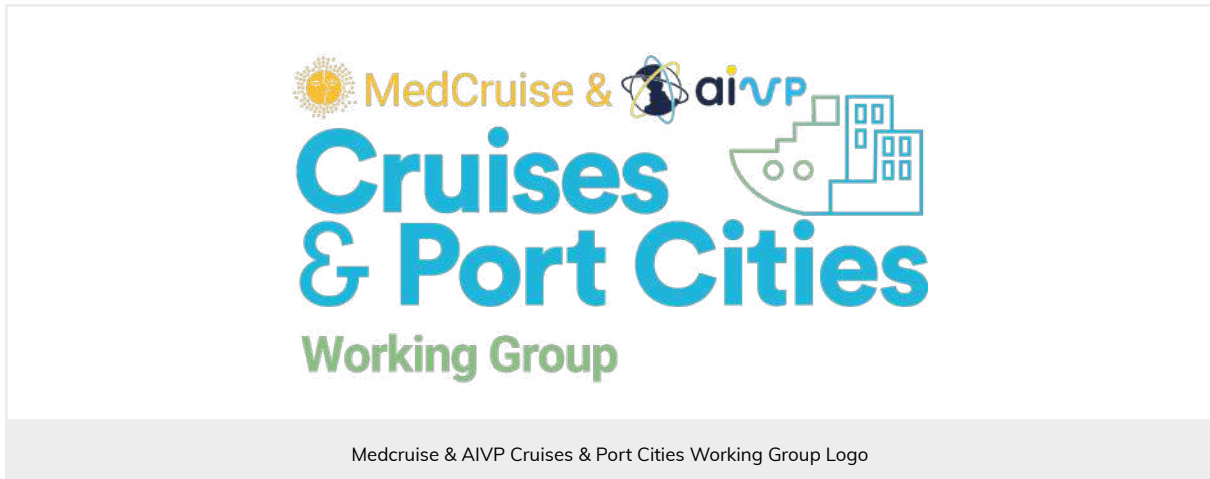


José M P Sánchez
Director of Agenda 2030 by AIVP,
Member of the Management Committee



Noemi Frascella
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& Communication at Port Network
Authority of the Ionian Sea - Port of
Taranto

amongst the most heartfelt topics. The working group soon resulted in a perfect home for what we now consider a unique cooperation practice, nourished by the unmatched experiences and best practices of each member. During the meetings of the working group, we shined a spotlight on targeted fields of cooperation, such as environmental challenges, the capacity of the destinations, cruise acceptability and social integration, communication and engagement with stakeholders, and future development plans.



We strongly believe that our diversity is a powerful strength and hence we committed ourselves to creating a workplace approach that reflects that belief. While all port cities are different, they have some common features: together they have to face important challenges and recognize the need to facilitate the connectivity between tangible and intangible elements characterizing the co-existence between cruises, ports and communities.

Therefore, by bringing together people from shore to shore and learning from their projects, direct experiences and port-city development strategies, we achieved the goal of creating a global dialogue platform to facilitate the benchmarking of best practices developed around the world. Each meeting has been rich in knowledge, showcasing the harmonious coexistence and mutual cooperation among the members. External experts and national and international stakeholders, coming from academia, private companies or institutions such as UNWTO, GSTC, Assoport, CLIA, and ESPO, just to name a few, have provided valuable contributions, allowing us to activate an innovative way to dive into these waters and hence to investigate new insights and to add new knowledge to the existing literature on the connectivity between the world of cruise ports and their local communities.

After more than two years of co-working, we decided to disclose the targets achieved by the group and to make the insights and best practices developed in the cruise ports and cities represented by our members by issuing the present publication and making it available to a larger audience. We wanted to include different contrasting voices that play a role in this complex interaction between cruises and port cities, giving them the freedom to express themselves, valorizing the work that has been done, but also recognizing there is still plenty to do. For that reason, this is not just praise but also a call for action to remain ambitious and build new, stronger and transparent dialogues between different stakeholders.

This would not have been possible without the immense commitment of the more than 20 members composing our group in different moments of the two years, portraying the marvellous distinctiveness of many countries around the globe (Canada, Finland, France, Greece, Italy, Morocco, Portugal, South Africa, Spain, Turkey). Our adventure has been also enriched by the spontaneous and insightful support of numerous key players and scholars whose voices and contributions have been crucial for the achievement of this important result.

Our gratitude is extended to all those who steered the working group through the most exciting, committed and insightful period we have ever faced.

What comes next?

The work published here and the exchanges developed around this document show there is plenty of work to be done. After this first overview you are enjoying there will be the need for in-depth work on new topics, perhaps defining principles for sustainable cruise-destination interactions, engaging new actors and developing new research with the right experts. These first encouraging steps point us in a good direction, we are still orientating ourselves, but surely this compass will help us find the way.

Enjoy the reading!

PORT-CITIES, PORTS AND CRUISE: ENHANCING A MUTUALLY BENEFICIAL SYMBIOSIS

THANOS PALLIS, PROFESSOR IN PORT AND MARITIME ECONOMICS
AND POLICY UNIVERSITY OF PIRAEUS, GREECE

Ports are eternal motors of growth and change. People, ideas, essential supplies, and goods have always moved via sea and ports. Thanks to cruise activities, the role of ports in advancing the prosperity of the port cities has expanded. Guests onboard cruise ships combine seagoing voyages, tourism, and entertainment. Cruisers enjoy exploring destinations, tourist sites, living conditions, and cultures by visiting several ports. An extra dimension has been added to the flows that ports bring to the cities and the broader communities they serve.

What started as an industry serving the luxury of a few has speedily emerged as a dynamic and vibrant industry for many. Cruise shipping has been able to advance through all different storms. Even the perfect storm, as the recent pandemic has been, could halt growth only temporarily. In

the last year of the 20th century, the number of people cruising worldwide reached 6.3 million, exceeding all expectations. Twenty-five years later, this number is fivefold: 31.5 million persons generate over 180 million visits to world cruise ports and the associated destinations within a year. The magnitude of the rather predicted post-pandemic revival has been such that it brought forecasts forward. The 40 million cruisers per year threshold will be reached before the end of the decade.

Ports have strived to host the expanding cruising shipping. Today, they allocate some of their scarce land to develop sophisticated terminals and related infrastructures to serve cruise vessels and their guests. They do so even though this activity generates less income for ports than others and despite the seasonal character of cruising. For many ports, cruise activities have been the means to return to the community, generating income for several stakeholders. Besides, this has been the way to secure the 'license to operate' for the equally expanding cargo traffic.

Port cities initially endorsed this prospect unqualifiedly. Even at a casual glance, it has been clear that the positive impact of cruise calls and visiting passengers contributes to many winners. This company includes several stakeholders well beyond those directly linked with the port. In some cases, cruise activities have even reversed the fortunes of the hosting port cities and ports. This industry generates substantial direct, indirect, and induced contributions – while cruising passengers provide the best word-of-mouth promotion of a destination.



Thanos Pallis, Professor in Port and
Maritime Economics and Policy
University of Piraeus, Greece



View of the Port of Taranto, Italy. Source: PNAIS

Yet, as with every economic activity, unconceivable growth comes with the necessity of adjustments. To name a few, environmental, social, and cultural challenges emerged. The demands for extra space to serve the needs of the ever-bigger cruise vessels are not easily addressed. The transformation of cruise ships into moving villages whose guests prefer to stay onboard does not help either. Environmental and other potential externalities pressure destinations, affect social perceptions of cruises, and produce concerns regarding further growth. Societal pressures have emerged in several locations that have experienced major cruise growth within a short period. In specific destinations, local communities have started questioning the unqualified growth of cruising, which had long been taken as a *de facto* beneficial development. In several already developed cruise destinations, especially those popular with other forms of tourism, the increase of cruise activity is not the main goal: emphasis has shifted towards the potential adverse effects that existing and possible future growth of cruising might result in. Meanwhile, the presence of an interlinked trend, which is the growth of other tourism formats, produces additional tests on the carrying capacity of several coastal destinations.

The relationship between cruise activities and port cities has evolved. Sometimes, the symbiosis has been disturbed; it is no longer unanimously acknowledged as mutually beneficial. In other cases, conflicts and discontent have clouded the setting.

Fortunately, the alarm sounded soon and alerted many. Either individually or collectively, via their energetic global or regional associations, port cities, cruise ports, cruise lines, and related stakeholders have introduced various initiatives aiming to enhance or, when needed, re-establish this fruitful cohabitation.

Two leading associations have realised the importance of addressing the emerging challenges. These are AIVP-The International Association of Port Cities, which associates port cities and stakeholders worldwide, and MedCruise, the regional yet biggest association of cruise ports globally. In fact, these associations have moved one welcomed step further. Since 2021, they have formed a working group sharing good practices, engaging in meaningful discussions on ongoing initiatives, and shaping the path for expanding the efforts to host growing cruise activities in line with the needs of local ports and communities.

This publication is the fruit of this AIVP-MedCruise collaboration and an additional reconfirmation of the role of collective action in shaping the future of cruises in port cities and, not least, the future of port cities and ports per se.

Via several interviews, the reader will become acquainted with different initiatives from the members of these two associations regarding the relationship between port city and cruise. In addition, the perspectives of two pivotal international organisations in the maritime world, the organisation representing the managing entities of ports in Europe (European Sea Ports Organisation -ESPO) and the major organisation in the cruise world, Cruise Lines International Association-CLIA, which represents cruise lines and beyond, are documented.

Presenting these multidimensional efforts, it is profound that key stakeholders prioritise, either explicitly or implicitly, the realisation, increase, and respect of the carrying capacity of ports and destinations. Addressing the relevant operational, social, and environmental questions is endorsed today as a condition of cruise growth continuation.



Port of Livorno, Italy. Source: North Tyrrhenian Port Network Authority

The first pillar contains infrastructure-related initiatives. Investments, major or minor, by private and public actors, expand well beyond core infrastructure upgrades. They are also devoted to re-discovering urban waterfront developments, re-thinking public space planning and smart solutions for balancing activities that co-develop with cruise growth. Initiatives go as far as the migration of cruise ports, i.e., the reorganisation of the cruise activities to move them away from the city centre and the activation of secondary ports, with the aim being to avoid concentrated infrastructure. At the same time, a crucial parameter is the accessibility of the port to citizens, for instance, opening up the port space to the city when possible.

The second pillar aims to transform cruise operations and seek environmental sustainability. Several investments in innovation align with the target of sustainable port-city integration. Cities and ports are actively involved in the energy transition while seeking zero emissions for cruise port activities via investments such as onshore power supply. Discussions are ongoing on internalising the additional costs required to decarbonise the industry and securing the needed funds. Developing guidelines, e.g., an environmental charter for cruises, and rewarding positive actions via environmental certification, are part of these efforts.

An equally significant group of initiatives relates to setting the records right. A better understanding of the economic and social impacts of cruising is necessary; unfortunately, (un)substantiated perceptions seem to prevail too often for the moment. Studies demonstrating these impacts need to be accurate and unbiased, not dominated by perceptions, the initiator's enthusiasm, or pessimism. The need goes well beyond economic impact studies and includes environmental analysis of key issues, such as monitoring emissions or the impact of cruises on air quality. This is not to say that such exercises do not exist or that cruise lines, ports, local authorities, or others do not seriously consider their findings. However, active stakeholders' engagement is required to secure the credibility, authority, and systematic use of any findings, and concrete initiatives are essential. Thus, any related initiatives are appreciated.

A fourth pillar includes initiatives targeting dialogue and engagement. Multiple examples exist of efforts to streamline the cruise sector's relations with local and national authorities and citizens. Emerging initiatives include effective partnerships, coordination, and cooperation among stakeholders near the port and occasionally distant locations where shore excursions occur. Apparently, different tools are available to coordinate the dialogue between cities, ports, and cruise operators on the future of cruises in port cities and to engage the local community and stakeholders in related actions. It remains to port cities and ports to decide the preferred ones based on local conditions.

Notably, dialogue and engagement are broader than the worthy presence of communication campaigns advancing the visibility of the benefits of cruise activities to local communities. An institutionalisation via establishing (local) cruise sustainability councils is also documented. This institutionalisation is particularly significant as decisions regarding the evolution of cruise activities at any given port and destination imply some long-term perspectives. For example, the themes of the (de)regulatory agendas are complex, with reference to perhaps even more complex regional, national and local governance systems. The list of difficult questions in some destinations includes the potential limitation to the scale and number of cruise activities in a given period. In others, the need for stakeholder engagement to stimulate reception services for cruisers dominates; spreading the benefits produced by cruise activities to a broader territory is core for the social and economic sustainability of any cruise growth. This institutionalisation is even more valuable when it goes hand-in-hand with citizens' participation, including the engagement of unique communities, such as First Nations, whenever such communities exist, not least because the respect for local cultures should sustain.



Cruises in Lisbon. Source: Port of Lisbon. Author: Rui Minas

These initiatives are of paramount interest, both locally and globally. Their beneficial nature must be understood not (as we tend to) as narrowly economic phenomena to facilitate those initiating them but as a conjuncture of technological, operational economic, cultural, and governance initiatives, all of which give the cohabitation of cruise activities and the hosting destinations their distinctive input. It is through these initiatives that the mutually beneficial nature of the symbiosis of port cities, ports, and cruise will be secured. Based on the examples presented in the forthcoming contributions, we can be confident that it will be. This is thus a timing publication. Hopefully, this is also the first of the many to come.

PART I

THE FLOOR TO THE PORTS

NEW PORT-CITY AGREEMENT TO ACCELERATE THE ENERGY TRANSITION, REORGANIZE THE PORT AND BUILD NEW DIALOGUES

PORT OF BARCELONA, SPAIN

AUTHOR

M^a. Del Mar Perez

ROLE

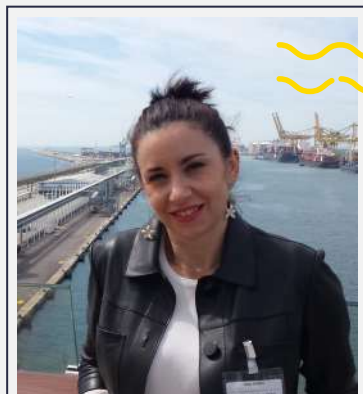
Head of Cruise Division

PORT PROFILE

As a leading cruise port in Europe and the Mediterranean, the Port of Barcelona is looking to the future with the aim of improving and achieving greater quality and efficiency to enable it to welcome the latest generation of environmentally friendly ships. At the same time, professional training is promoted and integration with the city is encouraged.

KEY FIGURES

- N° of cruise calls/year (2023): 803 calls
- N° of passengers: 3,5 M pax
- Status (Homeport /Port of call): Homeport
- Domain (Ha)
- Depth seabed (min / max): 8m /11,4 m
- No. piers: 2



Port de Barcelona

portdebarcelona.cat

INTRO

The port of Barcelona is the main cruise port in the Mediterranean, while also the center of local and international discussions on the functioning of this sector. In this interview Mar Pérez will explain us how the port authority has managed the relationship with the municipality and local stakeholders, with concrete agreements to reduce environmental externalities and reorganize cruise activities. Massive investments to become carbon neutral and active dialogue tables set the ground for sustainable cruises in the future.

CHALLENGES

- 1 The Port of Barcelona has been under tremendous pressure from different stakeholders regarding the port-city relationship and particularly cruise activities. In a few words, how are you responding to this pressure?**

The Port of Barcelona's main objective is to achieve zero emissions. Currently, cruise activity at the Port of Barcelona contributes 0.7 NOx and 0.16 PM10 to the city's environmental pollution. Thus, a series of very ambitious plans have been and are being developed to meet the Fit for 55 goal of being carbon neutral by 2050.

We should talk about two projects as pillars of all the others. Nexigen is the first: the port's docks will be adapted so that cruise ships, and other vessels, can use electricity as fuel. The second project is to move cruise ships away from the city center. Following a pact reached with the Barcelona City Council in 2018, the North Terminal, located at the WTC, has already been closed and by the end of 2026 the South Terminal (located at the same Barcelona Pier) will be closed.

The remaining spaces will be developed for the use of the citizens of Barcelona and the two terminals will be moved to the Adosado Wharf, which will concentrate all the cruise activity of the port.



Cruises docked in the Port of Barcelona

MORE INFORMATION:

[Information for cruise passengers](#)



AGREEMENT WITH THE MUNICIPALITY

- 2** You mention a landmark agreement in 2018. Can you explain us the process to reach such pact and the main elements of it?

During the year 2018 a very important step in the relationship between the Port and the Barcelona City Council was done. An agreement reached between the two institutions provided a series of actions that made possible to advance in the integration of the strategic spaces of the waterfront, to gain spaces for neighborhood use and to improve mobility management and emissions reduction.

Regarding cruise ships activity, was ensured that the activity was sustainable for the city by creating a plan for the environmental aspects of cruise ship traffic with specific and quantified milestones for the reduction of environmental externalities, as well as a plan for the sustainable management of land mobility for cruise ship passengers.

Last but not least, it was agreed to limit the number of terminals grouped in the Adosado Wharf to 7, and once the expansion is completed, spaces in the Drassanes and Barcelona Wharfs will be freed for public and citizen use.

MORE INFORMATION:

[Agreement with the City Council](#)



REORGANIZATION OF THE CRUISE ACTIVITIES

- 3** Certainly reorganizing the port territory and cruise activities is a complex matter. Can you expand on this issue and explain what were the main challenges to enforce it? How did the companies active in the cruise sector reacted?

We have explained the context of the agreement between Port and Barcelona City Council in the previous questions, but let's be more concise in naming the milestones we referred to and the established chronology.

The year 2018 was closed, immediately after the agreement, the cruise terminal that was located in the España Wharf, in the Maremagnum shopping center and the expansion of the works in the Adosado Wharf began in order to accommodate the 2 new terminals that would replace those of the Barcelona Wharf, located in the WTC. In 2021, the tender for Terminal H was launched, while works on the Adosado Wharf continued. 2023 was the year in which the North terminal of the WTC was closed and a multipurpose terminal operating in the Adosado Wharf was moved to another pier to provide the necessary space for cruise activity. Terminal G tender was launched.

The 2025 season will see the completion of Terminal H and in 2026 the South Terminal of Barcelona Wharf will be closed. The whole process will culminate with the completion of the works at Terminal G in 2027.

The whole process described above has involved an investment of 152 million euros as public investment and about 125 million euros of private investment, without considering the installation of the OPS, which amounts to about 34 million euros.

The cruise companies have perfectly understood this adaptation and have always been very cooperative with the Port of Barcelona.



ENERGY TRANSITION OF THE CRUISE SECTOR

4 *As you have said, your priority is to reduce the negative externalities of the cruise sector, particularly polluting emissions. Can you please expand on the Nexigen project you mentioned?*

Undoubtedly the Nexigen project is the most ambitious initiative and involves the highest investment for the reduction of environmental externalities.

We are working together with the cruise lines to ensure that the project is aligned with all parties. With the OPS we will be able to connect cruise ships to the Smart grid providing electricity from renewable sources. The ships will be able to turn off the engines during their stay in port.

Providing electricity to cruise ships involves a total power of 50 MW, 54,000 MWH per year and an investment of 34 million euros. This effort will lead to a 38% reduction in NOx tons per call and a 42% reduction in PM10.

CRUISE SUSTAINABILITY COUNCIL

5 *In 2023 the Port of Barcelona launched the Cruise Sustainability Council, bringing a broad group of stakeholders to the table to plan together the future of the sector. How is this council working and how is it going to help the development of cruise activities in Barcelona?*

The President of the Port of Barcelona created the Council for the Sustainability of Cruises in 2023. Representatives of the Barcelona City Council, the Generalitat de Catalunya, the Government Delegation and the CLIA, together with economic and social entities of Barcelona, sit at a single table.

The objectives of the Council are to improve the transparency of cruise activity in the Port of Barcelona, to create a space in which to share and coordinate the different initiatives initiated by the different institutions, to reduce the negative environmental and social impacts of cruises, to increase the social and economic return of the sector on the city and its hinterland, and to strengthen the links between cruise companies and the city's business, training and employment fabric.

To achieve these objectives, work is being carried out in three groups: Environmental Quality, Mobility and Economic-Social, always with the referential framework of the agreement reached in 2018 between Port and Barcelona City Council that we have already talked about in previous questions.

It is worth highlighting 50 actions that follow the work axes that have been proposed to achieve the objectives.

Within these actions we can mention as a significant step of the commitment of the shipowners with the city of Barcelona: the MoU that the main cruise companies have signed with the Port of Barcelona committing themselves not to load fresh water in the port for the duration of the drought period that affects Catalonia.

MORE INFORMATION:

[The Port of Barcelona sets up the Cruise Sustainability Council](#)



ENGAGING WITH SATKEHOLDERS WITH AN ENVIRONMENTAL CHARTER, AND COMMUNICATING ABOUT IT

PORT OF BORDEAUX, FRANCE

AUTHOR

Laurence Bouchardie

ROLE

Cruise Bordeaux Manager; Bordeaux Port - Chief of Staff and Head of Communication

PORT PROFILE

Ideally located on the Atlantic seaboard, the port of Bordeaux handles a wide variety of goods: heavy lift cargo, containers, energy bulk, and agri-food bulk, and also welcomes cruise passengers. Its 7 terminals, spread over the Gironde estuary (Le Verdon, Pauillac, Blaye, Ambès, Blanquefort-Parempuyre, Bassens, Bordeaux – Port de la Lune) make the port of Bordeaux an asset for the economy of the Southwest region and the booming metropolis of Bordeaux.

KEY FIGURES

- 55 cruise ships between April 17 and October 30, 2023
- 59 778 pax in 2023
- Status: transit port, with a few turnaround calls
- Depth seabed (min/max): Draft 7.5 m in Bordeaux; Draft up to 13 m in le Verdon
- No. piers: Bordeaux Port - one; Cruise Port - 3 cruise quays today
- Bordeaux Unesco Port of the Moon: 2 berths; Le Verdon: 2 berths; Grattequina: 1 berth; Plus an additional berth from 2024 in Pauillac



cruise-bordeaux.com

INTRO

Cruise Bordeaux Association gathers 21 members: local authorities and stakeholders, such as the port of Bordeaux, cruise agents and tour operators, Bordeaux pilots, the city of Bordeaux, and destinations of the Garonne and Dordogne rivers, and the Gironde estuary. The main aim of the association is to promote and develop maritime and river cruises. In this interview, Laurence Bouchardie explains the green charter all cruise companies must follow and how the Cruise Bordeaux Association launched a very original communication and engagement campaign to increase the transparency and social integration of cruises.

CHALLENGES

- 1 **In a few words, can you characterize the interaction between cruise activities and your local environment? Are there any challenges affecting the relationship between cruises and the port city of Bordeaux?**

Bordeaux is a very unique city centre river port, where maritime and river cruise ships call in the heart of the UNESCO area, in a pedestrian zone. The size of maritime cruise ships is limited to 250 m long and 53 m air draft (because of bridges), and we have only 2 berths. These ships are “small” compared to the “average cruise ship” but of course, in a city centre, they are very visible. During and after COVID-19, in 2020 and 2021, the port of Bordeaux welcomed significantly fewer cruise ships ... and people kind of « forgot » about cruises. In the meantime, a new government was elected at the city hall, and some politicians who were not familiar with this activity even opposed it. Therefore, bringing back the ships into the city centre was challenging, and we had to be very proactive in showing and explaining that the port and the companies have undertaken a lot of efforts to limit the negative impact of the activity on the inhabitants “quality of life” and that there is no health risk in having them in town. We had a few opponents claiming that « 1 cruise ship equals 1 million cars »... which is ridiculous when you are talking about any ship, but even more if you consider the type of ships we get in Bordeaux, usually smaller classes. Thanks to several independent air quality surveys, we were able to prove that in the centre of the city, pollution peaks do occur when no cruise ships are calling and that the cruise ships’ impact on the pollution level is not relevant: the studies show that as we have such a small number of small ships in Bordeaux, they have a very limited impact and that pollution levels are directly linked to cars, not ships.



Port of Bordeaux. ©C Bouche. Source : Port of Bordeaux

ENVIRONMENTAL CHARTER

- 2** *The case of Bordeaux has been an example in terms of stakeholder engagement for greener cruise calls in your city, resulting in the environmental charter. Can you briefly explain to us how you developed this initiative and its main characteristics?*

The independent air quality surveys that were conducted in 2018 and 2022/2023 showed that cruise activity has a very low impact on the air quality in the city and that all the regulatory levels are always respected. This said it does not mean that the situation cannot be improved. The charter was first discussed with the city in 2019, to see what could be done to lower as much as possible the impacts of the cruise activity on the environment. The charter was later updated and reinforced in 2022, and cruise lines must sign it before they call in the city centre. This charter has a proactive approach and includes 6 sets of commitments for sustainable calls at Bordeaux city centre berth facilities. It was set up by the city of Bordeaux, Bordeaux Pilots, and Bordeaux Port.

Here are a few commitments of our charter:

- The ships must sail in Bordeaux using 0.1% sulfur fuel as if we were in a SECA zone (which we are not),
- They must use a garbage barge service (no trucks),
- They must reduce the power (30 % maximum load of the available propelling power on arrival close to Bordeaux) when sailing in the river, to reduce air emissions,
- Loud music or loud parties on the deck are forbidden as people live close to the port

MORE INFORMATION:

[Faisons Escale Ensemble Engagements](#)



ENGAGEMENT AND TRANSPARENCY CAMPAIGN

- 3** *Following the environmental engagements, you have also recently completed a very successful and original communication campaign, increasing the transparency and awareness of cruise activities in Bordeaux. Can you explain the main aspects of this initiative and its importance for the future of cruises in your port city? How was it perceived by the citizens?*

Together with the local Cruise Bordeaux stakeholders and partners, we thought that we needed to promote all the efforts made by the local cruise stakeholders: Cruise Bordeaux environmental charter, and commitments to reduce the impact of cruise calls on everyday life. It felt necessary to answer and share verified facts and data about cruise activity impact to address the most common

cruise criticism. The result was an educational communication campaign giving information about air quality, ISPS zone, and call hours... we had advertising posters at the tram stations alongside the quays, and in the tramway. We also put barrier covers alongside the ships in Bordeaux city centre during the calls. And of course, we launched the campaign online and on social media. We wanted to emphasize the fact that cruise ships, cruise passengers, and local inhabitants, do not come from different planets, we are the same, we all care about having a safe environment, and we all love Bordeaux. We also wanted to give a “community feeling” with our campaign slogan “faisons escale ensemble” which can be translated as “let’s call together”, with “together” meaning the local inhabitants, cruise guests, and cruise crew members. Bordeaux is a historical port, Bordeaux was a port 2000 years ago even before being a real city, and the ancient name of the city was “port of the moon” as the river has a moon shape in the city centre... we also wanted to remind this to the public and to show that this history, this welcoming tradition carries on nowadays. The feedback was excellent, both from the press and locals, we got a lot of views on social media and very few negative comments.



MORE INFORMATION:

[Faisons Escale Ensemble](https://www.faisonsescale.com)



CRUISE COMPANIES ENGAGEMENT

4 Your project « *Faisons Escale ensemble* » also implicates cruise companies. How was the dialogue with these key actors?

We asked companies to make sure they signed the charter before the calls, and that the crew members were aware of the contents.

We also worked with some companies to organise on-board “technical visits” for local politicians so that they could see how things work and how innovative the ships are: hybrid motors, recycling policies, waste management, etc. Some of them had never been on board such ships and it was eye-opening.

MORE INFORMATION:

[Faisons Escale Ensemble](#)



FOSTERING THE HARMONIOUS RELATIONSHIP BETWEEN THE CITY AND CRUISE BUSINESS WITH GREENER INFRASTRUCTURE AND ENHANCED COORDINATION OF CRUISE SERVICES

CARTAGENA PORT AUTHORITY, SPAIN

AUTHOR

Hortensia Sánchez

ROLE

Head of Business Development

PORT PROFILE

Cartagena is a major naval port located in the southeast of Spain. It is made up of Cartagena and Escombreras basins. Cartagena is dedicated to commercial traffic and handles containers, fruit and vegetables, general cargo, livestock, and cruise passengers. Escombreras is dedicated to the industrial traffic, both liquid and solid bulks.

KEY FIGURES

- N° of cruise calls/year (2023): 147
- N° of passengers/year (2023): 187.764
- Status (Homeport /Port of call): Port of call
- Domain (Ha): 215 ha commercial water surface
- Depth seabed (min / max): 11,50m / 25m
- No. piers: 2



Puerto de Cartagena

Autoridad Portuaria de Cartagena

apc.es

INTRO

The port of Cartagena is a major naval port located in the southeast of Spain where the cruise industry is embraced as a major attraction in the city, drawing crowds of visitors to the terminal and serving as a popular subject for photography.

In this interview, Hortensia Sanchez will explain us how the Port Authority has fostered a harmonious relationship between the city and cruise business by promoting dedicated projects, remodeling its waterfront with more efficient and greener models and coordinating shore excursions for the benefit of the local economy and tourism.

CHALLENGES

- 1 ***In a few words, can you characterize the interaction between cruise activities and your local environment? Considering that Cartagena was mainly an industrial and military city, are there any challenges affecting the relationship between the port, the city, and the development of cruises?***

With a background rooted in military and industrial activities, Cartagena has undergone significant transformations over the past 25 years. The closure of chemical factories in the early 1990s had adverse effects on employment and development. However, it also resulted in notable improvements in air quality and the cityscape. Additionally, the discovery of the Roman Theatre in 1988, followed by excavation efforts, transformed it into a prominent tourist destination.

Subsequently, the cruise industry emerged in Cartagena, with passenger numbers skyrocketing from less than 30,000 annually to over 176,000 by 2023. This growth positively impacted the city with increased job opportunities, tourism revenues and overall economic activity. Far from being a concern, the cruise industry is embraced as a major attraction in the city, drawing crowds of visitors to the terminal and serving as a popular subject for photography.

Mindful of environmental impact, the Port of Cartagena has initiated the Onshore Power Supply (OPS) project, aiming to connect cruise ships to the local electrical grid, allowing them to turn off their engines while docked in port. This new project will contribute to emission reduction by using renewable energy sources, primarily solar energy, and to lower levels of noise pollution.

The relationship between the Port Authority and the Spanish Navy has positively influenced the cruise industry in Cartagena. On days of multiple cruise calls, the Army has granted the use of a military quay for the berthing of a cruise vessel.

Additionally, Cartagena's military heritage is displayed through notable museums such as the Artillery Museum and the Naval Museum, conveniently located near the cruise terminal for visitors to explore. This last museum holds one of the most significant tourist attractions of the city, the Isaac Peral Submarine, built by the naval engineer Isaac Peral, native from Cartagena. Peral is considered the world's first successful submarine to be built, powered by electricity, and upon which the German model was later based on.

In summary, the city's infrastructure improvements have facilitated the growth of the cruise industry, which in turn has contributed to the economy and environment of Cartagena, fostering a harmonious relationship between the city and cruise business. Nonetheless, the Port Authority pays special attention to the relationship between the port, the city, and cruise development, prioritizing sustainable growth and community well-being.



Port of Cartagena aerial view. Source: Port Authority of Cartagena

EFFECTIVE PARTNERSHIPS, COORDINATION, AND COOPERATION AMONG STAKEHOLDERS

- 2 ***The Port of Cartagena is the promoter of the “Cruise Friend Shop” project, a unique initiative supported by different associated retail partners. How does it work, and can it be considered as a choral example of port-city integration and cooperation among stakeholders?***

Initially, Cartagena found itself unprepared for this new form of tourism. Both restaurants and retail establishments lacked adequate staff and supplies. On Sundays, some shops remained closed, and the hospitality sector struggled to accommodate the arrival of visitors within such a short time-frame. In response to these challenges, the “Cruise Friend Shop” (Comercio Amigo de los Cruceros or CAC in Spanish) initiative was established in 2008 to address the needs of cruise passengers.

The Port Authority, the Chamber of Commerce, the City Council, and the Association of Shops of the City Center devised this project whereby the participating restaurants and retail partners guarantee the opening of their businesses when cruise ships over 300 passengers call Cartagena.

Some of the measures implemented include the announcement of the cruise forecast on the Port Authority’s website, enabling the associated partners to promptly adjust their operations or hire additional staff as needed, the creation of a website informing about the Cruise Friend Shop and a map editing.

The city map is updated every year and handed out to cruise passengers upon their arrival to the tourist information office found in the cruise terminal. This map shows the main tourist attractions of the city as well as the restaurants and shops committed to this project, with information on the nature of the business, opening hours, methods of payment, and languages spoken.

MORE INFORMATION:

[Link](#)





Cruise Friend Shop. Source: Port Authority of Cartagena

WATERFRONT DEVELOPMENT & SUSTAINABLE PORT-CITY INTEGRATION

- 3** **The Port of Cartagena is remodeling its waterfront with a dedicated project based on more efficient and greener models. Indeed, one of the main goals of the Plaza Mayor project is to improve the connection of the citizens with the seafront. How will Cartagena port city will look like at the end?**

The port of Cartagena is currently carrying out a waterfront renovation project, ensuring the port-city integration. The port's aim is to make the city more accessible to the sea and create vibrant spaces that integrate the historical and cultural heritage of the city. The significant role of the port lies on the fact that it is the gateway of tourists to the Region of Murcia, seeking therefore to improve the relationship between the two.

The project, which is divided into several phases, will make the port more accessible by reorganizing passenger, cycling and vehicle traffic, eliminating architectural barriers that obstruct the view from the land to the sea, relocating port facilities and opening up the harbor area to the city converting it into a recreational zone. The renovated area will enhance connectivity and reduce the environmental footprint in the port.

The first phase, already completed, holds the 'Cartagenas del Mundo' square, a versatile space with mobile, shading and vegetation with lightweight and organic design pergolas overlooking the sea, with climbing plants such as star jasmine and white bougainvillea, as well as planters and flowerbeds from the area. Social energy lighting illuminates the area to promote a sense of community and engagement and enhance social interactions, create ambiance, and contribute to the overall atmosphere. The aim is to foster connections, encourage gatherings and improve the well-being of the public.

Next to this square recently opened the new business run Zamora Group, a family-owned company, producers of the renowned Spanish Licor 43, located in a modern facility, paying attention to the smallest details, that holds the restaurant run by Pablo González Conejero, two-Michelin-star chef, a show cooking area and a shop where to find countless products of the company.

In a subsequent phase a new city of leisure and life will be developed, including children's playgrounds, sports and recreational zones, and a small amphitheater for organizing outdoor events. New green and pedestrian areas will be available for the enjoyment of the community. In the Cruise Terminal area, a commercial gallery will be built as a tourist showcase, with updated information on local events, activities, and festivals.

The waterfront renovation will create new spaces for the celebration of events and strengthen the relationship between the port and the city, making it the main area to hold socio-cultural and recreational activities in the city.



Waterfront renovation project in Cartagena.
Source: Port Authority of Cartagena



Alviento Restaurante Gastronómico.
Source: Port Authority of Cartagena

MORE INFORMATION:

[Link](#)



COORDINATION AND MANAGEMENT OF SHORE EXCURSIONS

- 4 **Cartagena is achieving important and valuable numbers in terms of cruise passengers, thus contributing to the growth of the local economy and tourism. How do you manage the coordination of shore excursions in order to make available Cartagena's tourist attractions by cruisers of large vessels calling at your port?**

When managing a significant increase of visitors, effective coordination is paramount, and requires the implementation of several strategies. There needs to be a close collaboration among the port authority, tour operators, and tourist attractions managers.

The port provides a yearly forecast of cruise calls in Cartagena. Local tour operators develop a wide range of shore excursions that take visitors to the city's key attractions, such as historic sites, cultural landmarks, and natural wonders. They collaborate closely with the tourist attractions operators, discussing the cruise ship schedule, expected passenger numbers and special requests. They create customized itineraries that showcase the highlights of Cartagena while accommodating the preferences and needs of cruise passengers.

Attraction managers also provide logistical support to tour operators by arranging for group entrances, providing designated meeting points, and coordinating transportation needs within attraction premises. The use of different forms of transport such as private vehicles, Segway, bicycles or on foot visits are also encouraged.

Most shore excursions are usually organized within the city of Cartagena, but programs also offer visits to other highlights found throughout the region, to avoid overcrowded tourist sites in the city. These include tours to Murcia, capital of the region, Caravaca de la Cruz, one of the five holy cities in the world, or La Manga del Mar Menor, a strip of land with two seas: the Mediterranean and the Mar Menor.

Experiential tours are also growing very popular among cruise passengers, such as the visit to a local family's country house, to learn about their way of life, or to a nearby stable, to discover all there is to know about the Spanish horse. Another fascinating tour takes passengers to the factory of Licor 43, a unique experience where visitors learn about this golden liquor produced solely in Cartagena. Outdoor activities are also possible given the 300 days of sunshine and the warm temperatures. Sports can be practiced all year long, such as golf, horseback riding, diving, surfing, kayak and much more.

Providing passengers with information, maps, and recommendations upon their arrival at the cruise terminal is essential to encourage visiting not only the most popular tourist spots, but also the lesser known but unique attractions.

Employing multilingual guides who are knowledgeable about Cartagena's history, culture, and attractions to lead shore excursions and provide information in foreign languages is also important.



Bike lines and cycle paths in Cartagena.
Source: Port Authority of Cartagena



Espacio 43. Source: Port Authority of Cartagena

ENGAGING STAKEHOLDERS, PROTECTING THE ENVIRONMENT AND BRINGING CITIZENS INSIDE THE PORT

PORT OF CEUTA, SPAIN

AUTHOR

Cristina Molina Ferrie and Lorena Carmona Rodríguez

ROLE

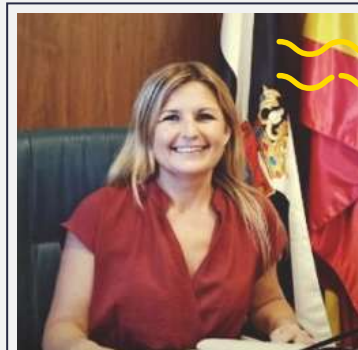
Environmental Manager and Management Assistant

PORT PROFILE

The Port of Ceuta is a Spanish enclave in the North of Africa. It is one of the main ports that connects the southern shore of the Strait of Gibraltar with the north, along with the ports of Tangier and Tangier Med, and the only Spanish one, together with Melilla, located in the African continent.

KEY FIGURES

- N° of cruise calls/year (2023): 15
- N° of passengers/year (2023): 22,000
- Status (Homeport /Port of call): Port of call
- Domain (Ha): 83
- Depth seabed (min / max): 7/9
- No. piers: 5
- España dock: exclusively for cruises (both sides).
- Cañonero Dato dock: with 4 alignments.
- Poniente dock: with 4 alignments.
- Levante dock: with 3 alignments.
- Alfau dock



puertodeceuta.com

INTRO

The port of Ceuta enjoys a privileged geographic location in the Strait of Gibraltar. It has tax advantages and a consolidated experience in passenger traffic, goods and supplies to ships. The port of Ceuta contributes significantly to the local economy, but it also fulfils the tourist offer since its facilities are perfectly integrated into the city. In this interview with Cristina Molina and Lorena Carmona we learn about the cooperation with the municipality and other local stakeholders to promote the cruise sector, about their efforts to valorise and disclose the biodiversity and to open up the port infrastructure to welcome the citizens.

CHALLENGES

- 1 ***In a few words, can you characterize the interaction between cruise activities and your local environment? Are there any challenges affecting the relationship between cruises and the port city of Ceuta?***

The Autonomous City of Ceuta, facing the challenges of the pandemic, the closure of the commercial border with Morocco, and its insularity, found in cruise tourism a crucial element for its economic and social development. Despite adversities, the Port of Ceuta successfully revitalised the cruise sector, playing a vital role in integrating the city with tourism.

In 2020, pandemic restrictions significantly impacted global cruise activity. However, by 2021, the Port of Ceuta experienced a recovery, accommodating three small cruises. This positive trend continued into 2022, marked by the arrival of larger cruises from Fred Olsen Cruise Lines and Mystic Cruises. Reflecting on this, the outlook for 2023 and 2024 was even more promising, with projections of 20 cruise calls each year, tripling the figure recorded in 2022.

In 2023, MSC Cruises stood out as the leading cruise line, with its ship 'Lírica' having 10 calls at the port of Ceuta. Other distinguished companies, including Norwegian Cruise Line, P&O Cruises, Mystic Cruises, and Holland America Lines, also berthed at Muelle España. These visits were the outcome of the promotional initiatives led by the Ceuta Port Authority, aimed at not only elevating the status of the port but also positioning the entire city as an attractive destination for major cruise lines.

The economic and social impact of cruise tourism on Ceuta was significant. In the first six months of 2023, cruises attracted approximately 25,000 tourists and 10,000 crew members. With an estimated expenditure of around 40 euros per tourist and 20 euros per crew member, the cruise sector is expected to have contributed approximately 1.2 million euros to the city that year. This economic influx benefited not only local businesses but also contributed to job creation and the social dynamism of the community.

The Port Authority's challenge is to continue promoting cruise tourism in Ceuta, with the target of achieving a minimum of 30 calls per year. Cruise tourism is a key driver of economic recovery and elevates Ceuta's profile as a premier tourist destination.



Bird's-eye view of the port city of Ceuta, Spain. Source: Port of Ceuta

STAKEHOLDER ENGAGEMENT & PORT CITY COOPERATION

- 2 The cooperation between the port and municipal authorities is key for sustainable cruise activities. In Ceuta, you have signed a cooperation agreement with the municipality's tourism office. What is the main goal of this agreement and how is it going to contribute to the development of the cruise sector in a sustainable way?**

For the Port Authority of Ceuta, the Port-City interaction is very important and a key factor. In fact, we have been working very hard on this issue with the main goal of implementing some agreements and some new land authorisations to boost this fundamental role because we firmly believe that the port has the responsibility of being close to the citizens and the port community. So much so that the port, among other actions, signed a cooperation agreement with Tourist Services of Ceuta to work together in providing tourists with the most suitable service when the cruises arrive in our city.

Regarding this agreement, both parties were committed to establish a cruise reception point at the cruise terminal, which consists of a permanent information post located at the pier attended by the Tourist Information Office in several languages adapted to the profile of each cruise passenger, apart from the distribution of some promotional material such as: maps, postcards, commercial flyers, etc.

Along the the same lines, with the signature of this agreement, Tourist Services of Ceuta, following the applications of the cruise companies, accepted to provide the cruise companies with a shuttle service from the pier to the city centre during the duration of the call, completely free of charge. Likewise, and with the same purpose, it provides the cruise companies with four buses with local and experienced guides who offer some different tours around the city.

Likewise, this agreement is based on the organisation of national and international events related to the promotion of the destination and the port, such as: fam trips for shipping companies and travel agencies, presentations, workshops, etc. in the city of Ceuta. This point is crucial for our city and the port because it allows the stakeholders to know the destination first hand as well as it permits to put Ceuta on the front page.

BIODIVERSITY PROTECTION & CRUISES

- 3 One of the main initiatives of the port authority is the protection and disclosure of the local marine biodiversity, linked to its environmental program. How are cruises a lever to potentiate these actions and how do they work?**

The Port Authority of Ceuta (APC) has proven to be a pioneer in environmental management, supported by certifications such as UNE-EN ISO 14001:2015, EMAS (Eco-Management and Audit Scheme), and PERS (Port Environmental Review System). Its commitment to sustainable practices is also reflected in an Energy Management System certified according to UNE-EN ISO 50001:2018, aligning with the 2030 agenda and the Sustainable Development Goals.

Within their environmental and energy management systems, the APC has implemented innovative eco-efficient initiatives. From ongoing air quality monitoring to the use of drones for discharge surveillance, adopting electric vehicles, and installing efficient LED lighting—each action is meticulously designed to minimise their environmental impact.

In their commitment to preserving marine biodiversity, the port is establishing a network of sentinel stations and conducting preliminary environmental studies. These initiatives underscore the proactive approach of the port towards environmental protection.

A recent addition to the APC's sustainability efforts is the “Open Museum” project. Launched in collaboration with the Foundation “Museum of the Sea”, this project aims to disseminate information about conservation projects and research related to marine and coastal heritage. The project commenced with the arrival of the Nieuw Statendam cruise ship in May 2023, representing a significant step in integrating environmental awareness with cruise tourism.

The “Open Museum” project includes both on-site activities and online environmental outreach, aiming to engage the port community and the city of Ceuta. It particularly focuses on events with social gatherings, such as visits by cruise passengers, with specific activities tailored for this audience.

This initiative serves as an opportunity for the APC to integrate cruise tourism into their awareness and education efforts. Beyond contributing to sustainable economic activity, the project highlights Ceuta's natural heritage and ensures the conservation of the marine environment.

In summary, the Port Authority of Ceuta has implemented a comprehensive strategy that incorporates cruises into their sustainability initiatives. By leveraging tourism as a means of environmental outreach, the APC is fostering a harmonious relationship between economic development and the conservation of the marine environment. Cruise arrivals become a platform to showcase conservation efforts and underscore the natural heritage of the city.



Open Museum Project. Source: Port of Ceuta

OPENING UP THE CRUISE PIERS FOR THE CITIZENS

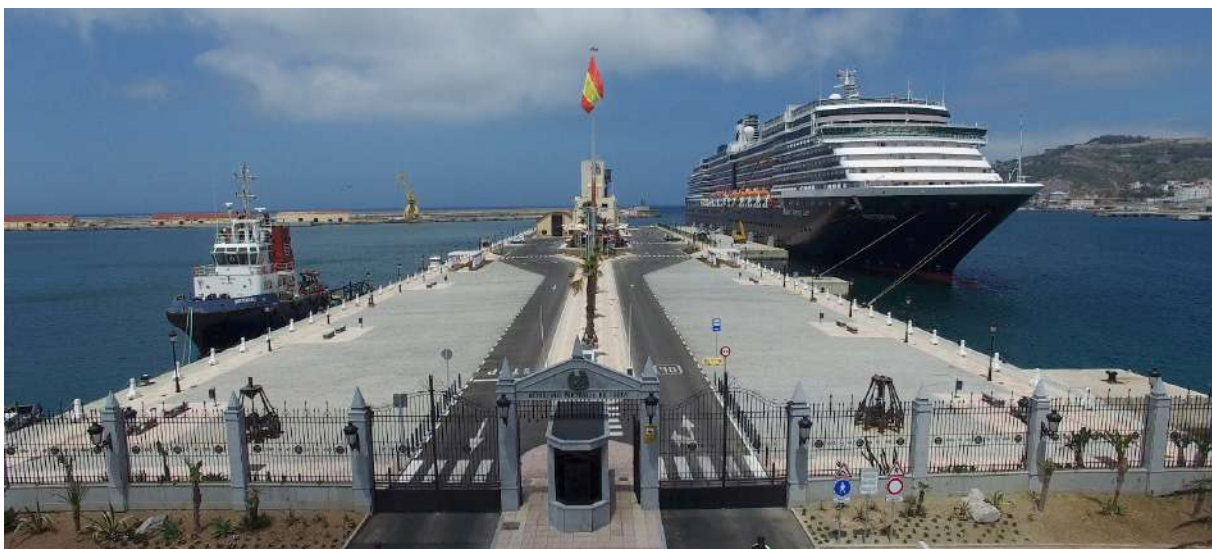
- 4 **Since 2023, the port authority is opening the main cruise pier for the local citizens. How are port activities and pedestrian accessibility compatible? What is the impact of this action in the port-city relationship and the social acceptability of cruises?**

According to the port engagement with the Port-City interaction, the Port Authority of Ceuta decided to open the cruise pier for local citizens and tourists during the weekends since we understand that the port has the responsibility of being more integrated into the city and with the intention of promoting the urban side of the port. We perfectly know that the España dock has a great importance for the citizenship in our city on the grounds that it counts on an iconic building and the new cruise pier which is a very pleasant place to have a walk with your family and friends, apart from the spectacular views you can enjoy from there.

This initiative was very well received by the citizens, and it also responds to our commitment with several international organizations focusing on sustainable development, particularly cruise activities and port-city integration. The objective of making this port-city interaction a reality and the generation of new spaces and functionalities is of paramount importance for our port.

Furthermore, the Port Authority must continue with the progressive transformation of its facilities to provide them with infrastructures and services with added value through dynamic projects that maintain and increase its competitiveness. We are also studying the possibility of creating some space for new businesses, and we are carrying out the works for the new ferry terminal which will be a reference regarding accessibility and sustainability. The actions that are currently being carried out are of an urban nature, integration with the opening of public spaces, improvement of accesses and reorganisation of activities will also generate new tourist attractions.

To conclude, all these economic, tourist and commercial activities in the port area will enhance the role of the port as a lever to revitalise the local economy.



Cruise pier of the Port of Ceuta. Source: Port of Ceuta

INCREASING THE ECONOMIC IMPACT, REDUCING ENVIRONMENTAL EXTERNALITIES AND ENJOYING A NEW TERMINAL

PORT OF LISBON, PORTUGAL

AUTHOR

Ana Lourenço

ROLE

Cruise and Marina Manager

PORT PROFILE

The Port of Lisbon boasts state-of-the-art facilities well-suited to the contemporary demands of cruise tourism. Its proximity to the historic and cultural heart of the city, combined with a mild climate, a vast array of tourist and accommodation options, and flights connecting numerous European and American destinations, enhances its appeal. Moreover, its strategic location at the crossroads of major sea routes – encompassing the Mediterranean, Baltic, Transatlantic, and Atlantic – establishes Lisbon as a premier destination for cruise tourism.

KEY FIGURES

- N° of cruise calls/year (2023): 247
- N° of passengers/year (2023): 758 328
- Status (Homeport /Port of call): Port of call
- Domain (Ha): www.portodelisboa.pt
- Depth seabed (min / max): (-8,3)m zh/ (-12) m zh
- No. piers: 3



Porto de Lisboa

portodelisboa.pt

INTRO

The Port of Lisbon in Portugal is experiencing impressive growth in the cruise sector. In this interview, Ana Lourenço explains how the port authority is investing on OPS systems to reduce the carbon footprint and performing different studies to assess the environmental and economic impact of the port, with positive results. The cruise terminal, and architectural masterpiece, and the recent adoption of a cruise tax facilitates the integration of cruises in the urban context of Lisbon, increasing their positive effects.

CHALLENGES

- 1 ***In a few words, can you characterize the interaction between cruise activities and your local environment? Are there any challenges affecting the relationship between cruises and the port city of Lisbon?***

Sustainability is the foremost goal of the Port of Lisbon, focusing on managing cruise activities comprehensively from environmental, economic, and social perspectives. In collaboration with Lisbon Cruise Port (LCP), a detailed work is being done, aligning with the Sustainable Development Strategy. This strategy aims to balance environmental, social, and economic responsibilities through a transparent and continuous process. Key objectives include enhancing the quality of experiences at the destination, boosting economic contributions, and elevating the quality of demand and supply. These aims foster a beneficial environment for Lisbon, enhancing socioeconomic wealth and refining tourism management related to cruise activities, thereby improving the impact of cruise tourism in the city and local communities.

ENVIRONMENTAL IMPACT

- 2 ***One of the main priorities for the Port of Lisbon is to reduce the environmental impact of cruises. For this purpose, you are developing a broad strategy, going from studies and monitoring up to alternative energy sources. Can you tell us more about these actions that will reduce the externalities of cruises in Lisbon?***

Environmental sustainability is a strategic priority for the Port of Lisbon, evidenced by several on-going initiatives.

Key among these is the Onshore Power Supply project, a €31 million investment aimed at reducing emissions from ships and adopting sustainable energy in Lisbon's eastern terminals. The project includes new network infrastructure in urban areas, covering a length of 4.4km; construction of a substation; and the creation of infrastructure in Eastern part of the city.

Additionally, the Port participates in studies like the "Modeling and Analysis of the Impact of Cruise Ship Traffic on Air Quality in the Metropolitan Area of the City of Lisbon, Portugal," promoted by CLIA Europe in partnership with the Department of Mechanical Engineering of the Rovira i Virgili University (Tarragona, Spain), which found that cruise ship emissions do not significantly impact Lisbon's air quality. In fact, the results for NO₂ levels have a "Fair" or "Moderate" classification, according to the Air Quality Index (AQI) from the European Environment Agency (EEA), and it would take 52 cruise ships simultaneously to increase average NO₂ concentrations to the level considered "Poor" by the EEA, the level at which it is advisable for "sensitive populations" to consider limiting outdoor activities. This situation would never happen because this number of cruise ships is far beyond the current capacity of the Port of Lisbon.

Further efforts include monitoring air and water quality around the Lisbon Cruise Terminal, with results indicating compliance with legal limits.

The Port will also implement systems to evaluate and monitor emission rates of cruise ships.

These initiatives underscore Lisbon's commitment to sustainable port operations and the broader goal of creating a safer, cleaner, and more environmentally friendly port ecosystem.



Cruises arriving to Lisbon. Source: Port of Lisbon. ©Rui Minas

MORE INFORMATION:

[Cruise Activity in Lisbon with Minimal Impact on Air Quality](#)



NEW CRUISE TERMINAL

3

One of the landmarks of Lisbon's waterfront is its recent cruise terminal. Can you tell us how this building and its design contributes to a sustainable interaction between cruises and the port city?

The Lisbon Cruise Terminal, adorned with multiple awards, is a testament to Portuguese architecture, harmoniously linking the city with the river and boosting tourism. Inaugurated in 2017, this project by architect Carrilho da Graça has been a significant addition to Lisbon's infrastructure for cruise activities. The terminal, costing around 23 million Euros, spans 13,800 square meters and features a 1,490-meter pier. It's designed for comfort, accessibility, and flexibility, accommodating various cruise vessel sizes and passenger needs. Its compact layout reduces the visual impact and allows better views over the river Tagus. Additionally, the accessible rooftop has been a key feature, allowing events and even visits from the local inhabitants, offering them another perspective of their own city, from an elevated point of view, from waterfront.

In 2017, the Lisbon Cruise Terminal won the Valmor and Municipal Architecture Prize, one of the most important architectural awards in Portugal, and that same year it was one of the choices of the jury that chose Lisbon in the “Best City” category of the Wallpaper Design Awards.

In 2022, it won, for the first time, the award for Best Cruise Terminal in Europe, which was the 2nd edition of the World Cruise Awards.

More recently, in 2023, Engineer Marisa Ferreira, responsible for the structural design of the Lisbon Cruise Terminal, won the XI Secil Engineering Award with the design of the Lisbon Cruise Terminal. It was the first time, in around 30 years, that this Secil award was awarded to a woman. The Secil Awards, an initiative created in Portugal in 1992, aims to encourage and promote the public recognition of the quality of architectural and civil engineering works carried out by the Portuguese using the material that is at the heart of Secil's activity, cement.

The Lisbon Cruise Terminal is a project that used a new product, a lightweight structural concrete with recycled natural cork agglomerate, to reduce the weight of the building structure without compromising its resistance, being lighter than normal concrete, satisfying all the project requirements: mechanical resistance, reduction of concrete density, guarantee of finishing quality, insulation, durability and sustainability.

This project symbolizes Lisbon's commitment to sustainable development within its cruise sector.



Lisbon Cruise Terminal. Source: Port of Lisbon. ©Rui Minas

MORE INFORMATION:

[Lisbon Cruise Terminal](#)



ECONOMIC IMPACT

- 4** **There are studies demonstrating the economic impact of cruises in Lisbon. However, in 2024 you will start charging a new Tourist Tax to cruise passengers. Can you tell us more about this new measure, how does it work and what is the impact is going to have?**

Cruise activities in Lisbon have significantly contributed to the development of the Lisbon region.

A study by Nova SBE - Business and Economics, supported by the Port of Lisbon and LCP, found that in 2019, Lisbon's cruise industry accounted for 0.16% of Portugal's GDP, amounting to 336 million euros. This sector also generated 840 million euros in production, 133 million euros in taxes, and 8,863 jobs. The cruise sector was responsible for a substantial portion of the National Tourism GDP, the Lisbon Metropolitan Area's GDP, and Lisbon's own GDP. The study highlighted that passenger spending greatly benefits specific sectors like real estate and accommodation. Additionally, it revealed that each euro spent by cruise passengers generates between €1.65 and €3.78 in the economy's total production. Each cruise ship call in Lisbon in 2019 significantly contributed to GDP, job creation, and tax revenue. On average, cruise tourist families spent €164 per stay in Lisbon, with average passenger spending being €82, and turnaround passengers spending an average of €367. Accommodation, restaurants, and transportation were the most positively impacted sectors.

Cruise operators were informed in advance by CLIA about Lisbon Municipality's plan to implement a tourist tax. The introduction of this tax, set at €2 per passenger aged over 13 disembarking in Lisbon, was delayed to 2024 due to pre-sold cruise packages. Starting January 1, 2024, with collections from April 1, the tax will be applied non-retroactively. It's collected via the Janela Única Logística (Logistic Single Window) platform used by national ports, and the revenues will be directed to the Municipality of Lisbon.

The implementation of this tax will foster collaborative efforts and act as a driving force for various initiatives aimed at enhancing the cruise tourism experience in the city. It also seeks to contribute for actions that aim to reduce any negative impacts on the destination.

MORE INFORMATION:

[Tourist Tax Collection in Lisbon for Cruise Passengers Starting in 2024](#)



BOOSTING CRUISE-PORT-CITY INTEGRATION IN LIVORNO, PIOMBINO AND PORTOFERRAIO THROUGH SHARED COMMITMENT, TERRITORIAL COORDINATION AND DIALOGUE

PORT NETWORK AUTHORITY OF THE NORTH TYRRHENIAN SEA, ITALY

AUTHOR

Francesca Morucci and Massimiliano Barbera

ROLE

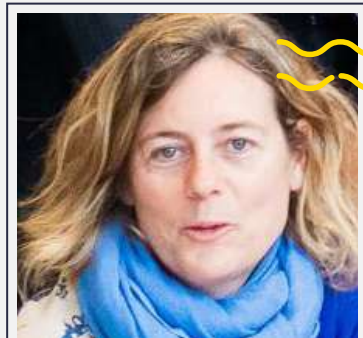
Head of promotion and external relations office -
Port Center Network Office

PORT PROFILE

The Port Network Authority of the North Tyrrhenian Sea gathers the ports of Livorno, Piombino, Portoferraio, Rio Marina, Cavo and Capraia. While the last three are mainly ferries ports, Livorno, Piombino and Portoferraio are concerned also by cruise traffic (Livorno and Piombino being also commercial ports).

KEY FIGURES

- N° of cruise calls/year (2023): Livorno 289, Piombino 12, Portoferraio 90
- N° of passengers/year (2023): Livorno 634,882, Piombino 21,318, Portoferraio 21,471
- Status: Ports of call
- Domain (Ha): Livorno 250, Piombino 35, Portoferraio 6
- Depth seabed (min / max): Livorno -6 / -13 mtr, Piombino -5 / -20 mtr, Portoferraio -5 mtr / -10 mtr
- No. piers: Livorno 9 specialised for cruise vessels/2 commercial piers, Piombino 4, PO 7



**The North Tyrrhenian
Port Network Authority**
Ports of Livorno - Piombino - Portoferraio - Rio Marina - Cavo - Capraia

portaltotirreno.it

INTRO

A major national and international hub, both for commercial and passenger traffics (ferries going to the Islands of Sardinia, Corsica, Sicily, Elba and Capraia and cruise lines), the North Tyrrhenian Port Network Authority comprises the ports of Livorno, Piombino, Portoferraio, Rio Marina, Cavo and Capraia.

While the last three are mainly ferries ports (but potentially available also for cruises), Livorno and Piombino are also the natural gateway for cruise tourists visiting Tuscan art cities and unspoilt nature and Portoferraio, the capital of Elba Island, handles cruise traffic close to the historic centre of this Medicean town and to the beaches. In total around 10 million passengers, 1 million of which cruise passengers.

CHALLENGES

- 1** *In a few words, can you characterize the interaction between cruise activities and your local environment? Are there any challenges affecting the relationship between cruises and the port-cities managed by your Port Network Authority?*

One of the objectives of the North Tyrrhenian Port Network Authority is to achieve a new balance between the role of economic driving force of the ports to constantly adapt services and infrastructures in an eco-sustainable way and the need to break down the barriers to port regional areas through setting up cultural facilities and organizing dissemination initiatives, often at the waterfront, intended as a point of contact and not as a barrier.

It should be noted, in fact, that most of the network piers dedicated to cruise traffic are located near the city centre. This peculiarity represents a logistic benefit for cruisers, but also a complicating factor because of the concentration of tourist flows, mostly leaving for other Tuscan art cities.

In terms of passenger services, we must highlight a substantial difference among the main North Tyrrhenian ports.

In Livorno, the passenger traffic is managed by a private concessionaire company, Porto di Livorno 2000, operating with two passenger terminals (the Ferry and Cruise Passenger terminal, in the heart of the Medicean Port, and a second fully equipped Cruise terminal – Alto Fondale – which can receive megaships), while in Piombino and Portoferraio passenger services are directly managed by Port Authority.

To harmonize this difference, since 2016-2017, in its institutional role, the Port Network Authority has coordinated two Working Groups for Tourist Reception (Livorno-Capraia Island group and Piombino-Elba Island's one), involving the main stakeholders of the territories: municipalities, trade associations, operators in the tourism and hospitality sectors. The objective is to create a synergy among institutional entities to facilitate the management of tourist flows of cruise passengers from the ports not only to and through the best-known tourist attraction and to the hidden gems of Tuscany, but also the port-cities hosting cruises' calls. Information, road signs, tourists' services as well as new experiences are tackled with the aim to enhance a local coordination.

As regards Livorno, since August 1st 2013 the Port Network Authority has also been managing the Old Fortress, located inside the Passenger terminal, by virtue of the temporary concessions signed with its owners, the State Property Agency and the Chamber of Commerce. The Old Fortress – being a reference point for the city due to its proximity to the city centre – represents an asset of a local regional policy designed to attract and develop both cruise and ferry passenger traffic, a central feature of the port environment, a natural access gateway to the city from the passenger terminal area and the focus of a series of projects to enhance the waterfront. The Port Network Authority, in collaboration with Porto di Livorno 2000, has organized inside events and initiatives for cruise passengers together with many prestigious cruise-ship owning groups.



Port of Livorno - Sky view. Source: North Tyrrhenian Port Network Authority

BOOST CRUISING AND PORT-CITY INTEGRATION IN PIOMBINO AND PORTOFERRAIO

- 2** **The North Tyrrhenian Port Network Authority launched a study regarding the state-of-the-art of passengers' reception services in the ports of Piombino and Portoferraio, respectively the new cruise gates for southern Tuscany and the Elba island. One of the aims of the study is to set up a long-term strategy for the two ports. Can you explain more about this initiative and the role played by the local stakeholders in the achievement of your targets?**

In the last years one of the main aims of the Port Network Authority has been to foster passenger traffic in Piombino and Portoferraio in terms of welcome services, infrastructure projects and stakeholders/port-city/territory integration.

While Livorno is the natural gateway to classic artistic Tuscany, Piombino and Portoferraio offer the possibility to discover the hidden Southern Tuscany's gems.

One of the subjects of the Piombino Port Masterplan, for instance, is moving attention onto tourism, thus increasing port traffic, thanks to the availability of port spaces, along with the depths of the seabed. The waterfront restyling designed for the next years relates to the landscaping of the breakwater piers, the new pilot tower and the redevelopment of the passenger terminal, which will amplify and complete the port services. The new pole of the port of Piombino thus could become a sort of district equipped with infrastructure aimed at different types of embarkations and areas to host productive activities connected with the nautical world (maintenance, dry-berthing, shipbuilding, etc.).

As regards Portoferraio, the port is close to the historic centre, with its elegant shops and typical restaurants just a stone's throw from places evocative of the Medici period. Convenient ferry connections to nearby destinations make Portoferraio the perfect place for cruise and ferry tourists.

To support a long-term strategy, the Port Authority between 2022 and 2023 launched a study, led in collaboration with Risposte Turismo company, regarding the state-of-the-art of passenger reception services in the ports of Piombino and Portoferraio, cruise gates to the Southern Tuscany and to Elba Island. Some of the challenges refer to the different scales and needs these ports have, including several goals such as:

- Set up a long-term strategy
- Investigate and improve welcome passenger services
- Increase economic and social benefits' knowledge
- Boost the port/city/territory integration

The first aim was to concern all the stakeholders, interacting with them and maintaining a responsible and self-critical attitude. On the background the study aimed also to raise attention about opportunity of enhancing passenger welcome services before passenger traffic, bearing in mind that diversity between the two ports studied is a strength. In this regard, communication has appeared a key element to guarantee stakeholders' constant relationships and commitment, but also as the real basis of the Public Administration proactive attitude and mission. With this view, some ad hoc instruments have been developed, such as contacts platform for interactions with stakeholders and community involvement, new dépliant and website sections in the official Port Authority website to promote the attractiveness of the destinations, a newsletter for stakeholder outreach (4 times a year) with information and coordination regarding passenger traffic activities.

The output of the studies – mostly based on the feedback of local stakeholders – have been publicly presented in Piombino (3 February 2023) and Portoferraio (13 April 2023) with an overview of the projects designed to improve passenger reception.



Piombino cruise port.
Source: North Tyrrhenian Port Network Authority



Portoferraio cruise port.
Source: North Tyrrhenian Port Network Authority

MORE INFORMATION:

[Tourism responses in Piombino and Portoferraio](#)
[9th Meeting of the AIVP – MedCruise Working Group](#)



TERRITORIAL COORDINATION AND MANAGEMENT OF SHORE EXCURSIONS

3

You are achieving valuable numbers in terms of both cruise and ferry passengers, thus contributing to the growth of tourism and local economy but also requiring a good integration of the local area. How do you manage the coordination of shore excursions in order to make available the tourist attractions by cruisers?

First of all, we should take in account the different operational approach in the three North Tyrrhenian cruise ports. In Livorno, as mentioned above, the passenger traffic is managed by a private concessionaire company, Porto di Livorno 2000, which operates with its own promotional strategies and welcoming services, while in Piombino and Portoferraio passenger services are to date directly managed by Port Authority.

That being said, as coordinating shore excursions for cruisers involves collaborating with local stakeholders, planning strategies and communication, the North Tyrrhenian Port Authority through the two Working Groups for Tourists Receptions mentioned above tries to set up a coordinated work attitude.

To facilitate a better coordination promoting an ever-changing range of shore excursions, the Port Network Authority is also boosting dialogue with Tour Operators to meet the needs of Shipowners and passengers. This also thanks to the various meeting occasions during the exhibitions or Med-Cruise, CLIA and AIVP events.

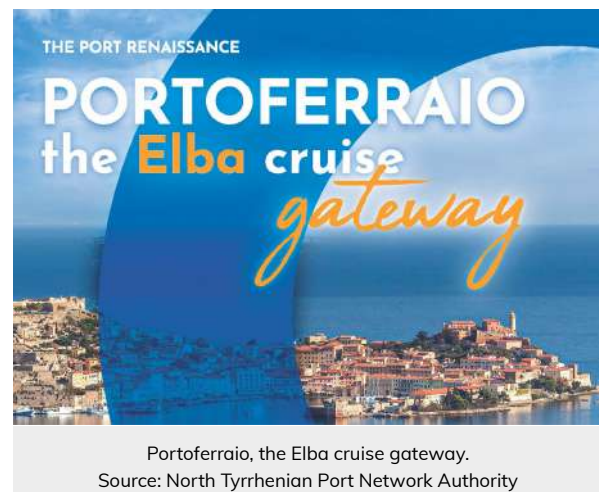
In Portoferraio, for instance, on the request of a Tour Operator managing luxury cruises, the Port Network Authority has been developing lean logistic pathways to assist cruise passenger flows towards the city.

At the same time, responding to the many requests from cruise passengers, the Port Network Authority is signing an agreement with the local Napoleonic Villas Museum, in order to guarantee longer opening hours and an efficient booking service.

In the last months, a Shipowner has expressed interest to organize cruise calls at Capraia Island, which has been up to now only a ferry port. The Port Network Authority, in collaboration with the Harbormaster offices and the local Municipality, is evaluating the security profiles by carrying out a relevant technical analysis. Legal and technical requirements to let Capraia be opened for cruise vessels is being finalized within the next months in compliance with ISPS Code.

From the information point of view, we mentioned above the new section of the institutional website – as well as dedicated promotional dépliant and flyers – has been dedicated to cruise sector in Piombino and Portoferraio.

This new digital platform contains different sections giving the Cruise Operators and secondly the passengers the opportunity to see ports' promos, discover shore excursions and points of interest and get in touch with the Port Network Authority for more information.



MORE INFORMATION:

[Il Tirreno Article](#)

[Dedicated page for cruise operators](#)

[Portoferraio: the Elba cruise gateway](#)



SHAPING THE DIALOGUE BETWEEN THE PORTS AND THE CRUISE OPERATORS

- 4 The ports managed by the North Tyrrhenian Port Network Authority are top ports in the passenger sector at national and international level, both for ferry traffic to and from the islands (Sardinia, Corsica, Sicily and Capraia), and as a port of transit for the world's leading cruise lines. How do you manage the dialogue between the port operators and the cruise lines calling at your port?**

Thanks to the joint contribution of the Port Network Authority and the local stakeholders through the two Working Groups, the contacts between port operators and cruise lines are increasing. North Tyrrhenian Port Network Authority not only informs local operators about the interests and needs showed by cruise lines, but also tries to make them meet, especially for Piombino and Portoferraio. The cruise segment, besides bringing many tourists to our local streets, is an additional stimulus to promote the beauty of our area, but it is only effective if it is integrated with proper activities and services.

The indispensable, successful synergy between companies, local bodies and institutions allows to explore historical, cultural, and natural heritage to the fullest.

For instance, it is very important at this stage to accompany Piombino's growing popularity as a quality tourist destination by offering innovative services tailored to meet cruise companies demands and needs.

As soon as passengers disembark, they find a dedicated reception desk and service on the pier and scheduled shuttle buses which allow them to get to the city. In order to make their visit more pleasant and interesting and at the same time give greater visibility to the commercial activities in Piombino's historic center, Corso Italia and the side streets, the Municipality is also encouraging shopkeepers to put their products on display and sell them in the areas in front of their shops, without charging them for it, on the days when cruises arrive. On days when passengers disembark, it is possible to visit the weekly market which will have longer opening hours.

The next goal is to be able to fully exploit the port's potential from an infrastructural and geographical point of view and to set up brand-new excursion packages in synergy with the local operators. As the recent Risposte Turismo study, which was also presented in Portoferraio, pointed out, it is essential to define a process involving the entire community designed to improve and enhance the quality of passenger reception services.

In short, the signs suggest a very positive tourist potential is on the cards. The Port Network Authority is also working with the Portoferraio Municipality, the Destination Tourist Observatory and stakeholders in the sector to improve hospitality services for cruise passengers and to promote the beauty of the area in a synergic fashion.

NEW STRATEGIES TO DECENTRALIZE TOURISM IN THE PROVINCE COMBINING TRAINING AND COMMUNICATION

PORT AUTHORITY OF VALENCIA, SPAIN

AUTHOR

Francesca Antonelli

ROLE

Cruises & Marketing Manager

PORT PROFILE

The port of Valencia is a medium-sized cruise port, serving contemporary to luxury and expedition vessels and welcoming all types of passengers. Valenciaport aims for a sustainable growth compatible with the needs of quality tourism in the city of Valencia and in a multitude of municipalities in the province.

KEY FIGURES

- Cruise calls/year (2023): 268
- Passengers/year (2023): 776986
- Interporting (23% Homeport / 77% Port of call)
- Depth seabed (12min/ 18max)
- 4 piers for cruises traffic



INTRO

Valencia, Spain's third largest city, offers cruise passengers a wide range of services and attractions both in the city and in the province of Valencia in a maximum of 45 minutes' journey from the port. In this interview, Francesca Antonelli explains how the Port Authority has worked over the last two years with tourism promotion organisations to set up a training and awareness programme that promotes the diversity of destinations and takes advantage of the wealth of spaces, cultural offerings and natural sites in the municipalities of the province. The ultimate goal is continuing to expand the range of excursions for cruise passengers with sustainable experiences in the province, avoiding crowds in the city of Valencia and increasing the deseasonalisation of cruise tourism.

CHALLENGES

- 1 ***In a few words, can you characterize the interaction between cruise activities and your local environment? In terms of stakeholder engagement by local/national institutions, are there any challenges affecting the relationship between cruises and the port-city of Valencia?***

Valenciaport is a port with a clear vocation to serve the foreign trade not only of the Valencian region, but also of a wide hinterland in which the capital, Madrid, is located, covering a wide consumer market. In our docks, cargo (mainly containerised and roll-on/roll-off cargo) must coexist with passenger services, both cruises and ferries. Therefore, relations with our environment, with the city, with social, economic, administrative, and political bodies are of vital importance to reconcile the interests of our port customers with the interests of the communities.

Despite being the fifth port in Spain in terms of the number of cruise passengers, we are proud that we have been able to inform a large majority of stakeholders, including the most affected neighbourhoods but also most of the media, about the benefits that cruise traffic brings to Valencia not only economically, but also as a prescriber of future visitors to Valencia on longer holidays. To do so, we have worked intensively with our stakeholders to publicise the promotional and economic benefits that this traffic brings to our communities, but always focusing on the great efforts towards environmental and social sustainability that the entire cruise value chain is making to be increasingly sustainable.

Another key to coexistence and the containment of negative feelings towards cruises is the fruitful collaboration with two cruise lines, MSC and COSTA CRUCEROS, for their commitment to interporting in Valencia. Approximately 23% of our passengers start and end their cruise holidays in Valencia, while the rest visit us during the day in a transit call. We have worked to demystify concepts such as the fact that cruise passengers in transit do not translate into economic impact while they consume resources in the destination, explaining how the excursions organised by the cruise lines work and how local professionals have jobs thanks these transit calls.

We work hard to raise awareness of the characteristics of both types of visitors, making known the advantages of the economic impact of cruise passengers who start and end their journey in Valencia, but also that the tourist in transit is a great prescriber for future longer stays and that their visits are not concentrated in a single point of interest due to the characteristics of our city and our region. In the city itself, there are two areas of tourist interest, which diversifies the flow of our cruise passengers. On the one hand, the historic centre, where you can journey through 2000 years of history through the city's architecture and enjoy small traditional stores as well as the most international brands all in a pleasant walking stroll. On the other hand, the most modern part of Valencia, the City of Arts and Sciences, where you can admire avantgarde architecture as well as visiting the largest aquarium in Europe, the Oceanographic.



Plaza de la Virgen in Valencia city center.
Source: Port Authority of Valencia



Sustainable tours to explore Valencia by bike.
Source: Port Authority of Valencia

DECENTRALISATION OF CRUISE VISITORS & DESEASONALISATION OF CRUISE TOURISM

2 *In the recent years, the port-city of Valencia has experienced a positive growth in cruise passengers making excursions within the municipal boundaries of the capital of the Valencia region. How do you perceive this trend and what are the initiatives developed by the PAV to encourage it?*

According to a report carried out by Fundación Valenciaport pre pandemic, our research foundation at the Port of Valencia, 85% of our cruise passengers make excursions within the municipal boundaries in the city of Valencia. The growth in calls and passengers that the port has experienced in recent years and a change in the behaviour and demand of our visitors during Pandemic, has led the Port Authority of Valencia to seek dialogue with tourism promotion bodies in the region, to bring this traffic closer to other municipalities in the province. Precisely for the sake of avoiding agglomerations and why not admit it, learning from the experiences of other ports and destinations affected by anti-cruise sentiments, in 2022, the Port Authority of Valencia and the Valencia Provincial Council have devised a joint plan to promote passenger mobility and to offer alternative excursions to visits to the capital.

Both entities prepared a plan to boost cruise tourism in the inland counties and municipalities of the province that want to attract cruise visitors. The aim is for more municipalities throughout the province to add their tourism potential based on experiences, nature, sustainability, heritage, and gastronomy to attract the thousands of visitors who arrive at the docks of the Port of Valencia every year. Thus, in addition to the wide range of urban and countryside activities, new alternatives have been added for lovers of the outdoors, sports and hiking, and more sustainable options such as bicycle and skateboarding tours. In addition, gastronomic, cultural, wine, musical or historical experiences are promoted, making Valencia and its region a multiple and varied experience that facilitates mobility and avoids saturation of destinations.



Birdwatching activities for cruise visitors.
Source: Port Authority of Valencia



Alternative tours for nature lovers.
Source: Port Authority of Valencia

In the Plan designed by Valenciaport and Turisme Promotion Bodies (both city and the province), specialists from these administrations trained up to 60 technicians and economic agents from the counties and inland municipalities of the province to adapt the excursion packages for cruise passengers. Cruise passengers are increasingly demanding more and more exclusive activities based on active and sustainable tourism, tours of unique landscapes and natural parks, multi-adventure achievements and gastronomic and cultural experiences. However, sometimes, managers of historical and cultural heritage or even private tourism companies are unaware of the particularities involved in offering excursions for the wide variety of cruise passengers arriving in Valencia.

The trainings hold in different locations, at the Port but also in the Chamber of Commerce, include general aspects on which type of cruise lines are calling the West Med, among those who is calling Valencia, differences between state-of-the-art contemporary vessels and small luxury or expedition ones, what is the profile of our cruise passengers, their age, mobility profile, nationality, and most spoken languages. We also discussed aspects of connectivity from Valenciaport to the tourist destination and the demand for increasingly sustainable and inclusive mobility. We also analysed where very practical issues like what should be the duration, content and offer of an inclusive and sustainable excursion according to the type of cruise line and the type of cruiser to be attracted, and what are the trends in the experience and quality requirements. It was also very important getting to know the who is who in a cruise call, both at the port and in the destination, for instance the importance of the international tour operator who will integrate the new excursion offers into a package to offer to the cruise lines. During the training, we have encountered a big lack of knowledge and, on occasions, negative commonplaces about the reality of cruising that have been corrected with this training cycle.

As a result of this sessions, the range of excursions on offer is being extended, adding alternatives for lovers of the outdoors, sport and hiking and some historical and cultural heritage managers are adapting their offer specifically to cater to cruise passengers.



Training brochure: "Turismo de Cruceros: una oportunidad para Valencia y su provincia. Source: Port Authority of Valencia



Training sessions promoted by Valenciaport and Turisme Promotion Bodies. Source: Port Authority of Valencia

MORE INFORMATION:

Valenciaport and the Valencia Provincial Council extend the benefits of cruise ship tourism to the municipalities of the province



SOCIAL AND ENVIRONMENTAL SUSTAINABILITY

- 3 Valenciaport is updating its cruise strategy for the coming months with the aim of carrying out sustainable management in both the social and environmental areas in terms of cruises. To this end, what are the most relevant projects for this industry supporting a green energy transition and decarbonisation strategy?**

In relation to social sustainability, we want to continue with all those projects that help us to de-seasonalise traffic and avoid congestion in the city's main tourist enclaves. To this end, we want to continue to encourage all initiatives to devise, promote and implement new ways of discovering our destinations. If we see that interest in training continues, we will do so, but also by putting tour operators and shipping lines in contact with local tourism agents in our communities. We also want to encourage regular meetings between port and destination stakeholders, including the media. Ignorance is the main obstacle to a constructive dialogue and the transparent consideration of all positions, including the most critical ones, is very important for us. This is why we strongly believe in performing a good communication policy and not missing any opportunity to collaborate with the media to communicate our sustainability message, to inform them about our actions and to invite them to meet us, the cruise stakeholders in Valencia whenever possible. In fact, we always respond to the call of the media by dedicating time and effort to explain not only the measures we are carrying out in the port, but also to spread the message of what the shipping lines and our tour operators are doing in the interests of social and environmental sustainability.

Another area of action in the interests of social sustainability is our collaboration with Valencia City Council to strengthen the port's historic inner harbour, the "Marina de Valencia", as a space dedicated to entrepreneurship and innovation. We are dedicating space in the port's public domain for the creation of training centres and start-up activities.

In terms of environmental sustainability, our port has been working for decades on pioneering initiatives for both cargo and cruise ships. Here we can highlight projects for cargo such as the introduction of hydrogen fuel for terminal yard machinery. As far as cruise vessels are concerned, in the medium term we are going to have two electrical substations which will generate enough energy to connect all types of vessels to the electrical network on our docks, including cruise ships. In addition, in the port of Valencia we are already working with two photovoltaic electricity production plants and experimenting with wave energy and with a marine photovoltaic plant which will supply the general services of the Port Authority, including those required by passenger traffic.



Cruise passengers arriving at Valencia Port. Source: Port Authority of Valencia

MORE INFORMATION:

[Valenciaport Port Authority](#)

[Valenciaport Sustainability](#)

[Valenciaport Projects](#)



ACTIVE ENGAGEMENT OF THE LOCAL COMMUNITY WITH INNOVATIVE DIALOGUE TOOLS AND A NEW WATERFRONT HOTSPOT

PORT OF SAINT JOHN, CANADA

AUTHOR

Nataly Allaby

ROLE

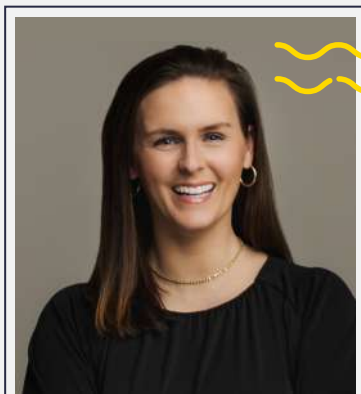
Director of Cruise Excellence, Port Saint John

PORT PROFILE

Port Saint John, New Brunswick on the magnificent Bay of Fundy in Atlantic Canada is a marquee port of call on the Canada / New England itinerary for the world's top cruise lines. The Bay of Fundy is home to the highest tides in the world resulting in incredible outdoor experiences for visitors.

KEY FIGURES

- N° of cruise calls/year (2023): 75
- N° of passengers/year (2023): 175,000
- Status (Homeport /Port of call): Port of Call
- Depth seabed (min / max): 13M
- No. piers: 3 berths



www.sjport.com

INTRO

Port Saint John, in the Atlantic Coast of Canada, used the pandemic to reflect and launch several initiatives that would strength the social integration of cruise in the local community. Nataly Allaby explains us how they developed a Liaison Committee to improve the dialogue, a welcoming facility that become a local hotspot for leisure, and even new ways to communicate and valorize the port community.

CHALLENGES

- 1 ***In a few words, can you characterize the interaction between cruise activities and your local environment? Are there any challenges affecting the relationship between cruises and the port city of Saint John?***

In Saint John, New Brunswick in Atlantic Canada, we are very fortunate to have a strong and healthy relationship with our local government, stakeholders and community regarding cruise tourism. This has been a result of over 30 years of sharing, communicating and gathering feedback to address issues and concerns as they arise. Building trust through transparency has been a key component of our positive relationship to date. We hold regular Community Liaison Committee meetings with key stakeholders and port neighbors to ensure everyone is aligned on our priorities and what lies ahead for cruise tourism in upcoming seasons. It has served us very well to share information frequently and consistently with our community.

BUSINESS AND COMMUNITY CRUISE LIAISON COMMITTEE

- 2 ***The social acceptability of cruises is one of the sector's main challenges. In Saint John you developed an innovative approach to foster a dynamic dialogue with the local community and the business owners. How does it work and what impact has had on the cruise-port city relationship?***

At the start of the pandemic, we needed a formalized outlet to share and disperse information and updates to key stakeholders. There was a lot of changing information and we needed to find a way to correctly disseminate updates to key community individuals who could assist us with sharing information effectively and efficiently. We created a list of stakeholders and community leaders whom we had a previously strong and trusting relationship with; we talked with each individual and explained the role of sitting on our committee and the importance of assisting with disseminating information. We met almost monthly during the pandemic to advise on the status of cruise tourism returning to our community. We were able to ease concerns and provide detailed status updates so that when our community finally received its first cruise ship post-pandemic, everyone felt very comfortable that we were ready. The Liaison Committee was the perfect medium to solidify and strengthen community relationships. When lines of communication are created in a trusting environment, people are more willing to share, understand and assist with solving challenges.

COMMUNICATION - PORT POD AND PORT PODCAST

- 3** Besides the new liaison committee, Port Saint John has also been doing a significant effort in terms of communication and transparency. What are the concrete actions you have developed and how has it helped the port-city relationship and the cruises?

The Port Pod and Port Podcast have been 2 very unique and well received initiatives to communicate with our stakeholders and community. The Port Pod is a combined visitor information center and port interpretation center located within our waterfront attraction called the AREA 506 Waterfront Container Village. This location, made from a recycled 40' shipping container, allows individuals to step inside and talk with a trained representative about the port, our unique tides, the sectors we service and the community initiatives we're passionate about. The Pod also serves as a place to get a walking map of the city and ask questions about our nearby shopping, dining and attractions. The Port Pod has been a really positive way to be 'front and center' in our community and to educate about the economic impact and projects we're working on.

The Port Podcast began as a way to find alternative mediums to share our stories and messages with the community. We were already very active and engaged on various social media platforms but a podcast is such a unique and great way to share an extended story and really dive into meaningful topics about the port. Filmed and recorded regularly, the Port Podcast invites local community leaders, stakeholders and government dignitaries to join us for a 30+ min conversation about an important port topic. This provides an outlet for sharing and inspiring ideas for the future and how we can work through any challenges.



Port Pod. Source - Port Saint John

MORE INFORMATION:

[Port Saint John Youtube Channel](#)



AREA 506 - WATERFRONT CONTAINER VILLAGE COMMUNICATION

- 4** *The AREA 506 Waterfront Container Village you just mentioned has become your most famous project, even winning some awards. We know it has become the main welcoming facility for cruise passengers and even the crews. Can you explain us how this project was developed and its impact?*

The AREA 506 Waterfront Container Village came to life during the pandemic and officially opened in June 2022 when cruise tourism resumed. Prior to the pandemic, we previously had a large commercial tent erected adjacent to the cruise terminals that served as a place for local vendors to sell their wares. We knew we wanted to improve and enhance the passenger experience of that space and brainstormed to come up with the idea of having a waterfront experience designed entirely from recycled shipping containers. Saint John has a rich history of being an industrial city, so the concept really felt like a great and authentic fit for our community. During the pandemic, we were able to partner with a local entrepreneur and operator, as well as gather funding from various partners and public programs to launch the Village in 2022. The attraction has been a huge and award-winning success. It has been a beloved hub for shopping, dining and entertainment in the heart of our community. The container village is open on cruise ship days as well as non-cruise ship days, which proves how authentic and enjoyed it is by our community and visitors alike. The village even has some dedicated containers that were designed to be a comfortable and private Crew Lounge for crew members. We offer complimentary wifi, charging stations and ample seating which has been very popular and well received. Crew members have been so impressed and appreciative to have a dedicated space just for them to relax and connect with their loved ones.



Area 506 - Waterfront Container Village. Source- Port Saint John

MORE INFORMATION:

[Area 506](#)



USING NEW FUELS TO REDUCE THE IMPACT OF CRUISES WHILE PROMOTING SUSTAINABLE MOBILITY AND CITIZEN CONTACT

PORT OF MÁLAGA, SPAIN

AUTHOR

Jesús Peña Martín

ROLE

Head of the Planning and Systems Division

PORT PROFILE

The Port of Málaga is located in a strategic area in Southern Europe, connecting with routes to the Atlantic and the Med. It is considered one of the most important Spanish Ports in cruise traffic. Moreover, it is an example of successful port and city project since 2011.

KEY FIGURES

- Nº of cruise calls/year (2023): 300.
- Nº of passengers/year (2023): 503.898.
- Status (Homeport /Port of call): Both.
- Domain (Ha): 119 Ha.
- DRAFT: Until 16 metres.
- No. piers: 15



INTRO

The Port of Málaga is 3.000 years old and it has been the home of various civilizations. Today, its location in the urban framework links it with the economic and social activity of the environment, in such a way that 'the port is not without the city, and the city is not without its port'. In this interview, Jesús Peña Martín explains how the Port of Málaga has become a top-level strategic enclave in Southern Europe due to the adaptation of its facilities and services to the demands of the tourism sector and always engaged on developing a sustainable activity for the city.

CHALLENGES

- 1 ***In a few words, can you characterize the interaction between cruise activities and your local environment? Are there any challenges affecting the relationship between cruises and the port city of Malaga?***

The port of Málaga is a very friendly port for cruise passengers. As we are next to the city centre, passengers' flows do not cause any traffic congestions. At the same time, Málaga is a very popular destination overall, with a strong tourism sector on the summer months, with visitors arriving by other means of transport. Cruises complement this sector's traditional season, because the main season for cruise traffic in Málaga is in spring and autumn.

Regardless of this, the Port of Málaga continues working to ensure that the relation between cruise passengers and citizens is nice and respectful. In this sense, some measures are being implemented with the city to avoid congestion through the diversification of passenger flows in the different destinations of both the capital, the province and the region. This job is making in addition to other environmental measures, such as study that is currently being carried out for the electrification of the berths.



Cruise Traffic Port of Málaga. Source: Port of Málaga

CRUISES AND PORT CITY MOBILITY

- 2 ***One of the key challenges for the cruise sector in port cities is passenger mobility. It is also one of the priorities for your port. How are you tackling this issue? What innovative solutions have you implemented and how do you cooperate with city?***

We take mobility very seriously due to the proximity of the port to the city. Not only for passengers but also for goods.

During the recent years, the port has collaborated in projects that promote sustainable mobility, such as the use of scooters or bicycles. And also, in other projects to promote the use of electric buses, reinforcing the commitment to the application of technology to improve mobility and make it more sustainable.

All of this is made in continuous collaboration with the capital's City Council, with which we work hand in hand on this matter.

MORE INFORMATION:

What measures can be taken to decarbonise mobility?



ENERGY TRANSITION – ALTERNATIVE FUELS

- 3** *The energy transition is a top priority for the cruise sector. In Málaga you are moving forward with different solutions, such as LNG. How is this operation taking place? What are the advantages and challenges to take it forward? How is this connected to your new strategic plan?*

The Port of Málaga has taken another step in its commitment to sustainability through the Green Port Initiative, which is included in the Strategic Plan of the Port Authority since 2019. One of its items consists on supplying alternative energies to ships that berth in the port area and request it.

This LNG supply operation is not new in the Port of Malaga because it has been carried out since 2020 on the Malaga-Melilla line. Currently, the ferry 'Rusadir', from Baleària, an ecological ship that makes this maritime connection, periodically reloads at the dock using tanker trucks.

Additionally, in 2023, the Port Authority carried out, for the first time, a successful operation to supply Liquefied Natural Gas to a cruise ship from the Port of Málaga.

The transport company ESK supplied LNG to the exclusive ship 'Silver Nova', belonging to the Silversea company from the dock, through 2 tanker trucks prepared for this purpose.

The offer of this service in the Port of Malaga increases the competitiveness of the port area, which continues to adapt to the demand of the most modern and sustainable cruise shipping companies.



LNG supply to Silver Nova ship. Source: Port of Málaga

MORE INFORMATION:

The Port of Malaga supplies LNG to a cruise ship for the first time



BRINGING THE CITIZENS CLOSER TO THE CRUISE SECTOR

4

In 2022 you started to organize the Malaga Cruise Days, as an event in which the locals can come to the waterfront and learn about cruises and yachts. Why did you decide to prepare this kind of event and what have been the results, after the first 2 editions?

Málaga Cruise Days was born as an event dedicated to show the cruise world to the citizens who are so friendly with the passengers. The first edition was made in a parallel way of Seatrade Cruise Med, the international cruise event which took place in Málaga. As it was a professional meeting, we considered to make something exclusive for the citizens. They deserved to enjoy too! And it is a way of thanking them for their warm welcome to the cruise traffic.

The Palm Grove simulated the deck of a large ship where activities typical of a tourist trip on board took place, such as shopping, tastings at the bar-restaurant, children's entertainment, a flamenco show, musical performances, forums and conferences, theatre and a gastronomic market, among other.

In addition, some of the shipping companies were also present to show their itineraries to the visitors.

The event was held the following year thanks to the good reception of the first edition. Both years it exceeded 100,000 visits.

This year we will host Seatrade Cruise Med again and, therefore, Málaga Cruise Days will come back to our port during some days.

MORE INFORMATION:

Málaga Cruise Days



PROMOTING INFRASTRUCTURAL DEVELOPMENT AND ENVIRONMENTAL MITIGATION BY STAKEHOLDER ENGAGEMENT AND SUSTAINABLE CRUISE TOURISM

PORT AUTHORITY OF THE EASTERN LIGURIAN SEA, ITALY

AUTHOR

Mario Sommariva

ROLE

President

PORT PROFILE

The ports of La Spezia and Marina di Carrara overlook the northern Tyrrhenian Sea. The first one, a natural port, is specialized in container traffic. The Port of Marina di Carrara is dedicated most of all in break bulk and project cargo traffics. Both of them are cruise ports too.

KEY FIGURES

La Spezia

- N. Cruise call/year (2023): 185
- N. passenger/year (2023): 710.574
- Status Homeport/Port of Call: Port of Call
- Domain (Ha) ITSPE-0015
- Depth seabed (min/max): 11/12 mt
- N. Piers: One pier with two berthing positions

Marina Di Carrara

- N. Cruise call/year (2023): 20
- N. passenger/year (2023): 14.613
- Status Homeport/Port of Call: Port of Call
- Domain (Ha) ITMDC-0006
- Depth seabed (min/max): 10 mt
- N. Piers: 1



adspmarligureorientale.it

INTRO

At the head of a wonderful gulf beloved by poets and statesmen – like Napoleone - La Spezia is the second centre in the Liguria region after Genoa. It is one of the main Italian cruise port, important for its museums, the traditional Palio, as well as for the railway and boat links with Cinque Terre. Its proximity to the most beautiful Italian cities of art, makes it the perfect destination for the thousands of cruise passengers who arrive here every year. The port of Marina di Carrara too, hosts some cruise vessels, thanks mostly to the famous white marble quarries.

CHALLENGES

- 1 ***In a few words, can you characterize the interaction between cruise activities and your multifaceted local environment? Are there any challenges affecting the relationship between cruises and the port-cities managed by your Port Network Authority?***

In La Spezia, the piers dedicated to cruise ship traffic, as well as in many ports around the world, are located close to the city centre. On the one side, this represents a facilitation for passengers who can quickly reach the historic center, with the great satisfaction of traders. But on the other side, since the ships and their emissions are so visible, there are complaints especially from environmentalist movements who fear a worsening of the air quality in the city. The Port Authority, as well as the biggest cruise companies, are making important investments for reducing and mitigating the environmental impact of ships in the La Spezia area.

The Shipping Companies signatory to this voluntary agreement undertakes to ensure that their ships arriving in the port of La Spezia start changing the fuel used during navigation, according to the competent assessments of the Captain and the Chief Engineer, taking into consideration the different characteristics of the main and auxiliary engines and the best operating speeds, so that the fuel switch to gas oil having a sulfur content not exceeding 0.10% by mass is completed before the ship enters the west entrance traffic separation pattern of the port of La Spezia¹, and subsequent amendments of the Harbor Master of La Spezia .

In exceptional cases, due to unfavourable weather conditions or other justified contingent situations, to be promptly communicated to the Operations Room of the Harbor Master of La Spezia, the methods and times indicated in the previous paragraphs may not be respected.

The ships will carry out the departure manoeuvres by using diesel with a sulfur content not exceeding 0.10% by mass. The main and auxiliary engines will continue to be fed with diesel with a sulfur content not exceeding 0.1% by mass until the ship has completely exited the traffic separation schemes of the port of La Spezia.

The Port Authority of the Eastern Ligurian Sea, the Harbor Master and the terminal operator SCCT, as cruise industry stakeholders are part of the established round table set up by the Municipality of La Spezia to monitor the environmental impacts of cruise ships on the city.

In 2023 The Harbor Master of La Spezia, the Port Authority of the Eastern Ligurian Sea, the Municipality of La Spezia, MSC, Costa Crociere and RCCL, signed a voluntary agreement for reducing and mitigating the environmental impact of ships in the La Spezia area.

The Port Authority of the Eastern Ligurian Sea has launched an extensive Green Ports programming, supported by Next Generation EU, detailed in the Three-Year Operational Plan (POT) 2022-2024.

Among its environmental mitigation actions, the Port Authority of the Eastern Ligurian Sea is planning the installation of shore power connections on the quay by 2025. Cruise companies that call at the port of La Spezia have environmental policies in place. They support investments in new technology and comply with regulations aimed at constantly improving the reduction of their environmental footprint, with particular attention to the management of emissions, noise, waste and protection of the sea. The ships of the cruise companies that are signatories to this agreement and call La Spezia, have system of environmental mitigation.

Cruise ships are stationed in the port of La Spezia at the SCCT cruise terminal (Spezia and Carrara Cruise Terminal), located near the centre of the city of La Spezia, which is heavily anthropized.

The Port Authority of the Eastern Ligurian Sea has designed and will build a new cruise pier, co-financed by the Complementary National Fund – NGEU, equipped with on shore power supply. This will combine the development of this port activity, from a tourist point of view, with the need for sustainability in the territory and the city. The new Maritime Station will be built on the new pier, with the private capital of Royal Caribbean, Costa Crociere and MSC Crociere, which are equal shareholders of SCCT.



WATERFRONT REGENERATION & PROMOTION OF THE PORT AS A CRUISE SHIP DESTINATION

- 2** **The recent signing of the contract for the redevelopment and reallocation, in a cruising-tourist- perspective, of the La Spezia waterfront starts a new phase for the future of both the city and the port. Furthermore, Marina di Carrara is a highly appreciated destination, especially in light of the works planned for the new waterfront which will also bring new opportunities for cruise tourism. Can you better explain how these infrastructural projects will boost the further growth of your cruise destinations?**

We are involved in a big project for the La Spezia new urban waterfront, which will include a new cruise area already been approved. Plans are currently being developed for the realization of a completely new pier for cruise ships, with two berths of 393 and 339 meters, that will be ready by the end of 2026 and, at the same time, work is taking place on the definition of a new cruise terminal that will be ready by the end of 2028. Both infrastructures will be built using the most innovative systems to make them totally sustainable from an environmental point of view.

The port of Marina di Carrara too, is involved in a project about the new waterfront. The next summer will be ready a part of a new seaside promenade with pedestrian and cycle paths, that will certainly be appreciated by cruise passengers arriving in the port. The Port Authority is working to dedicate more space to the cruise sector within the port, through the new master plan, to allow the docking of larger ships.

The Municipality of Carrara, with the support of Port Authority, is developing new proposals to attract cruise ship tourists to the historic centre, through exhibitions, events, new itineraries and facilities, to try to prevent all passengers arriving in Marina di Carrara move only to the nearby cities of art such as Pisa and Florence.



La Spezia new cruise pier. Source: Port Authority of the Eastern Ligurian Sea

FULL ENVIRONMENTAL AND ENERGY SUSTAINABILITY

3 *Cruise traffic in the port of La Spezia and Marina di Carrara is recording a very important growth over the last two years and this positive trend was also confirmed by cruise lines that continue to choose your ports also because of your green development projects. How do the Authority's choices orient the cruise activities of the ports of La Spezia and Marina di Carrara towards full environmental and energy sustainability?*

About the Green Ports Next Generation UE, the port Authority of the Eastern Ligurian Sea will invest over than 61 million of Euros in projects to increase energetic efficiency like through the replacement of existing projectors with LED technology on lighting towers within the Ports of La Spezia and Marina di Carrara; the creation of an electricity distribution network in the Ports of La Spezia and Marina di Carrara through the installation of charging stations for vehicles and handling equipment; the construction of a renewable hydrogen production and distribution plant in the Port of La Spezia for the hydrogen mobility service operating at La Spezia and Marina di Carrara; streamlining of the electricity grid with innovative interventions for the transport of energy serving the Ports of La Spezia and Marina di Carrara in order to increase the efficiency through the construction of an 110 MW

high voltage power station; the renewal of the Port Authority vehicles fleet through the purchase of new service cars, electric and/or hydrogen, and a minivan for collective transport; the production of electricity from the photovoltaic system over the railway tracks of the La Spezia Marittima station, inside the cargo port, with soundabsorbing functions (40,000 sqm covered area); a plant for the production and storage of electricity from photovoltaic system on buildings and on floating structures in the Ports of La Spezia and Marina di Carrara; the replacement of hydrogen generators in the Ports of La Spezia and Marina di Carrara.

Furthermore, in 2023, the Harbor Master of La Spezia, the Port Authority of the Eastern Ligurian Sea, the Municipality of La Spezia and some Shipping Companies signed a voluntary agreement for reducing and mitigating the environmental impact of ships in the La Spezia area

The Port Authority of the Eastern Ligurian Sea has strategic objectives related to the environmental sustainability of port activities. It has launched an extensive Green Ports programming, detailed in the Three-Year Operational Plan (POT) 2022-2024. The Port Authority of the Eastern Ligurian Sea, the Harbor Master and the terminal operator SCCT, as cruise industry stakeholders are part of the established round table set up by the municipality of La Spezia to monitor the environmental impacts of cruise ships on the city and to share projects and initiatives in order to support sustainability for the cruise sector.



Waterfront in Marina di Carrara. Source: Port Authority of the Eastern Ligurian Sea

MORE INFORMATION:

[Italian Cruise Day](#)
[Link](#)



GOOD ENGAGEMENT PRACTICES FOR SUSTAINABLE CRUISE DESTINATIONS

4 *In La Spezia you have recently signed a Memorandum of Understanding with the Municipality with the aim to jointly support the growth of the cruise sector. As part of the dialogue between port and city, how do you manage the dialogue with the local stakeholder in “your” destinations?*

The dialogue with the city and its citizens is an integral part of the Port Authority of the Eastern Ligurian Sea policy.

The cruise passenger flow has undergone a strong increase in recent years, especially in La Spezia. The municipality of La Spezia, which recognizes the strongly positive impact of cruise tourism on the local economy, has worked to make the city even more attractive.

Investments of this last period include the development of the fortifications and paths along the city walls (Spezia Forte Project); the increase, in the summer period, of events, concerts, theatrical performances, as well as openings at special times of museums and other places of culture for the needs of cruise passengers; the renovation of public parks and their maintenance, etc.

The Port Authority actively collaborates with the municipality of Spezia in the creation of cultural and social events, or shows that take place mainly during the full cruise season, such as the Palio del Golfo, the Blue Festival and the Jazz Festival. Furthermore, a part of the future waterfront was made available to the city by freeing it from containers and making it a place of leisure. We are also proceeding in the same way with the Municipality of Carrara, intervening in the creation of particular events for citizens and cruise passengers.

From an environmental point of view, the municipality's efforts to promote sustainable and electric mobility must be considered, with benefits in terms of environmental costs.

In conclusion, it is worth mentioning the further effort of the municipality in providing the city with quality sanitary services for tourists, with investments already planned and being implemented, along the path that leads from the seaside promenade into the city.

MORE INFORMATION:

[Port Logistic Press](#)



DEVELOPING A SUSTAINABLE CRUISE TOURISM MODEL

VALORIZING NEW DESTINATIONS AND LOCAL CULTURE

NORTH ADRIATIC SEA PORT AUTHORITY, ITALY

AUTHOR

Fulvio Lino Di Blasio

ROLE

President and Special Commissioner for Cruises

PORT PROFILE

Located at the top of the Adriatic Sea, the Veneto Port System - including the ports of Venice and Chioggia – relies on 1,200 companies operating on a total surface of 2,500 hectares, to serve supply chains and export of Northern Italy and Central Europe. The system is also the ideal destination for tourism by sea, thanks to the attraction of this marvellous UNESCO site.

KEY FIGURES

- Domain (Ha) 2,500 hectares
- Depth seabed (min / max) -12 mt max
- Berths No. 129
- Rail network 65KM
- Road network 40 Km
- Total length of the quays 22 Km
- Status (Homeport)
- N° 242 cruise calls/year (forecast 2024)
- N° 540,000 passengers/year (forecast 2024)



port.venice.it

INTRO

The port city of Venice in Italy is an extreme example of the delicate balance between environmental protection, economic activities, such as tourism and the safeguarding of cultural heritage. Constantly in the spotlight due to the impact of tourism and cruises, in this interview, the special commissioner and president of the port explains how the new strategy will bring balance to the cruise sector in the Venice lagoon, with new destinations involved and the importance of the socio-cultural awareness for the visitors.

CHALLENGES

1 Venice was until 2021 one of the main cruise ports of the Mediterranean until two things happened: COVID-19 and the government decided to ban cruises from San Marco Basin. In a few words how would you characterize this dramatic change and how have you adapted in the short term to this situation?

2021 represents a milestone in the sustainable evolution of the strategic development planning of the Veneto port system - made up of the ports of Venice and Chioggia and overseen by the North Adriatic Sea Port Authority (NASPA).

Indeed in 2021:

- On the one hand, the Italian Government – by two new legal provisions - imposed a change in approach and structure to cruise tourism in Venice;
- On the other hand, NASPA - with the Three-Year Operational Plan 2022 – 2024, launched in December 2021 - integrated sustainability - expressed in all its dimensions - into its strategic guidelines and implementation interventions.

From 2021 NASPA will therefore effectively contribute to the protection of the UNESCO Site of Venice and its Lagoon, following up on a series of works aimed at increasing port efficiency, but placing the benefits for the territory first, in order to protect and enhance the site, not only from a physical point of view, but also from a cultural one.

The activity of the Special Commissioner for cruises is central in this process, starting on August 2021 proceeding at full speed with the precious collaboration of the entire port community and city institutions, in compliance with the objectives set by the Government.

During a year and a half of activities, widespread temporary moorings (Liguria and Lombardy docks) for cruise ships were identified, adapted and put into operation in the cargo Port located in Marghera, the dual use of the Fusina ro-ro terminal was promoted and a successful test in Chioggia in the luxury cruise segment was carried out. Furthermore, a nautical accessibility study of the main port canal was concluded, and a feasibility planning began for the equipping of two new moorings and for a new passenger terminal dedicated to medium size cruise ships.



Dual use of the Fusina ro-ro terminal terminal_widespread temporary moorings. Source: Port of Venice

NEW MODEL OF SUSTAINABLE CRUISES IN VENICE

2 After finding a temporary solution for the cruise ships moorings, the port authority plans to recover this sector, but in a new way, more sustainable than before. What are the main elements for this new approach towards cruise tourism in Venice?

The new approach adopted by NASPA places the sustainability of its work and the protection of the environment at the centre. which means:

- All interventions functional to the evolution of cruise tourism in Venice and its lagoon will be subject to an Environmental Impact Assessment;
- The interventions aimed at guaranteeing the navigability of the main potential canal must be the result of a scientific study that implements the highest innovations and involves the best experts in the world to guarantee that they have done their utmost to simultaneously satisfy the needs of safety, protection of port ecosystem and operations;
- Priority to works aimed specifically at the morphological recovery of the lagoon, where the materials deriving from the maintenance of the canals will be used to create salt marshes and other morphological structures that limit the propagation of wave motion.

Today the new cruise model in Venice and Chioggia includes:

- “Widespread moorings” within the lagoon for small to medium/medium-large ships - identifying the best combination in terms of sustainability between the size of the ship and the specific location of the port facility offering the mooring,
- A platform/solution outside the lagoon for the docking of large ships.

As regards the benefits on material heritage, it is clear that a “widespread” offer reduces the concentration and strength of the impacts of both the ship, the supply flows and the passenger flows and, in addition, it distributes the socio-economic value generated over a wider territory, including Chioggia, where the cruise sector was activated, among other things, with a focus on the luxury segment.

Finally, taking advantage of the PNRR (Piano Nazionale di Ripresa e Resilienza - National Recovery and Resilience Plan) funds, NASPA has invested €32.2 million for projects related to the setting up of onshore power supply of the quays located in the historic center by 2026.

The implementation of the acoustic and atmospheric monitoring system is also underway, through fixed and relocatable control units, for the evaluation of noise and air quality and the effects of the port on these environmental components.

Then there are investments and the development of activities aimed at making passenger mobility more sustainable and fluid: NASPA is working with Gruppo SAVE Spa which manages the Venice airport (but also with the airports of Dubrovnik, Bari and Pula) to streamline/simplify and make check-in in fly & cruise mode unique.

MORE INFORMATION:

[Venice Towards a New Model of Cruise Tourism](#)



NEW MODEL OF SUSTAINABLE CRUISES IN CHIOGGIA

- 3 Besides Venice, your Port Authority is also responsible for the port of Chioggia, still in the Lagoon. What are your plans for this port and how do you plan to develop cruise activities in a sustainable way there?

NASPA started a project with the local community of Chioggia to prepare it to welcome cruise passengers, highlighting in the offer the uniqueness of the natural, cultural, architectural and landscape environment of the city, proposing an offer enriched by an experience that favors the most typical and original elements, in adherence to its cultural, historical and social roots. The project has created a path to accompany local stakeholders in the creation of a specific offer for tourists from the sea. The approach was inclusive thanks to the activation of focus groups, workshops, training days and family trips.



Meeting with the local community of Chioggia. Source. Port of Venice

MORE INFORMATION:

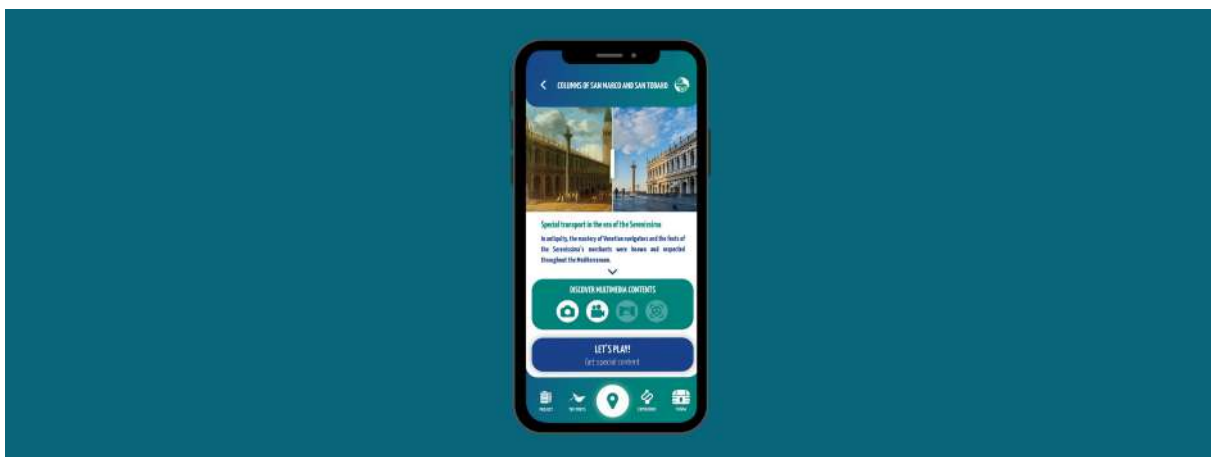
[Destination Chioggia 2023: Chioggia's new cruise model](#)



SOCIO-CULTURAL SUSTAINABILITY

- 4** In your new strategy, besides the urgent environmental aspects, you also emphasize the social and cultural sustainability. What actions are you taking in this direction? How is the new virtual port museum relevant for the cruise sector?

As regards the protection of intangible heritage, NASPA shares the indications coming from bodies and institutions such as UNESCO, ICOMOS and the Council of Europe which attribute an ever-increasing role to the care of the cultural aspects of the tourist proposal, not only for the purposes of valorisation and protection of the heritage, but also for the direct purposes of knowledge and recognition of local values with positive effects from an economic, social and environmental perspective. We therefore worked on several fronts including that of Communication with the implementation of the multimedia application “Virtual Museum of the Ports of Venice and Chioggia” created thanks to the Remember Project financed by the Interreg Italy-Croatia Program 2014-2020. The Virtual Museum of the Ports of Venice and Chioggia represents an innovative multimedia application created by NASPA to promote knowledge of the tangible and intangible heritage of the ports of Venice, Chioggia and the Lagoon. Through the use of advanced digital technologies, including virtual tours, videos and photographs, the application offers the possibility of exploring these places both on site and remotely. The objective of this approach is to stimulate more aware and attentive tourism, encouraging visitors to discover alternative itineraries and to fully understand the cultural and environmental importance of the context. NASPA, in collaboration with private and public partners, conceived this project with the aim of contributing to responsible and sustainable tourism, trying to balance the tourist influx with the preservation of the environment and the rich local culture.



Virtual Museum Ports of Venice and Chioggia. Source: Port of Venice

MORE INFORMATION:

[Virtual Museum of the Ports of Venice and Chioggia](#)



SHAPING THE SUSTAINABLE DEVELOPMENT OF THE CRUISE INDUSTRY BY BOOSTING PORT FACILITIES AND COMMUNITY BUILDING

PORT NETWORK AUTHORITY OF THE IONIAN SEA, ITALY

AUTHOR

Sergio Prete

ROLE

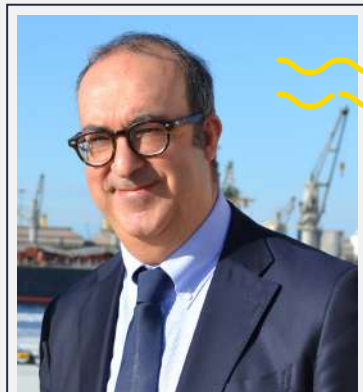
President

PORT PROFILE

The Port of Taranto is an emerging destination in the cruise industry. It boasts a privileged position in the heart of the Med, as it is beautifully located in Puglia, the sun-kissed region of southern Italy where travellers are falling head over heels for the pleasures of its unspoiled beauties.

KEY FIGURES

- N° of cruise calls/year (2023): 38
- N° of passengers/year (2023): 138.548
- Status (Homeport /Port of call): Mainly Port of call. - Homeport for Costa Crociere (Costa Fascinosa).
- Domain (Ha): 4.000.000 sqm (total port domain); 20.913 sqm (no. 5 piers currently available for cruise ships)
- Depth seabed (min / max): min 5.60 – max 10
- No. piers: 5 berthing points dedicated to cruise ships



Autorità di Sistema Portuale
del Mar Ionio

Porto di Taranto

port.taranto.it

INTRO

The Port of Taranto is an emerging destination in the cruise industry boasting a privileged position in the heart of the Med. In the interview, the President of the Port Authority, Sergio Prete, explains how the Port Authority is striving for a sustainable future development of the cruise industry by boosting the port facilities dedicated to cruising and promoting new projects and initiatives to create a bridge between the port and the local community.

CHALLENGES

- 1 ***In a few words, can you characterize the interaction between cruise activities and your local environment? Are there any challenges affecting the relationship between cruises and the port-cities managed by your Port Network Authority?***

The PNAIS is striving to make the port of Taranto a highly resilient port by promoting the consolidation of relationships with the city and the local community and by achieving an increased international visibility that can be capable of raising a stronger cruise ecosystem awareness. A participatory strategy involving different actors – Municipality, Port Authority, local – national – international Associations, transport services providers, schools and students, public and private organizations, etc. – is mandatory to create a marketing approach capable of generating a “shared port-city’s strategy” for increasing the allure of Taranto as a cruise/tourism destination. To achieve this goal, the port-city of Taranto brought into play a coordinated set of actions aiming to expand the regenerative effects of change both in spatial, social and economic fields.

Luckily, cruise tourism is growing with promising numbers, leveraging the cultural, historical and natural heritage the city is rich with. Indeed, the growth of this traffic now represents a concrete challenge to diversify the port-city’s economy and to attract national and international investments, considering that, Taranto used to be mainly known globally for its commercial and industrial assets. The change in the governance approach and the regeneration of the physical and infrastructural aspect of city’s waterfronts - from an exclusive commercial port to an international cruise hub – can play an important role to canalize a cruise tourism growing trend. Nevertheless, this vision and goals imply a number of challenges that need to be recognized and faced by the port and the city, acting together from a broader perspective.

To achieve this goal, the PNAIS, working with the Municipality of Taranto and other Public Administrations as well as with the Taranto Cruise Port - the company managing the general services of the cruise terminal which is part of Global Ports Holding (GPH), the world’s largest independent cruise port operator. The whole port community is engaged in the massive action to enhance both the port’s infrastructural facilities and the services (i.e. develop fly&cruise packages, strengthen the role of the port as “homeport”, etc.) needed to serve the cruise ships and the cruisers coming to Taranto. The city and its citizens are gradually discovering what is behind and beyond the cruise sector: this process requires time, dedication and commitment. This is probably the most significant challenge for Taranto port-city as a whole, that is to work on a cultural mindset shift which also implies increasing awareness among citizens, professionals and institutions about the high values and resources related to the Sea.

MORE INFORMATION:

[“Port of Taranto... For cruise lovers” Video](#)





Port of Taranto, sky view. Source: PNAIS

NEW CRUISE TERMINAL & SUSTAINABLE DEVELOPMENT

- 2** ***Selected as the Destination of the year at the Seatrade Cruise Award 2022, the Port of Taranto has gained a key place in the cruise scene of the Med area. Considering the stable growth in the number of calls and cruise lines interested in calling at Taranto, how is the port managing the development of the cruise sector in terms of infrastructural adaptation?***

Before going to the core of the question, it is important to better contextualize the developmental path followed by the Port of Taranto to achieve its status as a cruise port.

In fact, although the wide and impressive width of the port domain (amounting to 4.000.000 sqm), until 2017 the whole infrastructure used to be almost exclusively dedicated to the commercial and industrial traffics which, nevertheless, contributed to get the port on the podium of the most performing Italian ports at the beginning of the twenty-first century.

As a consequence of the crises of the steel industry and the relevant decrease of commercial and industrial traffic in the port, we started to harmonize the set of measures adopted at national and local level, trying to combine them with the financial resources available and define a structured administrative management of the infrastructural works planned to also equip the port with cruise facilities, by integrating the services provided and the connectivity with the City.

The Taranto Cruise Port has recently expanded its cruise terminal, opened in May 2021 on the St. Cataldo Pier, which welcomes passengers and crews during the cruise seasons. The Port counts on the availability of five mooring points: the port's assets dedicated to cruise berths include the quays of San Cataldo Pier (Pier 1 – Head, East and West side, Quay 1 and Quay 2). The highly competitive depths and dimensional features make these mooring points suitable for docking even the latest generation of cruise ships.

In order to fulfill the aim of creating a fully-equipped terminal to face the growth of cruise traffic in the port and achieve a land-sea renovation, together with the Taranto Cruise Port, we are now considering two possible alternatives: one is to adapt a portion of the “Falanto” Multipurpose Service Centre to meet this need (as soon as the building is open and fully operational); a second option is to build a brand-new terminal conceived as a single place to accommodate a cruise terminal providing passenger services and related activities.

Another key project dedicated to the cruise sector is the electrification of port facilities – OPS (on-shore power supply) – that the PNAIS is currently implementing to serve the cruise-dedicated piers. The project provides for port electrification in order to reduce the dependence on oil and decrease the environmental impact in the transport sector, in line with EU Directive 2014/94 (DAFI Directive) which establishes a common framework for measures for the construction of an infrastructure for alternative fuels in the European Union. To achieve this goal, we are also working on the transition towards alternative fuels and energies, as solar panels and floating/off-shore wind farms (the first near-shore wind farm “Beleolico” is located in the Port of Taranto) with the aim to also serve the port cluster and the local community.



Port of Taranto at sunset. Source: PNAIS



Port of Taranto Destination of the Year 2022. Source: PNAIS

FLY & CRUISE AS A TRUMP CARD FOR THE RELAUNCH OF THE TERRITORY

- 3** **The port of Taranto is considered as a fully intermodal infrastructure and it is strategically connected to three main airports by bottleneck-free roads, thus allowing the opportunity to develop fly&cruise services. Is there any concrete plan to achieve this goal?**

The port of Taranto is conveniently connected to the main airports in the Puglia region: Brindisi and Bari, respectively 75 and 90 kms far from the Port of Taranto. They serve the whole Apulian territory with a high number of connections and represent the main hubs for the region. The local area can also count on the availability of third, pivotal infrastructure, the Grottaglie Airport ‘M. Arlotta’ which is only 16 km away from Taranto and is Italy’s First Spaceport servicing suborbital flights.

Thanks to the functional reorganization of the passenger terminal of the airport currently underway, starting from 2025, Taranto will count on the availability on a new facility capable of boosting the development of tourism and cruising in the local area. There is an open dialogue with several operators to build “Fly&Cruise” itineraries (i.e. Costa Crociere), thus counting on the possibility to promote the connectivity between different international airports to the hub of Taranto-Grottaglie. This will be set as a first-hand milestone for the cruise industry in the local area, also to lay the foundation for branding Taranto by creating around the Ionian port a unique and innovative “fly&cruise” holiday package. Thanks to the enhancement of the natural and infrastructural resources of the port of Taranto, new links with the other tourism markets will be set, thus promoting travel experiences that will allow travellers to “cruise Taranto and the Med” and to enjoy exclusive itineraries.

Taranto Airport is also adequately connected with the main road system that is directly linked to the port domain.

The flourishing of “Fly&Cruise” packages connecting Taranto to other destinations around the Med will also offer the cruise market a unique opportunity to discover a new, unspoiled and lesser-known corner of Italy where travellers can opt for flying but also for staying in the city for both leisure and business purposes. The Authority strongly supports the idea that the city is most likely to strengthen its role as homeport for cruise lovers and repeaters and is willing to invest more in this initiative. Indeed, the flourishing of this service in the Port of Taranto will also allow to develop new business opportunities, as its infrastructures and efficient intermodal connections will facilitate all kind of investments in an area where new investors could even profit from.



Port of Taranto, sky view. Source: PNAIS

COMMUNITY BUILDING THROUGH INNOVATION AND COMMUNICATION

- 4** *Considering the examples of different port-cities in the Med, the development of the cruise sector has a direct link with the community as it gains leverage in creating new relations with the citizens. How do you feed this link with the territory?*

Over the last few years, the Authority decided to open the port to unexplored scenarios that aimed to build a new way of narrating the port. Among the key drivers used by the PNAIS to reach this target, there is the contamination between visual and figurative arts, creativity and culture as the best mix to build an emotional bridge between our port and the local community as they have the great power to contaminate the existing narrative about the port-city relations with new visions and values.

To this aim, we fabricated some formats exclusively dedicated to Taranto as a cruise destination.

The Falanto Awards, launched in 2020 is the event promoted by the PNAIS to award the key players who are supporting, in different fields, the relaunch of Taranto as a tourist and cruise destination.

We are also the promoters of an unprecedented Cruise Season Closing Ceremony celebrated every year on the occasion of the last cruise call at our port, thus blessing the port with a magical event saying that the curtain falls on the current cruise season waiting for the new season to come. It is conceived as a promotional event to honour and thank the companies that have chosen to call at Taranto. "We salute you!" Marks the uniqueness of the event: the salute to the last cruise ship in port for the brilliant year is always characterized by an unprecedented choreography of lights, rock music and, on one special occasion, dancing fountains. In other words, it is a real show worthy of a 'rock port' that enchants the thousands of passengers on board the ships, the Authorities, the cruise cluster and the port operators attending the Ceremony. From the pier, the lights and the festive water works of the tugboats accompany the unmooring operations of the cruise ship, giving an unprecedented skyline to Taranto port-city and its citizens.

The "Taranto Port Days" are another flagship event organized by the PNAIS with the aim to provide the local community with a rare and unique opportunity to visit the port of Taranto and become active participants of an unprecedented way to experience the port and to know what is the port about. During the Taranto Port Days visitors can feel port-life at the rhythm of leisure and cultural activities. Since 2018, the PNAIS organizes the Taranto Port Days within the framework of the Italian Port Days, the national event launched by Assoporti, the Italian Ports Association, with the aim to open up the port to the city. As for 2020, the Italian Port Days have been included by the EU Commission within the European Maritime Day 2020 – EMD in My Country.

Lat but not least, we have also launched "Open Port", our virtual port center whose future physical location will act as the educational, information and interactive port hub open to the local citizens and to all those - tourists and visitors - willing to explore the port and maritime culture.



Falanto Awards 2023. Source: PNAIS



Cruise Season Closing Ceremony in the port Taranto.
Source: PNAIS

MORE INFORMATION:

["Cruise Season 2023 - Farewell Ceremony" Video](#)

["Aftermovie Taranto Port Days 2023" Video](#)

[Taranto Open Port](#)



SUSTAINABLE CRUISE TOURISM BASED ON A BROAD DIALOGUE, ENVIRONMENTAL PROTECTION AND A BALANCED FLOW OF VISITORS

PORT OF QUEBEC, CANADA

AUTHOR

Marie-Andrée Blanchet

ROLE

Director, Cruise and port ecosystem

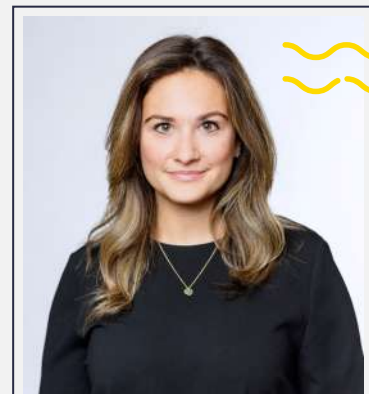
PORT PROFILE

The mission of the Québec Port Authority is to promote and develop maritime trade, to serve the economic interests of the Quebec City area and of Canada, and to ensure the Port of Québec's profitability in a way that respects both the community and the environment.

Our values: achievement, collaboration, agility, and respect.

KEY FIGURES

- 131 cruise calls (2023)
- 154 000 passengers (2023)
- Homeport and Port of call
- 15m water depth
- 54 dedicated cruise piers



portquebec.ca

INTRO

The Port of Québec recently published its Vision 2035. In this brand-new strategic plan, the Port pledges to earn the recognition of its fellow citizens for the responsible management of its territory, its respect for the environment, and its protection of biodiversity while positioning itself as a world leader in establishing sustainable supply chains at the service of a more resilient economy. Marie-Andrée Blanchet explains how guiding principles are at the core of the strategy for sustainable cruise development and the community relations actions put forth to ensure a respectful and intelligent future for the cruise sector in this UNESCO heritage port city.

CHALLENGES

- 1 ***In a few words, can you characterize the interaction between cruise activities and your local environment? Are there any challenges affecting the relationship between cruises and the port city?***

Québec, as a cruise destination, has developed a very innovative way to manage this sector. When talking about cruises, we are talking about port infrastructure and services as well as a wide array of tourism attractions and actors that work together to make a great destination. Keeping the cruise sector complexity in mind, Québec has developed its very own management model. Port of Québec and Destination Québec city (tourism branch of the city) are working on the development together hand in hand. Regarding the cruise sector, we are sharing a strategic development plan and a sustainable tourism development plan that we co-constructed with our community. This management system ensures a constructive dialogue with all parties and a harmonious relationship between partners, community, and citizens.

Québec is a UNESCO world heritage, and as such, it is particularly important to properly manage the interaction between cruise activities and the local environment. The opportunities are varied and we are currently working on improving and spreading the economic benefits for the city.

Another challenge is managing the influx of tourists without overwhelming the city. On that specific matter, we develop our cruise industry with a special motto: The passenger satisfaction and the citizen quality of life appreciation are interrelated, and our cruise management guidelines ensure that both clienteles have a great experience. We are implementing our very sustainable tourism plan, focusing on diversifying the offer and offering authentic offers outside the city center.

We are also working with the cruise line to mitigate the environmental effects of increased ship traffic. An example is that we are currently working on a shoreside electrification project. To us, it is the best way to decarbonize and ensure the social license to operate this specific industry.

Balancing economic opportunities with environmental concerns is an ongoing challenge for the relationship between cruises and the port city, and the Port is involved in coordinating the efforts of all stakeholders in our destination. We must continually evolve, look at better practices and generate improvement every year to maintain a good relationship with our community.



Cruises in Quebec port city. Source : Port of Quebec

PASSENGER CAP AND INNOVATION IN TOURISM

2 **One of the most complex debates in the cruise world is the limit of visitors that one destination can host to remain sustainable. The Port of Quebec was the first one in the world to define a passenger cap already in 2014. Can you tell us more about this measure, how it was implemented and its impact over a decade?**

The Port of Québec is at the forefront in terms of intelligent and sustainable cruise development.

Back in 2014, questions about cruise management arose when the cruise traffic started to increase. At that moment, the Port mobilized the partners and the community to work together and improve the cruise experience. Together with the community, the destination decided to implement a cap on cruise (15,000 daily passengers and two simultaneous boardings and disembarkations).

The motivation at the time was to ensure optimal passenger satisfaction while visiting Québec, one reflective of the quality of the destinations. There was also a concern about the intensive labour that a multiple ship day would bring, ensuring that the port services and ground handling operations hold to our high standards. We are proud that we took this initiative because, again, to this day the Port has among the highest ratings and cruise passengers' satisfaction in the world for many cruise lines.

With time, more recent concerns arose and are facilitated by the imposition of a cruise cap, such as preserving the local environment, managing congestion in the area, or ensuring the sustainability of tourism in the region. Limiting the number of tourists can help balance the economic benefits of tourism with the need to protect local resources and maintain a high quality of life for residents.

However, to us, the cap is not a measure alone, and we also work proactively on other management points with the cruise forum and on one original one: innovation.

A way to enhance the cruise experience and to expand our reach within the community in our point of view, is through innovation. Through innovation, we can work on challenges such as mobility, environmental practices, labour scarcity, etc. Offering our port facilities as a laboratory to develop, promote and showcase the expertise of our companies throughout the world is perfectly in keeping with our Vision 2035, one of whose four pillars is innovation. To do so, the Port has decided to join MT Lab, a startup incubator and accelerator, an open innovation and networking platform, a space for experimentation and monitoring, and coworking and entrepreneurial coaching.

With the Port's cruise activities providing significant tourist and economic benefits for Québec City and its neighbouring regions, this partnership is ideal for propelling Québec businesses with innovative ideas for the tourism sector.

MORE INFORMATION:

[The Port of Québec at the Forefront](#)



COMMUNITY LIAISON COMMITTEE

3 The challenge of social integration of cruise activities in port cities depends on the dialogue established with the local community. How is the Port of Quebec addressing this challenge? What virtual tools or social committees do you have in place and how do they work?

The Port launched many initiatives to foster dialogue and integration with the local community. To do so, we mainly focus on three main tools: The Québec cruise forum, the Port-Community Cohabitation Committee, and our citizen online platform, *Je participe* (I participate).

Québec cruise forum:

The Port of Québec organizes the Québec City Cruise Forum each year. It assembles over a hundred people from the tourist and port sectors, citizens' groups, and community members. The participants meet at conferences and workshops and contribute to discussions by providing creative solutions to the cruise sector's future needs in summer and winter, which will be founded on the destination's responsible, coordinated, and sustainable development. The workshop ideas are integrated into our destination sustainable development plan and implemented in our action plan. We can say that we co-construct the development of our cruise destination and ensure everyone's voice is heard. We see it as a business model innovation where a lot of space is given to the community.

The work resulting from the forums has made it possible over the years to work on subjects such as:

- Transportation to destination;
- Coordination with hotels;
- Valorization of economic benefits: sharing of schedules, the opening of boutiques according to the schedule, the attraction of cruise passengers;
- Diversification of tours offered to passengers: need for a family offer and inclusion of local tours;
- Extension of the season towards summer;
- Logistical challenges.

Over the years, the forum has led to many important tourism management practices, such as:

- Limit set at 15,000 visitors per day at the Port;
- Limit of two simultaneous boardings and disembarkations;
- Work on schedule management with the lines ahead of the season to distribute traffic;
- Organization of pre-season meetings with operational partners;
- Work with the Special Events Coordination Center on busy days to manage traffic;
- Environmental duty imposed on cruise lines;
- Work for the extension of the season.

The Port also relies on citizens' committees and recently launched the **Je Participe** (I participate) platform. With this platform, the Port wants to increase exchanges and benefit from the expertise of citizens as users of services, public spaces and the port territory. Everything is part of a continuously active approach to pursuing harmonious city-port cohabitation.

On the platform, citizens are called upon to give their opinion ahead of projects and to share their suggestions and recommendations with us. For example, they may be invited to complete a survey, participate in an ideas box or even submit a brief. It will depend on the projects. In addition to the platform, coffee chats allowing local exchanges with citizens and a newsletter on the Port's activities will also see the light of day soon.



Port City interface of Quebec. Source. Port of Quebec

MORE INFORMATION:

[The Port of Québec at the Forefront](#)
[Je Participe](#)



FIRST NATIONS

4

We often talk about the engagement and involvement of the local community, but we cannot forget that it is often heterogeneous and there are more sensible groups than others. For example, how does the Port of Quebec involve first nations and valorize their important role?

The Grand Chief of the Huron-Wendat Nation (HWN) and the CEO of the Québec Port Authority recently signed a framework agreement to formalize their commitment to working together. During the constructive discussions that led to the drafting and ratification of the agreement, both sides expressed a desire to bring people and visitors from abroad into contact with the first people to conduct trade and navigate the Port of Québec's waters. The partnership with Wendake Tourism was born out of this desire, with the Cruise Ship Terminal determined as the choice location to bring it to fruition.

It was then chosen to use the cruise ship's terminal to showcase the Huron-Wendat Nation and create a welcoming environment for the cruise visitors. By involving them in our cruise sector, we aim to contribute to our society's betterment and provide a unique and enriching experience.

With animation, music, and visuals, the visitors calling at the Ross Gaudrault Cruise Terminal are immersed in the Huron-Wendat culture as soon as they disembark the ship, thus animating our terminal with an authentic cultural experience.

BUILDING SUSTAINABLE CRUISE TOURISM THROUGH CULTURE AND INNOVATION IN THE WORLD'S FIRST UNDERGROUND CRUISE SHIP TERMINAL

GALATAPORT ISTANBUL, TURKEY

AUTHOR

Figen Ayan

ROLE

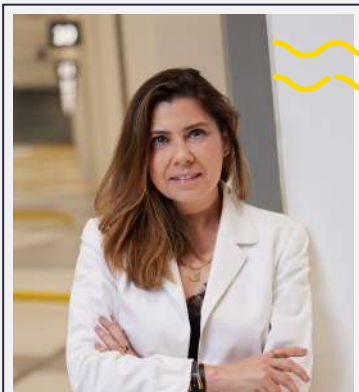
Galataport İstanbul - Chief Port Officer
MedCruise - President

PORT PROFILE

Galataport İstanbul is a \$1.7bn port and facility integrating many activities. As a first in the world, the terminal and the operation were shifted underground to open the waterfront and promenade to public access. Thanks to this engineering prowess, passengers, tourists and locals are now coming together in a harmonious manner.

KEY FIGURES

- 190 cruise calls /2023
- 375,836 passengers / 2023
- Status: Both Homeport & Port of call
- www.galataportistanbul.com
- Depth seabed: (min. 10 Mt / max 14 Mt)
- No. piers (Salipazari Pier #1-2-3-4
Karakoy Pier # 5-6). Total 1023m pier length



GALATAPORT
İSTANBUL

galataport.com

INTRO

Positioned as a homeport, Galataport İstanbul is a world-class port vitalizing cruise tourism from the Mediterranean to the Black Sea. In this interview, the CPO Figen Ayan illustrates how Galataport İstanbul is transforming Istanbul's historic port into a vibrant hub, being the first cruise terminal underground and a truly socially sustainable port.

CHALLENGES

- 1 ***In a few words, can you characterize the interaction between cruise activities and your local environment? Are there any specific challenges affecting the relationship between cruises and the port-city of Istanbul?***

Galataport Istanbul is far more than a cruise port, by shifting the port operation below ground level, the port area has become a new ecosystem for Istanbul that creates a neighbourhood environment that brings together cruise ships, passengers, crew, local or foreign visitors with its recreational, cultural areas and offices. The second most common question to our call centre or visitor bureaus is: “How can I go on a cruise?”. This question is an excellent indicator of how we are raising awareness of the cruise element in Istanbul.

Istanbul is a mega city of over 16 million inhabitants and Galataport Istanbul is located the heart its heart, a bridge between the modern part of the town and the historical peninsula. The traffic issue is something inherited from past and as much as the ships get bigger it has an impact to the traffic. As Galataport Istanbul we created alternative mode of transportation in collaboration with the municipality and local association and a new built tram station has been added across the cruise terminal building for passengers only. Thanks to this initiative, the passengers or crew can reach easily and by bypassing the traffic the historical peninsula in few minutes.

Moreover, we have dedicated a marina area of our port to connect Galatağport from the sea. We collaborated with the municipality to add 2 shuttle boats making routes in the most popular spots of the Bosphorus. In addition, the excursions going on a Bosphorus cruise, start their tours from this marina and eliminate the bus transportation as it is walking distance from the terminal.

One of our short-term plan is to eliminate air pollution from ships and fossil fuels by integrating the OPS system into our port, which has become a necessity and is frequently requested by cruise lines.

On sustainability side, Galataport Istanbul Awarded LEED Platinum Certification in 2021. Galataport Istanbul became Turkey’s largest LEED Platinum certified project in the country as well as the second largest in Europe.

Galataport Istanbul passed their Gold certification target and received the LEED Platinum rating after taking into consideration a multitude of sustainability measures such as a highly efficient HVAC design with seawater hydrothermal cooling, exceeding international sustainability standards for indoor air quality, energy efficiency and water efficiency as well as environmentally conscious construction practices.

From a port totally detached from the rest of the town, the port facility has become part of the most beautiful district of the vibrant city. In that sense, it is a good example of a socially sustainable port.



Galataport Istanbul drone view. Source: Galataport Istanbul

GALATAPORT ISTANBUL: THE WORLD'S FIRST UNDERGROUND CRUISE SHIP TERMINAL

2

Galataport Istanbul is an award-winning project considered to be unique of its kind in the world, being the first cruise terminal underground. Indeed, its design follows a modern approach that reflects the historical and cultural values of the port. Can you better explain the uniqueness of this ambitious project?

The world's first underground cruise ship terminal's interior was designed by an Istanbul based architecture firm named "Autoban". We planned our cruise operations at 8,5 meters below sea level. Its design is influenced by the historical texture and culture of the neighbourhood that we translated into architecture and design. In fact, the stylised arches that we see in different areas of the terminal refer to the 14 antique Roman or Byzantine cisterns of Istanbul. In other words, Autoban design company, wanted to build up the 15th cistern or the modern version of these cisterns used since the 2nd century AD. This unique design was highlighted internationally by a prestigious "Red Dot Design" award in 2022. The terminal area is covering 29.000 sqm, including customs zone, passport control booths, luggage halls, check-in areas and bus parking area.

Thanks to 176 hatches or hydraulic panels, the custom zone but also ISPS area is created so that the cruise operation can be conducted on one side of the hatches, while a vibrant social life continues on the other non-custom area of Galataport Istanbul. The 1km pier allows us to accommodate 3 big size vessels and 15.000 guest-crew simultaneously on homeport and transit flow.

In 2021, post pandemic, we started our new operation with 6 calls and the following year in 2022, we welcomed 145 calls.

In 2023, with 190 calls, we had the pleasure of serving 375,836 passengers and 141,171 crew members, while daily visitors on an average of 30.000 on weekdays and 50.000 on weekends discovered the cruise ships from closer, just behind some panels of 3m. All these numbers are a proof that the locals have organically accepted and embraced the cruise ships and industry, while the cruise industry also enjoyed the new neighbourhood that we have created from scratch.



Check-in Area at Galataport Istanbul.
Source: Galataport Istanbul



Passport control booths at Galataport Istanbul. Source: Galataport Istanbul



Bus Parking Area at Galataport Istanbul.
Source: Galataport Istanbul

MORE INFORMATION:

[About the Port](#)

[Galataport Istanbul Named “Best New Development Project”
at the International MAPIC Awards](#)



ISPS CODE AND WATERFRONT ACCESSIBILITY

3 Galataport Istanbul also represents a groundbreaking innovation in terms of security, as its plan fully respect the ISPS code and the global standards. From the main passenger welcome facilities to the configuration of the public space, the waterfront can be enjoyed by visitors as a recreational area with no conflicts with the terminal operations. Can you explain in a few words how this system works and the benefits it is providing for the visitors?

This area has been a port for centuries, and became as solely a cruise port in the 1980's. The 1.2km coastline was only accessible to authorized persons, and the public or tourists could unfortunately not enjoy one of the most beautiful view of Istanbul for over 200 years, as it was an impermeable custom-area.

We create a temporary ISPS and custom zone thanks to 176 hydraulic hatches, which are opening according to the size of the ships in port. If there is only one ship in port, we open as many hatches as the size of the ship, while the remaining areas, squares are still open to the public and visitors can still enjoy the sea and Galataport Istanbul other social or cultural facilities (coffees, restaurants, recreational areas and two Museums located inside - Istanbul Modern and Istanbul Museum of Painting and Sculpture).

When the ships leave, the 3m high panels or hatches close and make one with the pier, which become one of the most beautiful and long promenades of the city.

Moreover, all heavy equipment such as forklifts, mobile conveyors or side panels which are powered by electricity are transferred to the custom-zone located -8,5 meters below sea level via custom-made lifts. This process takes less than 1 hour, and all the area becomes ready again for the public and visitors in a safe manner.

All provisions, ship supplies and luggage operation also take place below sea. There is a total 1.2 km hidden conveyor belt system installed under the roof top to move thousands of luggage from custom zones to luggage halls in a speedy and safe way.

This ingenious system allowed Galataport Istanbul to be named “Best New Development Project” at the International MAPIC Awards in 2023, which is bringing together industry giants in the global retail sector.

The underground terminal and 176 hatches are advanced innovations and technologies to conduct the cruise operations simultaneously with all the social activities on the ground level transforming Istanbul’s historic port into a vibrant hub for gastronomy, art, culture, and shopping through innovative engineering and architectural works and finally position Galataport Istanbul as a truly unique socially sustainable port.



Hatch system at Galataport Istanbul.
Source: Galataport Istanbul



Passenger Ramp at Galataport Istanbul
at sunset. Source: Galataport Istanbul



Galataport Istanbul at sunset.
Source: Galataport Istanbul

MORE INFORMATION:

[About the Port](#)

[Galataport Istanbul Named “Best New Development Project”
at the International MAPIC Awards](#)



ECONOMIC & SOCIAL IMPACT

4 Galataport İstanbul represents a city’s exclusive port facility whose exclusivity has contributed to vitalize and boost cruise tourism from the Mediterranean basin to the Black Sea, thus pushing the local and regional economy. How is the growth of cruises perceived by the local community and what are the main projects you are working on?

We are trying to create a cruise friendly environment with the charm of Galataport Istanbul. Galataport is visited by 30,000 guests on weekdays and 50,000 on weekends.

We are in contact with cruise line professionals, Government Offices, Turkish Airlines, Türkiye Tourism Promotion and Development Agency and civil associations in order to develop more cruise business in Türkiye and have more calls in all the regions connected to our port, including the Black Sea, the Aegean and the Western Mediterranean to an extent. Galataport Istanbul has been designed and positioned as a ‘home port’ and, due to its geographical location, variety of hotels in town but also historical and archaeological richness.

In 2023, 96,000 new passengers started their cruise from Istanbul, most of them are US and Turkish citizens, and many passengers from Russia, Balkans and Central Asia also started their cruise from Istanbul, thanks to the extensive network of Turkish Airlines. Of course, being a home port also has a direct impact on hotels, restaurants and so many related sectors.

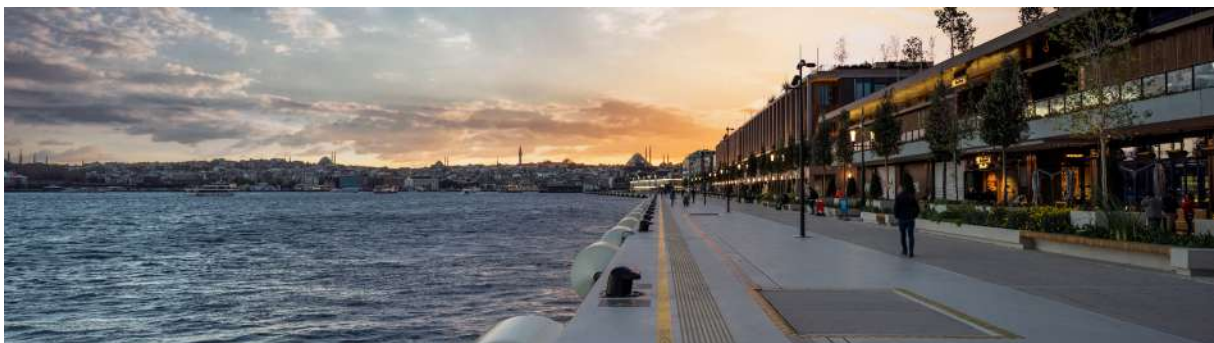
BUILDING CRUISE TOURISM THROUGH CULTURE AND INNOVATION

5 *Istanbul's historic port turned into a vibrant cultural and innovative hub where citizens – as well as local and foreign tourists - can meet together in a “new neighbourhood”. At Galataport Istanbul you have also developed a mobile application providing visitors with a privileged experience while staying at the seaside areas. Can you explain how did you make history through culture and innovation?*

We have tried to create a neighbourhood environment that is a continuation of historical districts that has been inhabited for centuries by quite different cultures and civilisations.

It is a great pleasure for us to see the locals and the tourists staying in the hotels nearby, jogging and enjoying the 1.2km Galataport Istanbul coast with their friends and families. This was not possible in the old port facility period.

We organise many different events, such as concerts, exhibitions and special days for children. These are some additional opportunities for us to meet with the local community. The mobile application is allowing us to announce our events, discounts and offers in the shops, and organise prize draws in a fresh and modern manner. The application also allows cruise passengers and crew to enjoy exclusive discounts at more than 70 stores and also provide free Wi-fi to all visitors, passengers and crew. We do not separate the crew from the passengers or visitors; they are all our distinguished guests as a natural Turkish hospitality culture.



Galataport Istanbul at sunset. Source: Galataport Istanbul

MORE INFORMATION:

[About the Port](#)

[Galataport Istanbul Mobile App](#)

[Forbes Article](#)



NEW PROJECTS IN GENOA AND SAVONA PUSHING ON A SUSTAINABLE PORT DEVELOPMENT AND RENEWED PORT-CITY DIALOGUE

WESTERN LIGURIAN SEA PORT AUTHORITY, ITALY

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PORT PROFILE

Genoa, Pra', Savona and Vado Ligure, the Ports of the Western Ligurian Sea, in North West Italy, joined forces to form the Ports of Genoa, and today rank as Italy's pre-eminent port range in terms of total throughput, product diversity and economic output.

The Cruise Ports of Genoa and Savona feature amongst the Mediterranean's leading passenger hubs.

KEY FIGURES

- N° of cruise calls/year 2,560,388 (2023)
- N° of passengers/year 5,244,442(2023)
- Status (Homeport /Port of call) BOTH
- Domain (Ha) 10,3 (Total three ports Genoa, Savona and Vado for passengers)
- Depth seabed (min / max -11)
- No. berths 16 (Genoa, Savona and Vado Ligure)



INTRO

The governance of the Ports of Genoa, Savona and Vado Ligure was assigned in 2016 to the Western Ligurian Sea Port Authority, which ranks as Italy's pre-eminent port range, as the Rhine-Alpine Corridor's southern Mediterranean port of call and as the southern maritime gateway port to Europe. Since its foundation, the prime objectives of the port authority has been to improve efficiency, to boost the capacity to generate employment and economic growth and to reconcile the competitiveness of the port with the requirements of local urban redevelopment, economic development and protection of the environment.

Genoa, Pra', Savona and Vado Ligure, the Ports of the Western Ligurian Sea, in North West Italy, joined forces to form the Ports of Genoa, and today rank as Italy's pre-eminent port range in terms of total throughput, product diversity and economic output.

The Cruise Ports of Genoa and Savona feature amongst the Mediterranean's leading passenger hubs.

In this interview, Cristina De Gregori explains how the Port Authority is pushing on strategic and territorial co-planning with the City to enhance the competitiveness of its ports through sea-land accessibility, information and flow management.

CHALLENGES

- 1 ***In a few words, can you characterize the interaction between cruise activities and your multifaceted local environment? Are there any challenges affecting the relationship between cruises and the port-cities managed by your Port Authority?***

Set in the heart of the spectacular Italian Riviera and close to highly evocative destinations such as Portofino, Montecarlo and Milan, the fascinating, historic cities of Genoa and Savona have emerged forcefully as a market leader in the cruise port industry. Passenger throughput exceeds the 2.5-million threshold last year (second-ranking in Italy and fourth in the Med) Within this framework, the cruise market has developed into a major force in the local community, in terms of its significant economic contribution both to the port industry and to the tourism sector.

Definitely the main challenge for the Port Authority is to increase competitiveness in a sustainable way. The goal is to increase the positive effects of port activity by limiting negative effects and seeking solutions to combine port competitiveness with city liveability. The Ports of Genoa believe that acting sustainably is an act of responsibility for the planet but also a key to the competitiveness of its ports. The world of shipping and transport is increasingly moving towards international environmental standards, in line with the UN's 2030 Agenda, the European Union's Green Deal and the Italian RRF, and the Ports of Genoa seeks to play a leading role in this change.



Costa Crociere ship mooring in the Port of Genoa. Source: Western Ligurian Sea Port Authority

The goal is to combine the development of the Ports of Genoa cruise activity with environmental protection, building competitive and resilient ports with a low environmental impact and able to cope with climate change by acting on the correlation between energy consumption and emissions in the port. In addition to the clean energy transition, we tackle all environmental aspects related to port activities: waste management, maximising waste sorting and recycling water cleaning; water and sediment quality analysis; and monitoring and reducing noise pollution from port activities, thanks to shielding measures.



Cruise-ships in the Port of Genoa. Source: Western Ligurian Sea Port Authority

MORE INFORMATION:

[Sustainability report](#)



STAKEHOLDER ENGAGEMENT TO STIMULATE THE GROWTH OF RECEPTION SERVICES FOR CRUISERS

- 2 **Genoa and Savona are strategically positioned in the heart of the Italian Riviera and are homeport to MSC Cruises (Genoa) and Costa Crociere (Savona) for itineraries across the West Mediterranean. The Port Authority is working on the new Port Master-plan and is investing to improve the port&city dialogue.**

The new **Port Masterplan** sets out the strategic and territorial planning in the medium-long term, identifying integrated development plans presenting ports as gateways to complex logistic districts which encompass dry ports, inland terminals and the related transport networks.

From this point of view, actions, as provided for in the existing plans, are currently being fulfilled, while the envisaged market demand and the requirements set out by the port community call for a deeper evaluation of infrastructure and territorial/information governance to enhance the Port Authority competitiveness globally.

The **new projects**, set out within this procedure, have become a landmark for the development of the new Port Masterplan and essentially envisage the following strategies:

- **Improved accessibility**, primarily by sea and land, in terms of infrastructures but also from an urban point of view, by creating new quays and terminal gates;
- **Innovation**, essentially an upgraded management of IT procedures and flows, to boost digitisation and streamline the entire process;
- **Flexibility**, in regulations, operations and consequently territorial management
- **Goal-sharing**, focusing on the plan's layout and on territorial exploitation, particularly in relation to port-city areas.

In light of the above, the activities to be developed, across the planning phase, must comply with immediate operational requirements, on the one hand adjusting the legislation which governs the existing planning tools, and, on the other hand, strengthening the Western Ligurian Sea Port Authority's competitiveness in the medium-long term by implementing the new Port Masterplan.

Regarding the **layout** of the **new Port Masterplan**, a comprehensive state-of-the-art analyses of the Ports of Genoa and Savona, in relation to maritime traffic, public infrastructure works (in progress and planned), sea and land accessibility, information flow management, port works, etc, is underway.

The Port Authority is committed to improving the dialogue and consultation between the port, the cities where the port activity is focused and its stakeholders.

Specifically, at the Port of Savona, since the inauguration of Palacrociere in 2003, Savona's Cruise Terminal operated directly by Costa Cruises, the Port Authority has been working with the local bodies to promote tourism. In particular, in 2015 Costa Cruises, the City of Savona and the Port Authority signed a MoU aimed at improving tourism management in Savona, updated in 2022. Thanks to this agreement, the Port of Savona can offer a modern tourist information centre, strategically positioned just outside the cruise terminal and a few metres from the city centre, providing useful information to up to 90,000 cruise pax every year and monitoring the needs of both cruise passengers and crew. The aim is to enhance the reception and welcome services dedicated to cruisers in Savona

MORE INFORMATION:

[Municipality Of Savona Document](#)





Bird's Eye View of the the Port of Genoa. Source: Western Ligurian Sea Port Authority

ENSURING SUSTAINABLE PORT DEVELOPMENT THROUGH THE REDEFINITION OF THE URBAN WATERFRONT

3 *In Savona you are witnessing a crucial moment for the re-designing of the port-city relations. Indeed, the “Masterplan Savona” represents a concrete alliance between the Port and the City who agreed to co-plan and co-promote the sustainable redevelopment of the local waterfront. The project includes works aimed at improving accessibility and mobility, thus making the area more attractive for both citizens and tourists. More specifically, what are the main pillars of the project and the related impacts for the local territory?*

The Masterplan of Savona's waterfront is a large-scale redevelopment of the waterfront of the city, thanks to a close collaboration sealed between local and central government bodies to guarantee the sustainable development of the City and the Port of Savona.

The roadmap which has paved the way towards the publication of a visionary Masterplan designed to transform the waterfront eastwards from the Tower of Savona to the Artists' Promenade of Albissola Marina, with the capacity to emerge forcefully as a new vibrant urban space, dedicated to both residents and tourists alike, and achieve a successful integration with existing port services, was officially presented in November 2023. The new urban activities, contained in the Waterfront Masterplan, align harmoniously with the port functions outlined in the new Port of Savona-Vado Ligure Masterplan to be implemented by the Western Ligurian Sea Port Authority. The ambitious project has been designed thanks to the collaboration of the Architecture Firm One Works. In general, the main concept behind the Masterplan is to guarantee the well-being of all those who will use the new waterfront. The new plans, divided in 5 subsections, foresee the restructuring of the cycle-pedestrian promenade, in conjunction with the redevelopment of the marina and the common user urban spaces, including the creation of a new carpark to serve the direct port road links under

construction and, consequently, ease congestion in Savona and the neighbouring coastal town of Albissola Marina. A preliminary funding of 20 million euros has been allocated across a Memorandum of Agreement, forged under the aegis of the Ministry of Infrastructure and Transport, between the Liguria Region, Port Authority and ASPI (Autostrade per l'Italia) and additional funding of 20 million euros will ensure the upgrade of road links with the Port of Savona to improve accessibility. In addition, the Ministry of Infrastructure, Liguria Region, Port Authority, ASPI, ANAS (Azienda Nazionale Autonoma delle Strade) and the local government authorities has signed an "Agreement for the Accessibility and the Redevelopment of the Savona East Waterfront", with specific reference to the redevelopment of the coastline between the Old Port in Savona and the Artists' Promenade in Albissola, in compliance with the objectives of the Masterplan.



Bird's Eye View of the Savona cruise port. Source: Western Ligurian Sea Port Authority

SHAPING THE DIALOGUE BETWEEN THE PORTS AND THE CRUISE OPERATORS

- 4** *In the Port of Genoa, your Port Authority is managing a constellation of different projects which will change the current image and dimension of the waterfront, both in terms of infrastructural development in the area of the cruise terminal (i.e. with the requalification of the Hennebique Silos) and with specific reference to energy transition (i.e. with the dock electrification of the passenger terminal). Can you explain us how this project will be developed and their impact?*

From sea to land, the Port Authority is working to build the Ports of Genoa of the future. The projects underway enhance all the functions of the ports: trade, passenger, industrial, urban, reorganising spaces and reducing interference between different activities and the impact on the region.

In terms of sustainability, the provision of onshore power to cruise and ferry ships forms part of a far-reaching policy adopted by the Western Ligurian Sea Port Authority to accelerate the transition of the Ports of Genoa and Savona-Vado Ligure towards the deployment of clean energy since the Ligurian maritime hubs, specifically the passenger terminals, sit in the heart of the city centres.

(with a total investment of 30 million Euros). On 30 October 2023 construction works commenced in Genoa's cruise and ferry hub.

Regarding the urban regeneration of the Old Port, the aim is complete the redevelopment of the area of the cruise terminal of Stazioni Marittime the focal point of the pedestrian promenade which will serve as a unifying element and provide seamless public access across the Old Port, westside from the Ponte dei Mille cruise hub, eastside to the New Levante Waterfront.

There are many different projects that are underway or will start in the next months that will reshape the cruise port facilities by 2025. The main will regard:

- Planned retrofitting activities to the Cesare Imperiale Viaduct, the 300-metre waterfront promenade connecting the historical terminal of Ponte dei Mille to Ponte Andrea Doria in Stazioni Marittime's cruise terminal area,
- New quay development along Ponte dei Mille East Side, with the construction of a new terrace, to cater for the latest generation of ultra-large cruise ships in full safety.
- Redevelopment of the Port of Genoa's Hennebique grain silos.

Dating from 1901, the former grain silos "Hennebique", striking example of Art Deco architecture, over the years has become a magnificent landmark of Genoa's waterfront. Strategically nestled in the heart of the old town and historical port, the refurbished Hennebique will represent the final step in the completion of the large-scale redevelopment of the urban waterfront, integrating the Old Port with the adjacent vibrant cruise and ferry hub. The facility is set to be reconverted into a mixed-use hub combining offices, hospitality services, arts centre and museum, and a selection of retail outlets, flanked by bars and restaurants located along the waterfront and on the panoramic terrace. In addition, westside the area will accommodate a range of cruise services in relation to its proximity to the passenger terminals.



Aerial view – Port of Genoa. Source: Western Ligurian Sea Port Authority

TANGIER CITY PORT, AN ASSET FOR BOOSTING SUSTAINABLE TOURISM AND CULTURAL APPEAL OF THE REGION

PORT OF TANGER VILLE, MOROCCO

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CITY PROFILE

Tangier, the northern jewel of Morocco, a city of mystique and multiculturalism, perched at the north tip of Africa where the Mediterranean Sea meets the Atlantic Ocean.

Tangier City Port is a modern port with various core activities including Cruising, Yachting, Ferry, Fishing, Culture, and entertainment. It is a model of sustainability and environmental management, pioneering environmentally friendly practices aspiring to balance economic growth with ecological responsibility and ensure a vibrant future for generations to come.

KEY FIGURES

- N° of cruise calls/year (2023): 72
- N° of passengers/year (2023): 56.288
- Status (Homeport /Port of call): Transit Port
- Domain (Ha): 160
- Depth seabed (min. 8,4 m / max 10,45 m)
- No. piers: 3



tangerport.com

INTRO

With sustained growth in cruise tourism since the resumption of port activities after the COVID-19 pandemic, Tangier City Port has become a major player in the development of Tangier and its region. This recovery is underpinned by the recent transformation of the city and its entire port area, and the fostering of a dynamic and harmonious relationship between the city and the port, through the restoration program of Tangier Medina, the programming of new projects, and the organization of major events that have boosted the city's attraction both nationally and internationally.

CHALLENGES

- 1 ***In a few words, can you characterize the interaction between cruise activities and your local environment? Are there any challenges affecting the relationship between cruises and the port city of Tangier?***

It is important to remember that in 2010 the Port of Tangier was Morocco's first urban port upgrading project, aspiring to position the city of Tangier as a leading tourist destination of excellence in the cruise and yachting sectors, while at the same time making of the port area a central place of attraction open to all.

A project in which all the port components have been completed, designed to renew the relationship between the city and the port, and which has had to meet three key requirements: firstly, tangible economic and social benefits; secondly, an identity built on innovation, aesthetic architecture, and the integration of landscaped areas; and lastly, a mix of tourist, cultural and artistic activities.

Today, Tangier City Port has become an important economic development engine that benefits Morocco, Tangier, and its Region, with local communities aware of this. Tangier is a tourist destination where all port activities, especially cruise calls, are well received by the city's inhabitants. This is thanks to the Port's integration into the city that took place over time and to the harmonious and balanced port management, with the participation of the local population and stakeholders in the exchange, sharing, and enhancement of the city's tourist, cultural, and millenary heritage.

In terms of tourism, Tangier and the surrounding region offer all types of tourists a rich historical heritage and an experience that is unique and diverse compared to other Mediterranean destinations. As a result, welcome, hospitality, and the customer experience are important assets that have always been at the heart of our development strategy to harmoniously increase the loyalty of an increasingly demanding clientele.



Tourists on the port of Tangier City. Source: Tangier City Port - SAPT

While the pandemic period had a major impact on all players in the tourism and cruise industry value chain, with the closure of the maritime borders and the suspension of our port activities for more than two years, it was nevertheless an opportunity to strengthen our resilience and engage in ongoing dialogue with all our partners and stakeholders.

In the same way, an ongoing dialogue with the main players in the cruise industry has enabled us to prepare for the upturn as effectively as possible, but also to keep them informed of all the latest developments in terms of post-covid 19 management, regulations, protocols, tourism offers, and renovated infrastructures.,

This recovery, which has been positively welcomed by the citizens of Tangier, began immediately after the resumption of our port activities in April 2022, with an increase in port calls of 89% in 2024.

NEW CRUISE FACILITIES

- 2 One of the key aspects of the transformation of the port of Tanger Ville has been the development of new infrastructure to welcome cruises. Can you tell us how the new facilities contribute to a sustainable interaction between cruises and the port city?**

Tangier's geographical position at the crossroads of the Atlantic and Mediterranean routes, the city's history and culture, and the development of communication infrastructures with the rest of the Kingdom are major assets for the development of cruise traffic.

As part of the modernization of the maritime terminal, a new 2,800 m² area has been built to improve reception and safety conditions for cruise and ferry passengers. Moreover, the port can accommodate all cruise ships thanks to an optimum redevelopment of its quays.



View of the waterfront and port of Tangier. Source: Tangier City Port - SAPT

It is also important to remember that since its creation and as it has developed, our company has been deploying an evolving approach to social and environmental responsibility (SER), aimed at continuously improving the quality of service provided to its customers, and putting the customer experience at the heart of its development strategy.

To improve the quality of calls and the relationship between the city and the port, several working groups have been organized with all the players in the tourism industry value chain, including local authorities, shipping agencies, travel agencies, the Ministry of Tourism, guides' associations, bazaars, and tourist carriers, to involve the entire value chain and understand their recommendations for better development of sustainable cruise activities in the port of Tangiers. As always, all cruise calls are meticulously prepared before the arrival of the cruise ships, to welcome cruise passengers in the best possible conditions and to build up their loyalty, and a survey is planned to measure the attractiveness and reputation of the port and the destination to assess the satisfaction of cruise passengers during their stopovers in Tangier.

Among the latest initiatives underway, SGPTV is actively participating in the European ECO-CRUISE TOUR Project, which aims to boost the green transition in the cruise sector and implement a roadmap for the port's certification in ISO 9001, 14001, and 45001 standards before the end of 2024.

A RENEWED WATERFRONT VALORIZING THE LOCAL CULTURE

3 *The waterfront of Tangier has been completely transformed in the past years. New public spaces play a key role in the new image. How are they contributing to sustainable tourism and welcoming the visitors? Are the new infrastructures to facilitate the mobility of both the locals and tourists?*

The transformation of Tangier City Port and the restoration of the port area and medina are part of a wider overall development strategy aimed at strengthening the economic, social, and environmental potential, as well as the cultural dynamism, of the port city.

In particular, the transfer of industrial activities away from Tangier City Port has not only relieved congestion in the urban area and improved the quality of life of the citizens of Tangier but has also restored the city to its historic position among the major Mediterranean cities, transforming the port into a vector of attraction, vitality, and influence for the city.

In addition to its location right in the city centre next to the medina, the restoration of the port area features a waterfront design in a unique setting that is fully integrated with the city: a real meeting place where you can live, work, play, and travel. These are just some of the assets that enhance its appeal and enable it to emerge as a must-see destination where the charm of its ancient Medina blends with the energy of a modern port city where visitors can soak up the atmosphere of its lively streets to make their stay unforgettable. The port has thus become a beacon that takes advantage of its extraordinary geographical location as a gateway between Africa and Europe, encouraging the development of cruise tourism.

During the pandemic, under the supervision and involvement of the Wali (Governor) of the Region of Tangier, we played an active part in the restoration of 24 cultural and tourist sites to name a few:

- The Port Center, located in the former customs building in Tangier City Port which offers a wide audience the chance to discover, experience and understand all port activities through exhibitions and educational activities,

- the Exhibition Space of the memory of Ibn Battouta to pay tribute to the legendary traveler from Tangiers,
- the Cap Spartel lighthouse where tourists can admire the meeting of the Atlantic Ocean and the Mediterranean Sea...



Cap Spartel. Source: Tangier City Port – SAPT



Exhibition Center about Ibn Battouta.
Source: Tangier City Port - SAPT

Sites that are already contributing to the attractiveness of our destination for cruise passengers.

The renovation of the Medina and historic buildings, the creation of green living spaces, the preservation of heritage, and the improvement of public facilities are now clearly visible to the inhabitants of Tangier and all tourists.

ENVIRONMENTAL IMPACT

4 One of the main concerns of the sector is reducing the environmental impact. What initiatives have you developed towards this goal? Do they implicated the local citizens as well?

The redevelopment of the port area of the Port of Tangier is a fairly unique project in the port sector, where respect for the environment and sustainable development have been a major concern, and where the approach has sought to foster stronger relations between the port and the surrounding community. An innovative approach to planning, implementation, and community involvement has helped to improve the relationship between the city and the port.

As part of its Environmental Policy, the Port has adopted an Environmental Action Plan (EAP) to enable the structured, integrated, and planned implementation of efforts to improve its environmental performance. This document aims to monitor, minimize, reduce, or prevent environmental impacts within the port area.

During the operational phase, the EAP will result in the following significant actions, to name but a few:

- The installation of 4,500 m² of shaded photovoltaic panels, producing 1 GWH and avoiding 650 tonnes of CO₂ emissions per year.

- Developing, planting, and maintaining green spaces using species corresponding to the Tangier region's bioclimatic characteristics.
- The acquisition of equipment to combat accidental marine pollution by hydrocarbons.
- The construction of a pumping installation and a storage tank for water from the existing spring at the Port Centre for watering the green spaces in the Port and Marina.
- The installation of micro wastewater treatment plants.
- Studies to integrate OPS are undergoing.
- A partnership with the WWF and then with Living Planet Morocco, NGOs renowned for their commitment to the environment and biodiversity protection, to program environmental actions as part of the 'Zero Plastic' initiative by 2030.



Finally, a project to install a cable car is underway. This is an innovative project that is part of a sustainable development and tourism initiative and a concrete example of an environmental solution that will reduce gas emissions and offer Tangiers residents and visitors an attractive way to travel between the medina, the ferry and cruise terminal, the marina, and the city centre.

PART II

THE FLOOR TO THE CITIES

RELAUNCHING SUSTAINABLE CRUISE TOURISM WITH A PORT-CITY AGREEMENT

CITY OF TROIS-RIVIÈRES, CANADA

AUTHOR

Mario De Tilly

ROLE

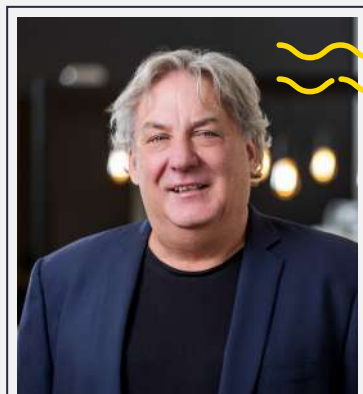
Executive Director of Innovation et Développement économique (IDÉ) Trois-Rivières

CITY PROFILE

Canada's second-oldest founded city after Quebec City, birthplace of North American industrialization and looking to the future with a vibrant downtown located at the foot of its cruise terminal and widely recognized for its warmth and hospitality, Trois-Rivières is a choice port of call for the many cruise ships that travel the St. Lawrence River.

KEY FIGURES

- N° of cruise calls/year (2023): 28
- N° of passengers/year (2023): 7108
- Status (Homeport /Port of call): Port of call



TRÈS
Trois-Rivières

idetr.com

INTRO

The port city of Trois-Rivières, in Canada, has identified cruises as an important sector for its touristic development. In this short interview, Mario De Tilly tells us how the municipal government overcame the complicated COVID-19 period to develop a concrete plan to cooperate with the port authority, including a new cruise terminal.

CHALLENGES

- 1 ***In a few words, can you characterize the interaction between cruise activities and your local environment? Are there any challenges affecting the relationship between cruises and the port city of Trois-Rivières?***

We work closely with the Port of Trois-Rivières and the City of Trois-Rivières. IDÉ Trois-Rivières is responsible for welcoming and providing tourist services for ship passengers. The Port Authority is responsible for promoting the cruise destination and managing ships at the dock (berth reservations, berthing and security). The City provides logistical support for the arrival of ships.



Bird's eye view of the waterfront of Trois-Rivières. Source. Innovation et Développement économique (IDÉ) Trois-Rivières. ©Mathieu Dupuis

RENEWED IMPULSE TO CRUISES

- 2 ***Not long ago, the future of cruises in Trois-Rivières was unclear, as their positive impact was questioned. Today there is a renewed impulse to this activity, with the aim to become an innovative and sustainable port of call. What has changed?***

Thanks to its various partners, the City of Trois-Rivières has invested over the past few years in a cruise terminal that meets the needs of cruise passengers.

During the COVID-19 pandemic, we took a step back to reflect on all these activities in Trois-Rivières. This reflection enabled us to realize that sustainable development is now an integral part of the St. Lawrence Cruise Association. We were one of the ports of call pushing hardest for the cruise industry to develop in a sustainable manner. In partnership with the Port Authority, we then drew up our strategic plan for sustainable development for international cruises in Trois-Rivières.

MORE INFORMATION:

[Trois-Rivières Tourism](#)



PORT AND CITY WORKING TOGETHER

- 3** *The Port Authority and IDÉ (Innovation et Développement économique Trois-Rivières) representing the city are working together to develop cruise activities. How is this partnership working?*

Our organizations meet regularly, and everyone has a clear role to play. We have reached the necessary chemistry and maturity to work closely together.



Bird's eye view of the historical neighborhoods of Trois-Rivières. Source. Innovation et Développement économique (IDÉ) Trois-Rivières.
©Mathieu Dupuis

MORE INFORMATION:

[Trois-Rivières Tourism](#)



NEW STRATEGY TO SUSTAINABLE CRUISES AND ECONOMIC SPINOFFS

- 3** The strategy you developed jointly with the Port Authority for the 2023-2025 period is structured on three axes: sustainable cruise calls, economic benefits and communication. Can you summarize the main actions of this strategy?

This strategy is structured on three main priorities to find a good balance between the added value cruises can bring, the protection of the environment and the priorities of the citizens. These are:

- 1** - Find ways to reduce greenhouse emissions from cruise ships.
- 2** - Get cruise passengers to spend more in Trois-Rivières.
- 3** - Communicate better with tourists and the local population.

A CALL TO RETHINK CRUISES FOR MORE SUSTAINABLE TOURISM

CITY OF MARSEILLE, FRANCE

AUTHOR

Laurent Lhardit

ROLE

Deputy Mayor of Marseille with responsibility for Economy, Employment, Sustainable Tourism, European Funding & the Digital Economy

CITY PROFILE

Marseille, France's oldest city, established 2,600 years ago by Phocaean mariners, has been a vital link between Europe and the Mediterranean. Its bustling port, founded alongside the city, sustains 42,600 jobs, half within Marseille. This maritime economy fuels regional development, symbolizing Marseille's enduring trading legacy and economic significance.

KEY FIGURES

- Annual cruise ship calls (2023): 626 calls (including 26% as departure port)
- Annual passenger numbers (2023): 2.5 million passengers (+38% v. 2019)



marseille.fr

INTRO

Like any other industrial port complex, the Port of Marseille poses pollution challenges affecting nearby residents. The City of Marseille is committed to managing this local impact as evidenced by ambitious clean development programme presented by the Mayor of Marseille, Benoit Payan, designed to kick-start the green transition for maritime and port activities. The move signals the City of Marseille's desire to play a key role in making the city and surrounding area more sustainable, by working in tandem with maritime sector stakeholders, and supporting projects aimed at building a greener local development model focused on decarbonisation, in line with the official "Marseille 2030, Climate Target" goal. In this interview, Mr. Laurent Lhardit explains us his views on the impact of cruises in his city, the actions that needs to be taken and the importance of a broad dialogue, involving all government levels.

CHALLENGES

- 1 **You have been highly critical of the cruise industry. Briefly, can you describe how cruise activities affect your local environment? And can you tell us about the positive impacts generated by this particular type of economic activity?**

First of all, it's important to stress that our criticism is exclusively directed at mass cruise tourism¹, the segment that dominates the current landscape. It's not about more traditional or small-scale cruises.

It's crucial to look at the issue in the context of the rapid growth in mass cruise tourism, especially in the Mediterranean, which is now the world's second biggest cruise destination after the Caribbean.

In 2000, some 164,000 cruise passengers visited Marseille. By 2023, that figure had multiplied by 15 to 2.5 million, an increase of 1462%. So it's not hard to see why the issue is proving controversial locally.

A recent survey by Marseille's Tourism, Leisure, and Convention Bureau found that more than two-thirds of city residents thought cruises brought as many (36%) or even more (32%) problems than benefits.

Marseille has become one of the Mediterranean's leading ports of call for cruise ships. Its uncontrolled development has had some damaging impacts for Marseille and its residents, putting more pressure on the city's existing tourism infrastructures and fragile environmental resources, which are already heavily affected by climate change. As elsewhere, the negative impacts of this industry for Marseille are a tangible reality, confirmed by a raft of scientific data and research. Wherever it develops, mass cruise tourism rides roughshod over issues of economic, social, and environmental acceptability.

The big cruise ports in the Mediterranean would have much to gain from joining forces, sharing their experiences and the issues they face, and ultimately defending their interests and demands with one voice. That is precisely what the City of Marseille is aiming to do, under the leadership of its Mayor, Benoit Payan. And we believe there is an important role for AIVP, as a network that brings together major port cities and is strongly committed to sustainable development issues.



General view of the Port City of Marseille, France

¹Mass cruising: large cruise ships that can accommodate several thousand passengers.

The question we need to ask today, is whether the industry is capable of taking swift action to radically reform its development model, in line with the goals identified in the AIVP 2030 Agenda.

For the City of Marseille, Grand Port Maritime de Marseille is not just a mass cruise tourism port but a commercial and industrial port also, and there is a vital need to generate international freight traffic to stimulate the local economy and create jobs.

COOPERATION WITH THE PORT

2 **Marseille was chosen to sign the Climate City Contract with the EU Commission, to become one of 100 European cities aiming for carbon neutrality by 2030. The port is also actively contributing to this process, by rolling out shore power infrastructures enabling cruise ships to reduce their impact while berthed. What does cooperation with the port authority look like, and how will the Climate City Contract affect cruise tourism?**

By becoming part of this great movement, created by and for European cities, the City of Marseille has made a commitment to residents and all local stakeholders, to tackle the huge challenge posed by the green transition. The EU Commission wants the cities selected to act as testbeds and centres of innovation in the quest for carbon neutrality by 2030, setting an example for all European cities which will need to achieve net zero by 2050.

Owing to its position on the Mediterranean, Marseille is particularly vulnerable to climate change, with intensive, polluting human activities that exacerbate environmental problems.

In terms of the green transition, Marseille has been increasingly behind the curve over a period of many years. Now, institutional stakeholders, non-profit organisations, the private sector and the people of Marseille are keen to work together to put that right. Our ambition is to build a new urban model of social justice, one that is climate neutral, tailored to the specific needs of coastal cities and the Mediterranean region.

To do that, public-private cooperation is essential, particularly with Grand Port Maritime de Marseille, which is a significant contributor to carbon emissions. Shore power is an important way to decarbonise ports and a useful response to concerns around public health and the need to improve air quality. An ambitious shore power programme is currently being developed at the port of Marseille, and that's obviously a good thing for Marseille.



Marseille Climate City Contract. Source: <https://www.marseille.fr/marseille-2030-objectif-climat-et-le-programme-100-villes>

But this investment programme represents a major burden on the public purse, whereas we see it as the mass cruise tourism industry's duty to pay for its own facilities. That's why the City of Marseille opted out of funding the cruise element of the shore power programme. However, in 2023 we launched an ambitious green transition plan for maritime and port activities, with an exceptional 10 million euro budget to help shrink the port's environmental footprint, improve air quality, and protect the health of residents. Over 6 million euros will be earmarked to provide power for ship repair activities, not covered by EU regulations, and modal shift to move freight to rail and decarbonise the logistics chain.

MORE INFORMATION:

[Marseille Port](#)



SECAS AND ECAS

3 **Starting in 2025, the Mediterranean will be officially classed as a SECA (sulfur emission control area). What measures do you think could usefully be taken to reduce the environmental impact of cruise tourism in Marseille and the Mediterranean beyond this?**

Some 25% of global maritime shipping and 30% of petroleum cargo passes through the Mediterranean, generating various kinds of pollution, including atmospheric pollution, with quality of life implications for people living in coastal areas. In Marseille, the whole population is affected by pollution exceeding WHO air quality standards, resulting in more than 1,000 premature deaths annually and effectively reducing life expectancy by 9 months (source: Regional Health Agency).

Nitrogen oxide emissions from maritime activities in Marseille, around 20% of which come from cruise vessels, outstripped those from road vehicles in 2018 (source: Atmosud). Hence the need for the State and GPMM to adopt a coordinated strategy to control and reduce maritime and port pollutant emissions.

Led by the Mayor of Marseille, Benoît Payan, the mayors of twenty-five Mediterranean cities signed a joint statement in 2022 calling for emissions standards to be tightened for vessels in the Mediterranean.

The creation of a SECA represents an important step, but the ultimate goal is to create an ECA, which is more stringent and offers greater protection for human health and the environment.

There are currently four ECAs around the world, including two in Europe: the North Sea and the Baltic Sea. Unlike their counterparts in Northern Europe, the people of Marseille and other Mediterranean cities in general do not enjoy the benefits afforded by a strict pollutant-regulated zone of that kind. This is unfair and unacceptable, and so major port cities must redouble their efforts in this area.

Regulations - whether national or international - play an essential role. They are often seen by economic operators as just another raft of restrictions, and it is true that they often throw up challenging hurdles (technological, energy-related, financial). But they will succeed in overcoming those hurdles, because the reality is that for maritime and port stakeholders, the green transition is now about remaining economically competitive.

At its own level, the City of Marseille can play a unifying role, acting as a catalyst for local initiatives, as it recently demonstrated at the Euromaritime exhibition, where it brought together the key players in wind propulsion.

So the cruise tourism of the future in Marseille is an environmentally friendly, human-sized industry, keen to protect the delicate balances in the places where it develops. The Municipality of Marseille is not against cruise tourism. The Municipality of Marseille is simply arguing in favour of a cruise industry model with a greater focus on quality than mass cruise tourism.

SUSTAINABLE TOURISM

4 Sustainable tourism is about more than cutting emissions. It encompasses other types of visitor traffic, including airlines, which carry millions of people to port cities. How do you envision this economic activity sustainably? What does the city of Marseille want to do to boost the positive economic benefits and protect the local cultural identity?

Although airlines and the cruise industry generate significant tourist traffic and pose huge challenges for the green transition, they are not really directly comparable.

On the one hand, you have airlines whose main purpose is to provide a mobility solution for business and leisure travellers. On the other you have the mass cruise industry, which promotes low-cost tourism, with ships that don't stay long enough for cruise passengers to be true tourists, interested in discovering the destination and its people.

It's vital for Marseille to avoid becoming a theme park. That is consistent with the recommendations of the city's new tourism strategy, which was mapped out following an in-depth diagnostic assessment and wide-ranging consultations with local stakeholders. The policy is aimed at promoting local development and making the area an attractive tourist destination, for the benefit of the city and its residents. Its main priorities are the green transition and the move to cleaner forms of energy, protecting delicate local balances, and ensuring economic benefits are shared more fairly.

The strategy is fully in line with the "Marseille 2030, Climate Target" initiative. It offers a framework for new measures taken not just by the City itself, but also by the Marseille Tourism, Leisure and Convention Bureau, which will be the main operator responsible for deploying the policy.

The City of Marseille wants stakeholders in the mass cruise tourism industry to make a firm commitment to sustainable tourism development, by continuing to adopt more eco-friendly measures, promoting greater transparency, sharing data to better gauge the economic benefits for the city and local area, and doing more to open up the "Marseille Provence Cruise" Terminal to the local tourism sector.

Cruise lines are also expected to be more demanding in their relations with suppliers, using their buying power as important customers to leverage real changes in practices and the emergence of a basket of services that addresses sustainable development issues. This could include using local or regional suppliers for provisioning, promoting low-carbon mobility, sustainable tourist activities, supporting local jobs, and so on. These far-reaching changes are the hallmark of the harmonious relationship that still needs to be built with the destination and its residents.

LIMITS ON CRUISE ACTIVITIES

5 Other port cities and regions, like Quebec, Dubrovnik and the Balearic Islands, have introduced restrictions on cruise tourism, often in agreement with CLIA. Are the City of Marseille and its inhabitants interested in such an approach?

Obviously. Without shore power infrastructures, the City of Marseille was keen to limit the number of large cruise ships calling at Marseille, particularly during periods of peak pollution.

Unfortunately, we are having to contend with a governance approach to France's major seaports, controlled by the State, which limits local authorities' room for manoeuvre and so makes it harder to satisfy the demands of local residents.

Because when it's the local authority that has the final say, their decisions often don't go the way of mass cruise tourism. Take the ports of south-eastern France near Marseille, for example. Christian Estrosi, the President of Nice Metropolitan Authority which operates the port of Nice, has decided that the city will now only welcome cruise ships under 180 metres in length, and they must be able to connect to shore power. Meanwhile, the Principality of Monaco only allows cruise ships during the summer season, and has banned mass cruise tourism by restricting access to vessels under 150 metres with no more than 1,250 passengers.

These examples illustrate how there is room for different approaches to coexist within the same country and on the same stretch of coastline, depending on the status of the ports concerned. It also shows that the challenge of protecting quality of life for local residents against the damaging effects of mass cruise tourism goes beyond political divisions.

In Marseille, progress can undoubtedly be achieved through direct dialogue with mass cruising operators, involving the State, which alone holds the keys to the necessary regulation of this activity.



View of the waterfront of Marseille

SUSTAINABLE TOURISM STRATEGY BASED ON STAKEHOLDERS

AGREEMENTS AND SMART CITY SOLUTIONS

CITY OF DUBROVNIK, CROATIA

AUTHOR

Jelka Tepšić

ROLE

Deputy Mayor

CITY PROFILE

Dubrovnik is a city in southern Croatia fronting the Adriatic Sea. It's known for its distinctive Old Town, city walls, its well-preserved buildings. Dubrovnik has long and impressive history. From the 14th until the 19th century Dubrovnik was an independent Republic.

UNESCO world heritage since 1979

Festivity of St. Blaise – intangible UNESCO heritage since 2009

KEY FIGURES

- N° of cruise calls/year (2023): 384
- N° of passengers/year (2023): 526 414
- Status (Homeport /Port of call): Homeport and Port of call



dubrovnik.hr

tzdubrovnik.hr

INTRO

The port city of Dubrovnik in Croatia is one of the most popular tourist destinations in the Mediterranean. Its popularity and intense flow of visitors gave the city a bad reputation as a case of over-tourism in the media. Ms. Jelka Tepšić, explains in this interview the ambitious program launched by the municipality, based on key agreements with cruise stakeholders, social awareness and smart solutions for flow management. Today is a reference for innovative management of tourism and the agreement with cruise lines.

CHALLENGES

- 1 ***In a few words, can you characterize the interaction between cruise activities and your local environment? Are there any challenges affecting the relationship between cruises and the port city of Dubrovnik?***

There are challenges in the relationship between cruises and the City of Dubrovnik, but we are dealing it very successful in a last six years.

Few years ago, Dubrovnik had a situation in which the previous city administration did not manage the flow of visitors properly. At that time, in fact, it happened that up to eight cruises were anchored in Dubrovnik at the same time, and of course, such a large number of people caused big crowds in the city. That was a big impact and our citizens were not happy with that situation. At the same time our tourists, including visitors from the cruisers, did not have a nice experience when visiting our city. International media was writing about “death of Dubrovnik”, overtourism and we were on lists of destination to avoid.



Crowds in the port city of Dubrovnik in 2017. Source: City of Dubrovnik

At that moment we understood that we needed a new approach. Determined to make Dubrovnik a leader in sustainable tourism in the Mediterranean area, in 2017 City of Dubrovnik started to develop the strategic project “Respect the City” (RTC). We began tackling the difficult challenge before us through different measures of relieving traffic congestions and implementing smart city solutions. In a relatively short period of time, we began managing our destination in an innovative way, and now we are gradually becoming sustainable destination, to the great satisfaction of visitors and citizens alike.

After some time, the issue of pollution caused by cruise ships in the ports was also discussed. In cooperation with CLIA, we organized environmental tours on two occasions, for journalists and for city councilors and representatives of city institutes. I think it was very educational because they could see on the spot how cruise ships manage waste and gas emissions.

So, there are challenges, but we are successfully solving them.

RESPECT THE CITY

2 The “Respect the City” strategy for a new sustainable tourism model is indeed very innovative. Can you tell us the main elements of the strategy and its results since it was created?

We started the project three years before the pandemic. The challenge we faced in 2017 forced us to be creative and think about what we can do to make our citizens and tourists stay in the city more satisfying. We implemented numerous measures related to the organization of traffic, smart city solutions and communication with visitors. Some of them are:

- Cooperation with Port Authorities
- Cooperation with CLIA
- Limit to 4000 cruise passengers per day
- Organizing traffic
- Smart city solutions
- Communication with the public
- Plan for future actions



City center of Dubrovnik with “Respect the City” signs. Source: City of Dubrovnik

First, we set new rules for public space: tourist info stands, restaurant tables and excursion bookers were removed from most critical streets and the crowds diminished immediately, mobility of people and vehicles has clearly improved.

We also created a Special Traffic Regime Zone, with regulations of the stopping of tourist buses in a broader area around the historic city center. The City of Dubrovnik launched BUS WEB SHOP, an e-service on the official city administration website, an online store for purchasing vouchers for stopping in the special traffic regime zone. Tourist agencies and vehicle owners can purchase online vouchers according to available time slots, significantly speeding up the process in the special regime zone.

The City of Dubrovnik will become the first in Croatia to introduce a decision on restricting traffic around the historic center. This document is in the process of being adopted, after the City initiated a change in the national law that made it possible. The main focus is the needs of the citizens, with the goal of achieving a balance between everyday life, economic activities, and the needs of the tourism sector, while preserving the protected cultural-historical heritage.

Also, it is introduced new shuttle service model from the port to the historic center. City bus operator 'Libertas Dubrovnik' is taking over the transportation of cruise ship guests on the route from Gruž Port to Pile with low-floor articulated buses capable of carrying 120 passengers, reducing traffic congestion.

Another important innovation is having a tool as Dubrovnik Pass (Du pass), an official city pass, a joint ticket to the most important attractions of the City of Dubrovnik that includes entrances to the city walls, museums and galleries and public transportation, also serves the city administration as a management tool flow of visitors.

Yet a very important step has been the communication with our guests, in order to inform them what kind of behavior we expect from them when they arrive in our city. Therefore, we have invested significant efforts in this direction, such as animated info film for tourists with the title of our program "Respect the City".

MORE INFORMATION:

"Respect the City" (RTC) Project



PORT AND CITY

3

As you have explained, a key part of the new strategy is the cooperation with the port authority, defining the limit of cruise calls. Can you explain us how this cooperation is taking place and its main areas of action?

The Municipality insisted on capping the number of cruise ships (number of passengers) allowed to dock and the docking schedule, so in August 2017 the City of Dubrovnik contacted CLIA association as the first unit of local government and presented "Respect the City" project. An expert working group for the implementation of common goals in a partnership was formed and in July 2019 was signed Memorandum of Understanding which resulted in years of cooperation and joint success. Among other things, it was agreed to limit the number of ships/cruise passengers per day. In the spirit of cooperation and common interest, the Municipality managed to make adjustments on short terms and started working towards a long-term solution which basically meant meticulous planning of cruise arrivals/departures daily, weekly and annually. A limitation was agreed on no more than 4,000 passengers (approx. 2 cruisers) at the same time and longer stays in the port. Thanks to this and the other measures, Dubrovnik no longer has excessive crowds in the season.

Dubrovnik Port Authority had a very important role in this whole process . We have excellent cooperation, without which it would be impossible to realize all the plans. Their support and participation in the RTC project have been of key importance for the success of the project and everything we have achieved so far in this process. This includes restrictions on the number of cruisers that dock at the port of Dubrovnik, the newly organized transport by Libertas buses from the port to Pile, as well as the overall organization and coordination with the City regarding the arrival of cruisers.



Port of Gruž, main cruise facilities of Dubrovnik. Source: City of Dubrovnik

MORE INFORMATION:

Dubrovnik Port Authority and Sustainable Cruise Tourism Development
CLIA and the City of Dubrovnik have collaborated in innovative
destination care



DIALOGUE WITH THE CRUISE SECTOR

4

A key part of the process seems to have been the intense dialogue with CLIA. How did this cooperation work and what are the next steps?

As I mentioned, 2017 the City of Dubrovnik contacted CLIA association and we established very successful cooperation. We presented CLIA situation in Dubrovnik at that time, showing them photos of enormous crowds and told them – people from your cruises are people in this crowd, do you think they are having a nice experience in this trip? So, they understood what we want to do and made first steps in this cooperation together.

2020 was supposed to be the first year of application of this strategy reducing the number of cruises docked at the port at the same time. And then it happened that the cruise industry was particularly affected by the pandemic. So, we started next year, 2021 and it worked great, we saw results right away. Visible reduction of crowds was the most important indicator.

Based on the analysis, the University of Dubrovnik identified positive trends in the dispersion of guests through the Respect the City project. In April last year the University presented the «Analysis of trends in visits to the old city center of the City of Dubrovnik based on data from the Dubrovnik Visitor system». Comparing the data from 2022 with the observed period from 2017 to 2019, a dispersion of visitors was observed on an annual, monthly level, as well as within daily visits, which resulted in significantly less pressure on the historical core in 2022, although the total number of visitors was higher.

The agreement with CLIA to limit the number of cruise passengers motivated new cooperations in other fields. In 2019, the Global Sustainable Tourism Council (GSTC) assessed the sustainability status of Dubrovnik, using global criteria for sustainable destinations. The assessment was financed by CLIA as part of cooperation with the City of Dubrovnik. The criteria include four pillars of sustainability: destination policy and planning, community involvement and benefits, cultural resource management, environmental and natural resource management. In 2019, Dubrovnik achieved a 70% of excellence. Last year we did the assessment again. The sustainability of Dubrovnik according to the GSTC's new sustainability assessment was a high 86%! An increase of 16% compared to 2019, and the final document is an indicator that Dubrovnik is on the right path towards complete and permanent sustainability.

For the future activities, CLIA, has already accepted its advisory role in planning the construction of a cruise terminal in Dubrovnik.

MORE INFORMATION:

The city of Dubrovnik and CLIA are an example of a successful partnership in the management of a tourist

CLIA will be an advisory partner to the City when planning the construction of a new cruise terminal



SMART PORT CITY

5 **Part of the new strategy is also based on smart port city measures. Can you tell us more how new technologies have helped in the relationship between port and city, in the field of cruises and tourism?**

The Municipality of Dubrovnik relies on smart city solutions for several challenges. They are significant help in the daily functioning of the city and especially in the field of tourism. Some examples are:

- Dubrovnik Visitors, an online app (<https://dubrovnik-visitors.hr>) for monitoring the number of visitors within the historic core, along with application for predicting the number of visitors (<https://dubrovnik-visitors.hr/prediction>) are extremely important for the further development of sustainability, as they are a kind of prerequisite for dispersing visitors to alternative city or suburban locations.
- Dubrovnik smart parking simultaneously save users time and prevent traffic congestion.
- Dubrovnik car sharing service, with 100% electric cars, also reduces traffic congestion.
- Dubrovnik Pass, one of the newest Smart City solutions of the City of Dubrovnik, a joint ticket to the most important cultural and monumental buildings of the City, achieved exceptional success, with record revenues from cultural heritage.
- Web application Dubrovnik Bus Web Shop (<https://dubrovnik-visitors.hr/>) has been launched to reserve the times when vehicles will stop in the restricted zone, according to available time slots, significantly speeding up the process in the special regime zone.

MORE INFORMATION:

[Dubrovnik Visitors Map](#)

[Dubrovnik Number of visitors Forecast](#)

[Dubrovnik Smart Parking System Launch](#)

[Dubrovnik Avant2Go](#)

[Dubrovnik Pass](#)

[Dubrovnik Bus Webshop](#)



PART III

THE FLOOR TO THE COMPANIES

SHORE POWER IS GAINING MOMENTUM ON THE MARKET

PATRYK CZERWIŃSKI, WABTEC CHARGING AND POWER TRANSFER

The integration of shore power or cold ironing, into maritime operations marks a transformative shift towards greener and more efficient port activities. As the industry navigates through the complexities of adopting this technology, the spotlight turns to Cable Management Systems (CMS), we call it ShoreCONNECT, as a critical enabler for the seamless transfer of power from shore to ship. Among the key players, Wabtec's Charging and Power Transfer division emerges as a premium and the largest provider of CMS solutions, ShoreCONNECT, especially renowned for its offerings tailored to cruisers and ferries. Let us have a closer look into the solutions available, their benefits, and the challenges faced, emphasizing the potential and future development of shore power technology.



Patryk Czerwiński,
Wabtec Charging and Power Transfer

SOLUTIONS FOR SHORE POWER CMS

The landscape of CMS for shore power is diverse, encompassing several solutions designed to meet the varied demands of maritime vessels. Flexible Connection Vehicles - designed for cruisers and larger ferries, these vehicles, whether self-driven or towed, provide adaptable solutions to meet infrastructure conditions and the dynamic requirements of large passenger vessels. Cable Cranes / Dispensers - offering flexibility for ferries and other vessels, these systems adapt to the specific needs of ship enhancing the efficiency of power connection. Cable Reels - housed either in containers for container vessels or mounted on quays for multiple-purpose ships, these systems facilitate efficient power delivery, especially to vessels with lower power requirements. Junction Boxes - typically incorporated into projects rather than sold separately, junction boxes serve as crucial nodes in the shore power infrastructure. FerryCHARGER - a solution for charging fully electrical vessels, enabling rapid and high-power charging of onboard batteries, showcasing the advancements in automatic charging technology for electric propulsion. Notably, Wabtec Charging and Power Transfer business has been at the forefront of CMS innovation, developing new products like movable junction boxes for enhanced flexibility and cable dispensers with horizontal flexibility to accommodate varying ship designs and ports' infrastructure configurations.

BENEFITS OF SHORE POWER / COLD IRONING, CHALLENGES AND CONSIDERATIONS

The shift towards shore power brings numerous advantages, underpinned by the ShoreCONNECT that facilitate this transition. Most important for terminal and ship operators is ease of cable handling. Simplifying the process of connecting ships to shore power, thereby reducing setup times. Ergonomic and safe operation, ensuring that port and vessel operators can manage connections safely and efficiently, even in adverse weather conditions. High importance are flexible connections, allowing for high berthing tolerances and reducing the need for ships to re-moor for connection adjustments. Not to mention reliability, ensuring stable power supply, crucial for the uninterrupted operation of vessel systems. Last but not least – experience. The vast experience of companies like Wabtec, with over a century of expertise serving ports and making cable reels, provides invaluable insight into the design and implementation of CMS solutions.

Despite the evident benefits, the adoption of shore power faces several hurdles. The substantial costs associated with upgrading port infrastructure to support shore power can be a barrier to widespread adoption. Each port's unique requirements necessitate tailored ShoreCONNECT solutions, adding complexity to the design and implementation process. This brings additional complexity to compatibility and standardization into Cable Management Systems. Fortunately, the need for universal standards to ensure compatibility across different vessels and ports is paramount. Voltages, connection plug-socket are unified in standard, different frequencies on ships 50 or 60 Hz, high/low voltage are technically solved for all kind of different type of vessels. And ongoing developments in standards like the IEC 80005 highlight the industry's efforts towards harmonization. While shore power significantly reduces emissions from idling ships, the source of shore-based electricity also plays a critical role in determining the overall environmental benefits.

THE ROAD AHEAD

The journey towards fully integrating shore power into global maritime operations is ongoing. Companies like Wabtec Charging and Power Transfer, with their extensive experience and innovative solutions, are pivotal in navigating this transition.

Regulations from the International Maritime Organization (IMO) and the European Union's "Fit for 55" initiative have significantly accelerated investments in shore power technology. The IMO's commitment to reducing maritime emissions by at least 50% by 2050 has spurred global maritime stakeholders to adopt cleaner, sustainable technologies, with shore power being a primary focus. Similarly, the EU's "Fit for 55" strategy, aiming to cut greenhouse gas emissions by 55% by 2030, has directly impacted the maritime sector, mandating the implementation of shore power in major EU ports to reduce emissions from ships while docked. These regulatory frameworks have not only highlighted the urgency of transitioning towards more environmentally friendly maritime operations but have also incentivized ports and shipping companies to invest in the necessary infrastructure. As a result, there's been a noticeable increase in the deployment of shore power facilities, driven by the need to comply with these regulations and the desire to mitigate environmental impact, showcasing a clear commitment to sustainability in the maritime industry.

The future development of shore power technology promises not only to enhance the sustainability of maritime operations but also to improve their efficiency and reliability. As the industry continues to evolve, the role of CMS in facilitating this transformation cannot be overstated. With advancements in technology, reductions in infrastructure costs, and the development of global standards, shore power stands on the brink of becoming a staple in ports worldwide. The challenges ahead are substantial, yet the potential benefits for ports, vessels, and the environment make the pursuit of this technology both necessary and promising. In this light, the expertise and offerings of Shore-CONNECT position it as a key contributor to the maritime industry's greener future.

CHARTING A GREENER COURSE: GLOBAL PORTS HOLDING'S COMMITMENT TO SUSTAINABILITY

STEPHEN XUEREB, CHIEF OPERATING OFFICER, GLOBAL PORTS HOLDING PLC

Global Ports Holding (GPH) is the world's largest cruise port operator with an established presence in the Mediterranean, Northern Europe, Caribbean, North America and Asia-Pacific regions. Spanning across four continents, GPH operates 30 cruise ports in 17 countries, welcoming more than 20 million cruise passengers annually.

GPH's transformational model operates with the aim of enhancing cruise port operations whilst creating memorable experiences. An 'all stakeholder' philosophy brings a mindful approach to the development and promotion of all our destinations.

Collaboration with local authorities is key to meet the needs of cities and communities. As a global entity we leverage global cruise line relationships and know-how, to drive destination growth, also incorporating the key pillars of sustainability into both our strategic planning and our daily operations. GPH takes pride in being a 'Glocal' company, with a balance between our global operations and our commitment to making a positive impact on local communities and the environment. The company's objectives in this regard encompass:

- Developing sustainable terminals.
- Providing local job opportunities.
- Integrating the port with the city.
- Supporting the provision of onshore power.

Sustainability lies at the core of GPH's operations, with a dedicated focus on Environmental, Social, and Governance (ESG) principles.

We prioritize the implementation of eco-friendly practices and technologies within our terminals, aiming to minimize the environmental impact of all activities.

GPH believes in being more than just a port; we aim to be an integral part of the cities we serve. We proactively cultivate partnerships and collaborations with local businesses and non-governmental entities, fostering tourism and economic growth within the surrounding communities. By supporting local businesses and integrating our ports into the destinations, GPH creates economic opportunities for the local community.



Stephen Xuereb, Chief Operating Officer,
Global Ports Holding Plc.
Source: Global Ports Holding Plc

GPH is committed to fair and equal treatment of people and protecting employee rights. We engage with our host port communities to contribute to local needs. We offer equal employment opportunities regardless of race, language, color, or nationality. We employ people from over 17 countries and strive to provide a safe and harmonious working environment.

Furthermore we strive to be good guests in our port destinations by actively engaging with local stakeholders through supporting local causes, promoting minority business interests, and building strong relationships with the communities.

For example Barcelona Cruise Port partnered with the Talita Foundation, Lisbon Cruise Port actively engaged in fundraising for local causes, and Catania Cruise Port hosted the inspirational show 'A Port Beyond All Limits,' dedicated to fostering positive change and breaking down barriers, with particular focus on addressing gender inequalities.

Antigua Cruise Port's 'Summer Cool' community training series offers free courses on cruise tourism, including maintenance, ISPS Awareness training and marketing. Taught by Antigua Cruise Port and GPH executives, it empowers locals to excel in the cruise tourism sector, benefiting GPH partners.

Valletta Waterfront's transformation from abandoned Baroque wharves to a majestic cruise liner terminal in 2002-2007, was awarded the Europa prize for Cultural Heritage. The renovation preserved historical facades and created a vibrant open space with shops, cafes and terraces overlooking Malta's historic Grand Harbour.

Valletta Cruise Port fosters a vibrant sense of community through a dedicated Social Club, which consists of both management and personnel active members. This social club consistently engages in a range of initiatives aimed at making a positive impact on the local community. These activities encompass a diverse spectrum, including educational, sporting, environmental, cultural and charitable endeavors.



Valletta Cruise Port. Source: Global Ports Holding Plc

In Nassau, GPH has taken significant steps to support local businesses and integrate the port with the destination, fostering economic opportunities for the local community. GPH also initiated a collaborative port education and promotion series with local news outlets and the Ministry of Tourism, informing the community about the cruise industry's benefits and opportunities for involvement.



Nassau Cruise Port. Source: Global Ports Holding Plc

The development of the Nassau Cruise Port Amphitheatre has transformed the area into a landmark destination. Hosting local events, charter cruise concerts, and cultural performances, it generates income for a diverse group of stakeholders. This vibrant venue redefines the waterfront experience, driving more downtown traffic and significantly boosting the entire community's economy.

Furthermore, GPH believes that an informed and engaged local community is key for the sustainable growth of the cruise tourism industry. Therefore, GPH ports work closely with local and industry stakeholders, recognizing the enduring impact that cruise tourism can have on a destination. Research conducted in GPH ports highlights that over 60% of cruise guests express an intention to return or revisit a destination following a visit on cruise holidays. This data underscores the lasting impact that cruise tourism can have on a destination.

To facilitate seamless communication and collaboration within the cruise community and with local stakeholders, GPH has appointed cruise ambassadors in each port. Their role is to ensure a smooth and enjoyable experience for both visitors and residents, promoting harmony and mutual benefit.

The Group's Environmental Policy outlines its approach to environmental awareness and practices, with the aim of ensuring compliance with all relevant laws, regulations, ethical principles and internal responsibilities and rules. Meanwhile the HSE Manual defines health, safety and environmental guidance across the company, and it is regularly reviewed and updated to reflect global best practice and inhouse knowledge-sharing. We are also focused on facilitating, where possible, the cruise industry's targets for reduced emissions and a smaller environmental impact. Safety remains the highest priority at Global Ports Holding, taking precedence over all other considerations, with no practical or commercial interest allowed to override it. The goal across all ports is to prevent injury, harm, and illness, and to ensure personal safety of employees, contractors, the public, and the community. The HSE Manual lays down recognized procedures for diverse demands, including waste handling and effluents, noise, dredging, construction, emissions, handling dangerous substances, underwater noise and vibration, and spill prevention and control. Our HSE Manual adheres to a comprehensive range of ISO frameworks, ensuring alignment with global standards in Quality, Environment, Occupational Health & Safety, Information Security, Customer Satisfaction, Supply Chain Security and Energy Management.

GPH actively supports the provision of onshore power, a measure that significantly reduces carbon emissions by allowing ships to connect to clean power sources while docked in our ports, contributing to cleaner air and a healthier local community.

Valletta Cruise Port is actively supporting a €49.9 million shore side electricity project spearheaded by Infrastructure Malta and the Ministry for Transport, Infrastructure and Capital Projects, Transport Malta, aimed to enhance the Grand Harbour's role as a sustainable hub. This initiative aligns with international and European sustainability objectives, positioning Valletta's Grand Harbour as one of the leaders in shore supply provision for cruise ships and extending this service to Ro-Ro vessels.



Valletta Cruise Port – Sky view by night: Global Ports Holding Plc

Meanwhile at Antigua Cruise Port, plans are in progress for the installation of an LNG power plant, contributing to the enhancement of sustainability and energy efficiency initiatives.

Ege Port Kusadasi will be the first cruise port to generate sustainable energy through solar power in Turkey.

In Lisbon, together with the port authority, GPH is in the process of carrying out a feasibility study for the provision of shore power at the port.

The Tarragona Port Authority is examining options for electrifying the wharf to achieve substantial CO2 emissions reduction from docked cruise ships.



Tarragona Cruise Port. Source: Global Ports Holding Plc

Barcelona Cruise Port signed a joint statement with the port authority and major cruise lines that use the port, committing to the implementation of shore power at all cruise berths before 2030.

GPH's commitment to our partners and destination go beyond immediate gains but is seen as an investment in the long-term prosperity of both the community and the cruise industry. The objective is to equip individuals and businesses with the tools they need to thrive in this dynamic sector, ultimately creating a win-win situation for all stakeholders.

PART IV

THE FLOOR TO THE EXTERNAL EXPERTS

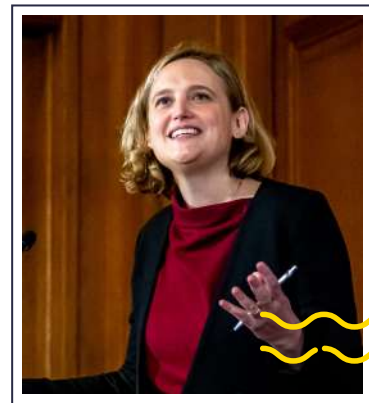
RESPONSIBLE TOURISM: THE POWER OF PARTNERSHIPS TO UNLOCK POTENTIAL

MARIE-CAROLINE LAURENT. DIRECTOR GENERAL CLIA IN EUROPE

The cruise industry has rebounded with a growth trend that shows that we are becoming one of the most attractive forms of tourism.

Almost 90% of cruisers say that they intend to get onboard again and two out of three of those who have never embarked on a ship are open to a cruise holiday. We welcome onboard multi-generation families and solo travellers; couples and groups; young and old; those who are looking to relax and those who want to explore. Cruise passengers are also becoming younger, an extremely positive sign that gives confidence for the future.

Travel and tourism can be a force for good, and cruise tourism is accessible to everyone.



Marie-Caroline Laurent.
Director General CLIA in Europe

APPLYING PRINCIPLES OF ENGAGEMENT FOR RESPONSIBLE TOURISM

As the popularity of cruise tourism is increasing, CLIA and our cruise line members work closely with cities and ports we visit as our future will rely on our ability to demonstrate that we can be good neighbours and visitors. It is in this spirit that we believe that dialogue with municipalities is more important than ever for communities that are welcoming more visitors from around the world, whether by land, air, or sea.

In our experience, there are principles of engagement that can help to define a framework for positive and meaningful dialogue.

Fundamentally, **transparency** is a principle that runs through the entire engagement process building trust, providing better understanding, and encouraging involvement. This should also allow for decisions to be based on facts and data. **Consultation** with stakeholders in the local cruise community and cruise lines is key to making the process inclusive, creating synergies, identifying challenges and opportunities, and leading to better decision-making. **Cooperation** and partnering with the municipal and other relevant authorities are important for understanding issues and better implementation of rules. Equally, cooperation with neighbouring communities and ports can produce larger scale benefits. We are convinced that synergies can be built between ports and cities, to the benefit of both by ensuring cooperation mechanisms are in place. **Timing** is critical as planning and preparation are of paramount importance to the cruise business with its long-term planning cycles. **Enforcement** matters as proper implementation of rules, in a non-discriminatory way, is to everyone's benefit. Furthermore, regular review helps all parties to adapt and be held accountable.

INNOVATION AND NET ZERO CRUISING AMONG TOP PRIORITIES

Cruise lines are investing significant amounts to achieve net zero emissions by 2050. Cruise ships launched today are among the most advanced technologically and energy-efficient in the history of our sector.

Of the 51 new ships that will be built in the next five years, 32 will be LNG-powered and seven either methanol ready on delivery, or methanol capable. Cruise lines are pursuing new and more sustainable alternative energy sources, such as internationally certified sustainable biofuels, synthetic e-fuels such as e-methane and e-methanol, electric batteries, bio-LNG, e-LNG, methanol or hydrogen fuel cells, wind, and solar.

With 32 pilot projects underway with sustainable fuel producers and engine companies, we are pursuing fuel flexibility, investing today in propulsion technologies with conversion capabilities for the future. In this respect, the cruise industry is showing its leadership in the maritime transition towards a future of low to zero carbon fuels.

It is also worth noting that achieving environmental goals can produce a positive economic impact. Since 2019, CLIA cruise line members have invested 32,4 billion EUR in new ships. For the next five years, another 24,2 billion EUR will be invested by CLIA members. 98% of those vessels are built in Europe, representing between 2019 and 2028 an estimated 56,6 billion Euro investment in European shipyards and the European economy.

The economic impact of a cruise ship does not end with its construction. Every time a ship docks in port, it provides a boost to local businesses, with cruise passengers spending an average of 100 euros at each destination. In addition, more than 60% of passengers return to visit locations they first visit by cruise, providing a long-term economic benefit to these destinations.

Given the size of our economic impact, it often surprises people to learn that cruise tourists represent a very small proportion of visitors to our European ports. For example, of the more than 21 million visitors to Amsterdam every year, around 1% arrive by cruise ship. Interestingly, a recent report adopted by the Municipal Assembly of Lisbon, based on port data from 2014 to 2022, found that cruise tourism also reduces seasonality and provides a more constant flow of tourists.

COLLABORATION IS THE KEY TO UNLOCKING FUTURE POTENTIAL

We need to collaborate with public authorities and ports to secure the infrastructure necessary for our future sustainable growth. We need port terminals suited to the needs of our passengers, sufficient and automated border control facilities. We need investment in ports to offer shoreside electricity, considering that less than 2% of the world's ports have this facility available. Cruise lines have been investing in this solution for some time and almost 50% of the global cruise fleet is now equipped with shoreside electricity connectivity, virtually eliminating emissions while ships are at port.

An important example of the power of collaboration is the Charter for Sustainable Cruising in the French Mediterranean. Signed between the French Government and the main cruise players, the Charter aims to reduce the environmental impact of cruising while promoting innovative environmental technologies. The Charter is a testament to the efforts made by cruise lines to continually improve practices and to accelerate the energy transition to achieve its 2050 ambitions.

On the first anniversary of the signing of the Charter earlier this year, Eric Banel, Director General of Maritime Affairs said: "The Sustainable Cruise Charter in the Mediterranean illustrates the capacity of maritime stakeholders to commit to a concrete and ambitious energy transition fully and collectively."

CLIA is pleased to engage with the AIVP and MedCruise as dialogue and collaboration is the key to achieving our common goals. In partnership with the wider cruise community - cruise lines, suppliers, terminals, ports, and destinations - we are fully committed to cruise becoming an ever more sustainable way of discovering the world.

GOOD GREEN PRACTICES

CRUISE AND FERRY PORT NETWORK ESPO

VALERIA MANGIAROTTI

PRESIDENT CRUISE AND FERRY NETWORK AT ESPO

DIRECTOR OF TECHNICAL ENVIRONMENTAL SOLUTIONS AT MEDCRUISE

INTRODUCTION

The European Sea Ports Organization (ESPO) represents the voice of the seaports within the European Union and hence promotes the common interests, views and values of its members to the European institutions and policymakers.

The mission of ESPO is to influence public policy in the European Union to achieve a safe, efficient and environmentally sustainable European port sector, operating as a key element of the transport industry. To this aim, several committees and networks provide technical expertise and advisory input on different topics.

This article highlights the good practices that have been analyzed by the ESPO Cruise and Ferry Port Network regarding waste management.



Valeria Mangiarotti, President Cruise and Ferry port network at ESPO

ENVIRONMENTAL POLICY AWARENESS

The path of environmental choice cannot ignore a check carried out among ports to understand how widespread environmental awareness can be among ESPO member ports. Behaving adequately and responsibly towards the environment is a first step that presupposes knowledge and awareness on the part of port stakeholders as well as citizens who live and engage in dialogue with the port.

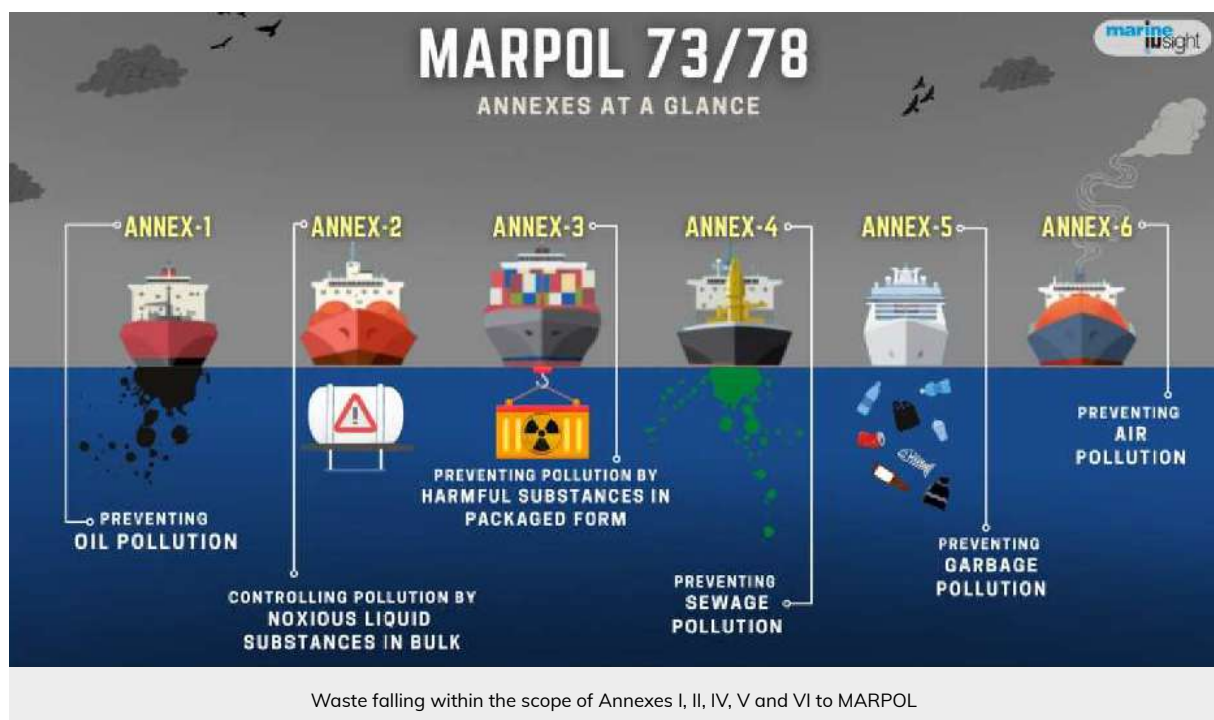
The definition and objectives of environmental education have changed over time. In its broadest sense, environmental education can be defined as a tool to empower citizens and help them change their behaviour. For ports, environmental awareness arises from the communication that is made at every level on environmental problems and the related measures to be adopted, governed by European directives and national transposition laws.

As part of the activities carried out by the ESPO Cruise and Ferry Port Network, it emerged that the issue of waste is of considerable importance. The cruise sector constitutes 3% of naval transport but produces 24% of waste .

The Port Reception Facilities (PRF) directive (EU) 2019/883 aims to protect the marine environment from the negative effects of waste from ships used in ports of the European Union, improving the reception by ports of waste from ships. The PRF Directive implemented by the EU Commission includes the Regulation (EU) 2022/91 which defines the criteria determining that a ship must produce reduced quantities of waste and manage it in a sustainable and environmentally sound manner.

The specific objectives of the PRF directive can be summarized as follows:

- To protect the marine environment from the negative effects of ship waste.
- To provide that all ships pay an indirect fee to cover the cost of the system, giving them the right to deliver their waste to a port, whether or not they require it
- To differentiate fees (category, type and size of ship, type of traffic).



REQUIREMENTS OF THE PRF DIRECTIVE

The PRF Directive requires ships to offload the waste they produce during voyages to and among EU ports into disposal facilities in port. For their part, ports have to develop waste-handling plans and provide adequate reception facilities.

Before arrival, ships must notify the port of what waste they have on board. Once in port, ships have to unload their waste, unless they have sufficient dedicated storage capacity to keep it until the next port of call. As an incentive to deliver their waste on shore, ships pay a mandatory fee to the port, regardless of whether they actually use the waste facilities provided (an indirect fee). It covers oily waste, garbage and usually also sewage. In case other waste-related costs arise, these are covered by a direct fee, based on the quantity and type of waste delivered.

The directive allows member states and ports to define the fee system in line with their national legislation, to cover the costs of planning, collecting and disposing of ship waste. The system must reflect the 'polluter pays' principle and should not encourage ships to discharge waste into the sea. The indirect fee has to cover at least 30 % of the cost of the waste-disposal installations and can be differentiated based on ship size, type and category. Member States must also develop an information and monitoring system, and check compliance with the delivery requirement. Ports can offer reduced fees to ships with good waste management, producing less waste. The port sector has developed a green guide on port waste management and differentiated port charges rewarding greener vessels are nowadays common practice – in about half of EU ports.

THE CRUISE AND FERRY PORT NETWORK ACTIVITY

The Cruise and Ferry Port Network has the task of monitoring the development of a practice code for Cruise and Ferry Ports. It reports on policy issues being dealt with by ESPO's standing committees relevant to ferry and cruise business and monitors all cruise-related EU initiatives such as Pan-European Cruise dialogues.

In order to have a better perception of the application of fees by the EU ports under the PRF Directive, ESPO launched in July 2023 a survey aimed to collect data on port reception facilities for waste, the presence of green-classified cruise or ferry ships in the ports, the type of fees requested to ships and the availability of protocols or other administrative tools providing for any discounts to green ships for the delivery of waste.

The survey also aimed to highlight the collaboration between ports and stakeholders to develop a more complete environmental strategy. It resulted that most ports in Northern Europe have a system of port reception facilities and they apply a 100% indirect fee for all ships (Marpol Annex V). When ships arrive at northern European ports, they deliver all the waste they were unable to deliver to other European ports which do not have port reception facilities; the result is an enormous amount of waste being delivered in these ports, which actually was not foreseen. One key aspect of the performance of these ports was a document named "PLAN FOR THE RECEPTION AND HANDLING OF CARGO WASTE AND RESIDUES GENERATED BY SHIPS", following current legislation, streamlining the waste handling process. The plan had a specific duration and was expected to be renewed in 2024.

Another case deserving particular attention is that of one of the ports interviewed, which complies with the legislation in force and encourages the discharge of ship waste in the port, through both the provision of port waste reception facilities and tariffs. The port waste reception facilities provided by the port are adequate for the delivery needs of the ships calling the port, responding to the various types and volumes of waste to be delivered, as well as the terminal/anchorage particular conditions.

All ports interviewed confirm the existence of a regulation regarding specific direct and indirect waste tariffs allowing them to have and maintain the management of port facilities. At the same time, the monitoring of the Ship Waste Management System is carried out through inspections to ships, terminals, waste operators and the waste delivery operations.

All European ports are working to have a waste tariff system to be updated annually to guarantee shipping companies certainty on the amount of the tariff and to provide possible discounts for those green ships.

About the possibility of having a tariff system that rewards green ships by applying discounted waste tariffs to them, northern European ports have confirmed that this system appears difficult because it would represent a very high financial burden for the port authorities. However, they are working on a document about green reduction that will be active by 2025.

Nevertheless, it also resulted that some of the passenger ships calling one of the ports interviewed are ISO 14001:2015 certified. Under the PRF Directive, green ships are those vessels that can demonstrate reduced quantities of waste and sustainable onboard waste management, so in order for ships to comply with such a requisite, ships must present the ISO 21070:2017 Certificate.

Polluter pays principle is basic. The majority of the ports have no protocols with the shipping companies regarding waste. In any case, the reduction of port dues is only applied upon presentation of the ISO 14001:2015 or ISO 21070:2017 Certificate to the Port Authority, which must be done previously.

CONCLUSIONS

To conclude, it should be said that the work carried out by the ESPO Port Network on the ship waste system highlights that European Port Authorities are certainly working on the basis of the directive and the regulation as well as on the basis of the national laws that have implemented the directive.

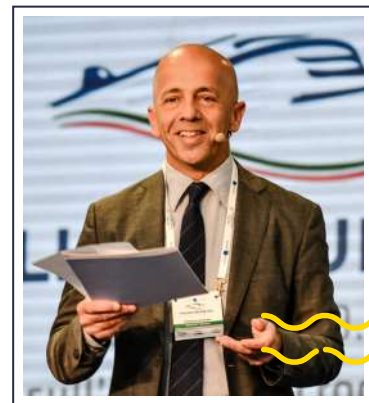
However, regarding port facilities, not all ports are ready: small ports - which have no economic resources and receive fewer ships - cannot implement waste management in their ports to the same extent as their bigger peers.

Nevertheless, there is a favourable path towards the possibility for ports of having a discount policy for those green ships populating the cruise sector. Moreover, some ports are already implementing good practices concerning port facilities and discounts with green ships. The future challenge is to support European ports to strive for more protocols with shipping companies to regulate waste management.

WHAT HAS CHANGED IN CRUISE TOURISM IN THE LAST 15 YEARS: KNOWLEDGE AND INTERPRETATION OF DATA TO ENCOURAGE A SUSTAINABLE APPROACH FOR DESTINATIONS

FRANCESCO DI CESARE, PRESIDENT OF RISPOSTE TURISMO

What has changed in the cruise industry in the last fifteen years? This question could be addressed with a detailed analysis of multiple variables, looking for the differences between the sector today and the sector some time ago (which would show us several changes); or we could dismissed the question, arguing that there are no significant changes between then and now. While it is difficult to agree with the latter approach, it is legitimate to ask how many changes there have been and how significant they are, and which of those changes have had a real impact on those involved, i.e. operators, customers and destinations. Within the albeit limited scope of this article, let's take a look at some figures that show how the evolution of the sector has led to some changes in the scenario.



Francesco di Cesare,
President of Risposte Turismo

Let's start with demand. In terms of customers, cruise passengers in the world in 2009 totalled 17.8 million, rising to 31.5 million in 2023 (CLIA). In the Mediterranean alone, passenger movements in cruise ports totalled around 18 million, rising to almost 30 in 2023. This is undoubtedly a significant difference (+77% in the first case, +67% in the second), evidencing growth that, as we know, has been continuous, with the exception of the recent pandemic period. There are, of course, individual cases that contribute to determining this overall trend, and it is interesting and important to look at what has changed with regard to the geography of Mediterranean cruises.

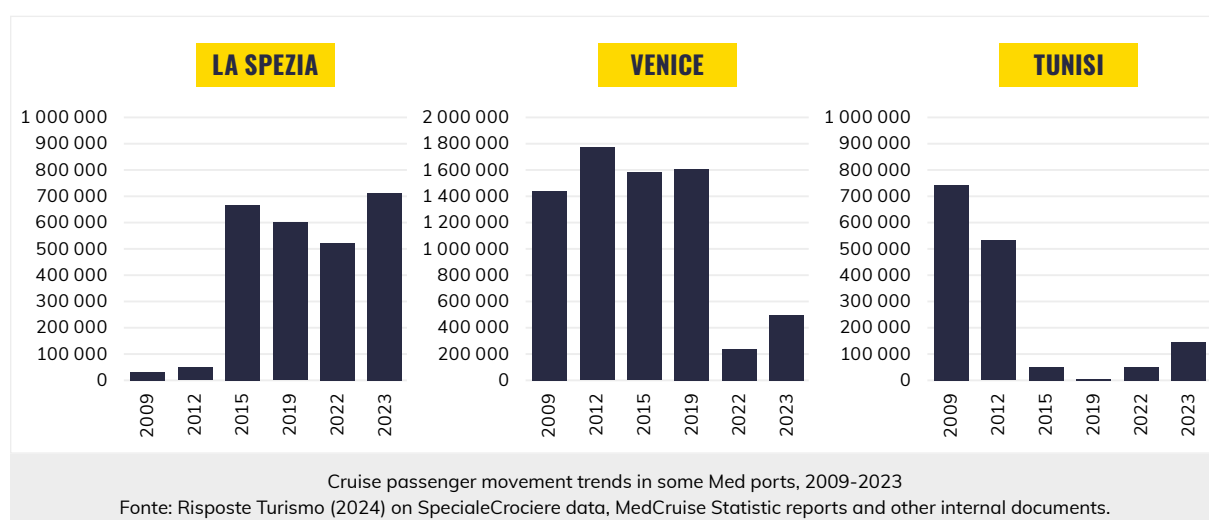
The table below compares the top 10 Mediterranean ports by number of passenger movements in 2009 with the top 10 in 2023. It is significant to note that over the course of 15 years, some ports that were in this ranking have disappeared – for different reasons Venice, Dubrovnik, Livorno and Tunis – while Marseille, Genoa, Piraeus and Palermo are now among the top 10, where they did not feature in 2009. Among the current top 10 ports, it is interesting to note the almost stable number of ships welcomed overall compared to the number of cruise passengers handled, which has almost doubled.

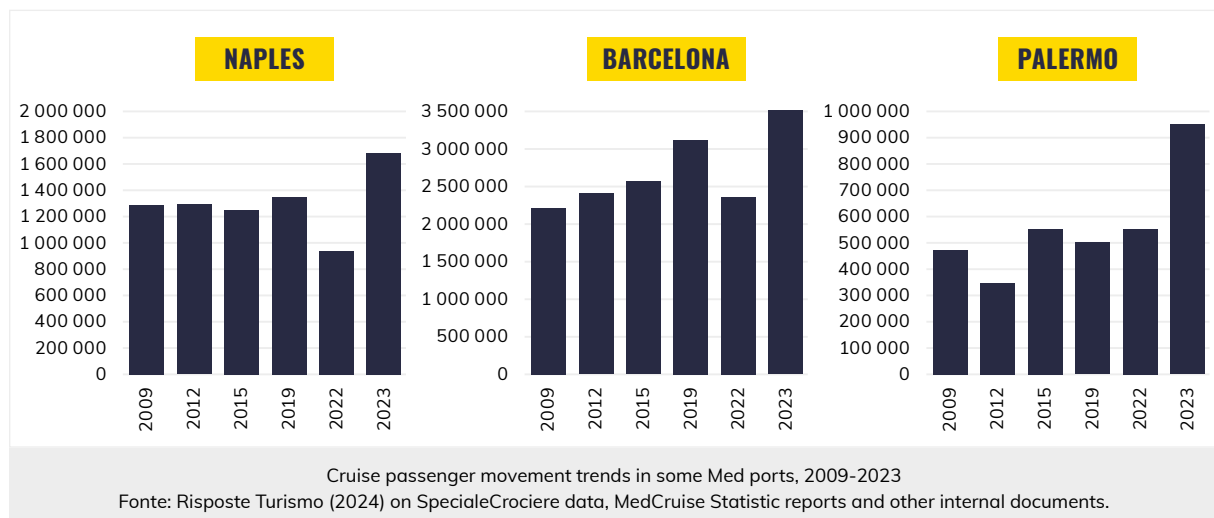
2023				2009		
#	Cruise Port	Pax. Mov.	Cruise Calls	Cruise Port	Pax. Mov.	Cruise Calls
1	Barcellona	3.568.901	804	Barcellona	2.151.465	799
2	Civitavecchia	3.316.622	809	Civitavecchia	1.802.938	793
3	Marsiglia	2.600.000	626	Venice	1.420.980	543
4	Palma de Mallorca	1.905.946	489	Napoli	1.300.000	613
5	Genova	1.698.639	340	Palma de Mallorca	1.237.362	630
6	Napoli	1.650.000	446	Dubrovnik	845.603	628
7	Pireo	1.280.000*	764*	Livorno	795.313	458
8	Santorini	1.300.864	798	Santorini	816.000	722
9	Mykonos	1.000.000	800	Mykonos	756.589	625
10	Palermo	939.745	220	Tunisi	752.246	358

Top 10 Mediterranean ports for cruise passenger movements in 2023 and 2009

Source: Risposte Turismo (2024). Note: (*) Estimates Risposte Turismo.

When we look in detail at the individual ports, we cannot fail to recognise - and this is the main point of this brief article - that both the structural characteristics and the path taken as a cruise port (evident also, but not exclusively, from traffic results) are crucial for an accurate evaluation, and - also for the destinations - to establish a strategic path for the years to come. When we look at the traffic trend recorded by a port within a period of time, we can see, for example that some of them have followed a path of constant growth, without sudden bursts (this is the case for Naples and Barcelona in the graph below), while the traffic curve for others features sudden accelerations, and sometimes slowdowns (this is the case for La Spezia, Venice and Tunis, and to an extent Palermo, with a sudden jump in 2023 following years of stable traffic).





It is reasonable to imagine that the ports and destinations attributable to the first model have been able to manage the repercussions (both positive and negative) of this phenomenon more effectively, and also sustainably, given that one of the keys to guaranteeing a sustainable footprint for their management is precisely a gradual progression in growth. The second category of ports and destinations, on the other hand, have often found themselves facing sudden or almost sudden scenarios, for which they may not have all the appropriate tools ready. So looking at what has changed in the last fifteen years in the individual local context is important, as long as we do not limit our observation simply to the difference between the last and first years of the period considered, but also pay attention to the way the more recent results have been achieved through the various levels of traffic registered year by year. It is also very important to understand what else has changed in the port and in the destination systems, and not just to look at cruise tourism alone; a close examination of this aspect is, however, beyond the scope of this short article.

To return from the particular (the single port) to the general (the Mediterranean), another interesting reading filter to understand if and how some dynamics have changed is the pax per call ratio, i.e. how many passengers are moved on average in the port per cruise call. This index was 1,716 in 2009, rising to over 2,200 in the 2023 estimates (with higher peaks for countries such as Italy and Spain, where the main Mediterranean homeports are located). This is a significant change, which nevertheless reflects the wide variety of ships that sail across the entire Mediterranean: alongside ships capable of handling over 10,000 cruise passengers in a single turnaround, there are several others with a capacity of less than 1,000 passengers. These figures are important, because as well as reflecting the well-known progression in the growth of the average size of ships, it should allow operators - together with the cruise schedule - to size and prepare the necessary reception actions and initiatives more effectively, in terms of mobility, information, assistance, and the smooth management of incoming traffic. This is one of the advantages that cruise tourism has over other types of tourism: in terms of the arrival of ships and passengers, it is planned well in advance, allowing destinations to ensure sustainable planning and management, also in terms of relations with local communities, provided this commitment is viewed as important.

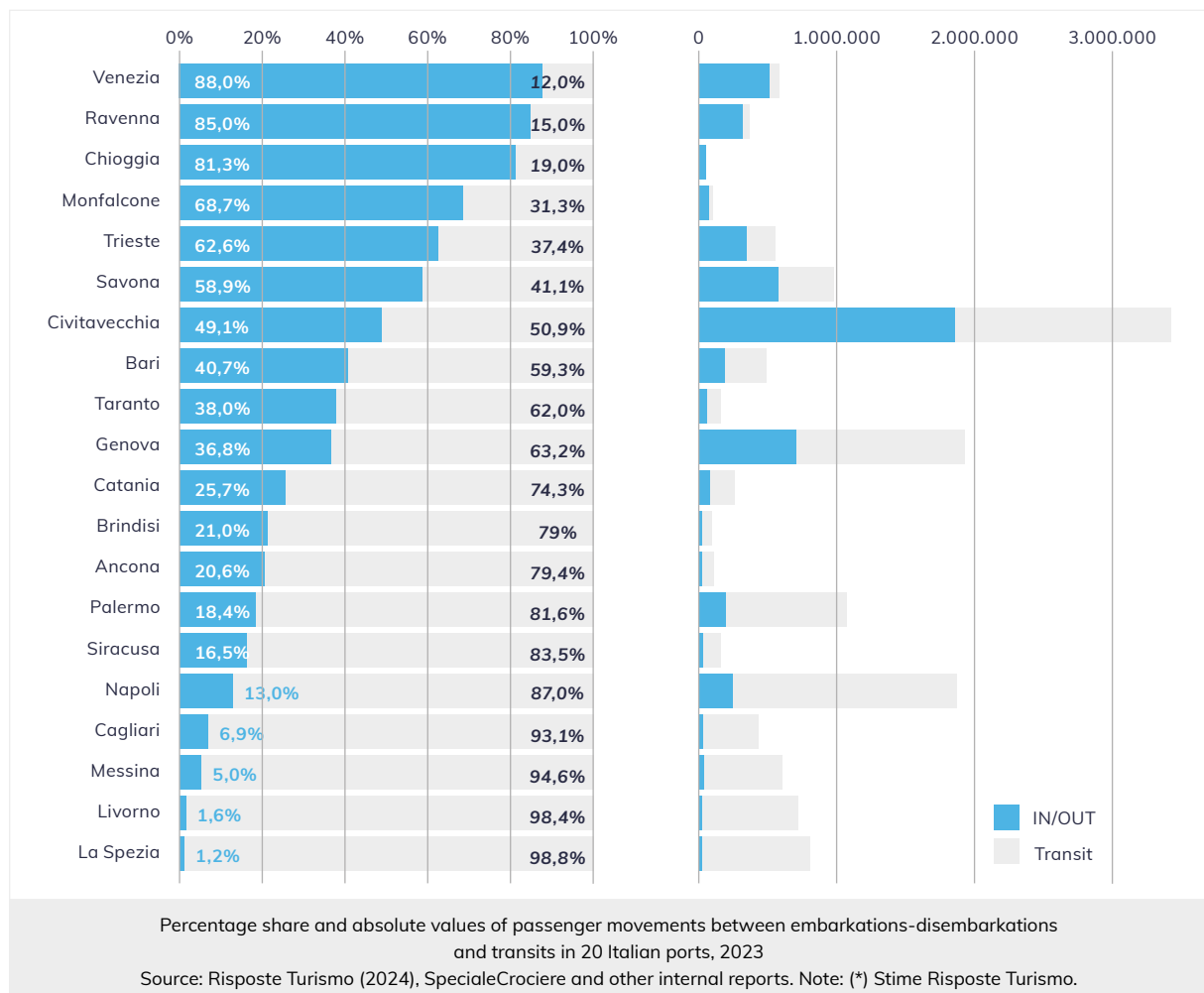
Remaining on the planning front for traffic management and the reception of cruise passengers, an important aspect is the seasonal trend. On this front, in the Mediterranean area overall, not much has changed: in 2009, the peak month was October, followed by September; in 2023 it was still October that recorded the highest percentage of traffic, followed by August.

In any case, the concentration of traffic in the six months from May to October has always remained very high (78% in 2009, 75% in 2023), leaving the remaining months to share approximately a quarter of the annual total (22% in 2009, 25% in 2023). At the moment, companies' commitment to promoting cruise holidays in the Mediterranean even in the colder months does not seem to have produced much in terms of results. Naturally, there can be significant case-by-case differences here too, just as there is a significant difference between the needs of the various destinations to spread cruise traffic more evenly over the course of the year: depending on the characteristics of the place and the presence of other segments of tourist demand, this need may be evident, may be a plus, or may not exist at all.

For a better understanding of how to deal with the sector today - in particular for destinations - it may also be useful to verify the economic impact generated on the territories, placing it in relation to the amount of traffic. According to CLIA data, the direct economic impact of cruise tourism in Europe was equal to 14.9 million euros in 2009, with an overall impact (including indirect and related activities) of 34.1 million; overall passenger movement on the continent was approximately 33.5 million (23.7 million port of call visits and approximately 9.8 million embarkations and disembarkations). According to the latest available surveys (2019), compared to traffic, which rose to 54.2 passenger movements, the direct economic impact rose to 23.2 million euros, with an overall impact (including indirect and related activities) equal to 53.6 million euros. What is suggested by this set of data, and above all the ratio, over the two years, between overall economic impact and traffic (1.01 in 2009, 0.98 in 2019)? The economic impact generated appears to have grown less than proportionally compared to the increase in traffic. Although this is not a very marked difference, it is indicative of a lower impact of cruise tourism (not only of the tourist component itself, but also including shipbuilding and other related production activities) on the ability to generate economic impacts as traffic grows. There is therefore room to improve the quality of these impacts, and the possibility of growth that is more than proportional to the growth of traffic.

How can these elements - and others that could be taken into consideration - seen in the comparison between «today» and «yesterday» help destinations (and with them ports, companies, other operators, essentially the entire cruise industry) to promote a sustainable approach to the dynamics of the sector? The answer lies in the importance of knowing the phenomenon you want to manage, in understanding how it has evolved, if and how it has altered the balance in a specific territory, and in recognising the differences (if there are any) between how the various elements have changed in a broader territorial context (the Mediterranean, for example, or Europe, or the whole world) and how they have changed in a specific cruise destination. There is no one-size-fits-all answer valid for every place, for every port-destination system, and how to act can only be the consequence of a detailed analysis of the individual context. A final exercise may be useful. In the global cruise geography, a port can be - in relation to traffic - a homeport or a port of transit, and sometimes these two roles can even have a similar weight. The graph below shows 20 Italian ports, some with a prevalent role of home port, some primarily ports of transit and some without a particular prevalence of one of the two. It would thus make no sense to consider applying the same approach to traffic management across the board, imagining the port-destination relationships as identical, and giving the same weight, in terms of priorities, to commitment and investment.

CRUISE PORT CITY COMPASS . PART IV - THE FLOOR TO THE EXTERNAL EXPERTS



It is possible to imagine a future for cruise tourism that makes sustainability, in a broad sense, a precondition rather than an objective, but for this to actually be more than just a promise, the bar of competence and expertise must be raised. On this front, there is still ample margin for improvement in public policies towards this sector, and perhaps not so much because the scenario today is different from the past, as because the particularities of this industry are not yet fully understood.

FRENCH MEDITERRANEAN SUSTAINABLE CRUISE

CHARTER: ONE YEAR IN

STEPHAN ROUSSEAU, DEPUTY HEAD, DIRM MEDITERRANEE;
TIM AMABILE, MISSION, HEAD FOR THE CHARTER AND QUALITY CONTROL.
DIRM MEDITERRANEE;
MARION BRICHET, DEP. HEAD OF PUBLIC POLICY COORD. MISSION.
DIRM MEDITERRANEE.

ORIGIN OF THE FRENCH MEDITERRANEAN SUSTAINABLE CRUISE CHARTER (FMSCC)

The French Mediterranean Sustainable Cruise Charter arose from a lack of acceptability of cruises, as highlighted by numerous local actions referring to excessive nuisances by cruise ships in major port cities in the region, such as Marseille, Cannes, Nice, Ajaccio, and Toulon.

In this context, the Interregional Directorate of the Mediterranean Sea (DIRM) established a steering committee in 2021 to create a voluntary charter. Cruise companies and ship owners were invited to join, demonstrating their efforts and commitments beyond regulatory re-quirements. The French government guarantees the implementation of the charter with financial support of the certifier audit fees for the 2 first years.

On October 20, 2022, the charter was signed by the Secretary of State for the Sea and the main cruise companies in collaboration with CLIA Europe (Cruise Lines International Association). 13 commitments are elaborated in the charter, which are more ambitious and binding than current regulations. These commitments were reached through a consensus and are acceptable to both ship owners and the French maritime administration. Some commitments are ahead of international regulations, for instance anticipating the implementation of the SECA Mediterranean zone starting May 1, 2025.



Stephan Rousseau, deputy head,
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Tim Amabile, mission head for the
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Marion Brichet, deputy head of public
policy coordination mission. DIRM
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13 COMMITMENTS ON 5 MAIN THEMES:

- 1. Preservation of Marine Life (Commitment 1):** This theme focuses on the preservation of marine life, particularly the protection of marine seagrass meadows (*Posidonia oceanica*). It aims to ensure that vessel anchorages are properly carried out in authorized areas. In 2023, the French maritime administration finalized drafting decrees establishing areas authorized or prohibited for vessel anchoring on a regional scale.
- 2. Prevention of Collisions with Large Cetaceans (Commitments 2 and 3):** This theme addresses the prevention of collisions with large cetaceans in the Pelagos area, now integrated into the Northwestern Mediterranean Particularly Sensitive Sea Area (PSSA) following its adoption by the International Maritime Organization (IMO) on July 7, 2023. Companies have committed to training crews in spotting large cetaceans, reporting observations within a participatory scientific program (OBSenMer), taking speed reduction measures (< 13 knots) in case of spotting to avoid collisions, and reporting any collisions to the International Whaling Commission (IWC).
- 3. Reduction of Solid and Liquid Discharges at Sea (Commitments 4, 5, 6, and 7):** This theme focuses on reducing solid and liquid discharges at sea. Beyond the requirements of the MARPOL Convention, shipowners have committed to not discharging untreated wastewater into the French Exclusive Economic Zone (EEZ). They also pledged to use biodegradable products for deck washing and biodegradable oils for oil-to-sea interfaces (OTSI). Companies have further committed to cooperating with local authorities to promote onshore recycling of solid waste.
- 4. Reduction of Atmospheric Emissions (Commitments 8, 9, 10, 11, 12):** This theme constitutes the core of the charter's commitments in its 2022 version. Anticipating the creation of the SECA Mediterranean zone on May 1, 2025, cruise ships have been using fuel with a sulfur content of less than 0.1% (or equivalent means) within the 12 nautical miles from the base lines since January 1, 2024 (and within 3 nautical miles since January 1, 2023).

Ahead of European requirements, companies have committed to providing ships that can connect to shore power. At this stage, already around 40%, of ships can be connected even though the two main cruise ports in the region involved in shore power connection (Toulon and Marseille) are not yet operational. The Toulon cruise terminal will have shore power available in early 2024. The first two shore power connections at the cruise terminal in Marseille will be available in 2025.

Additionally, in the case of air pollution peaks, a reduction in ship speed upon arrival is required. Moreover, ships equipped with Selective Catalytic Reduction (SCR - Tier III engines) must activate their systems within 3 nautical miles of the coast, at the dock, and at anchor if they operate with closed-loop scrubbers.

In 2023, issues related to atmospheric emissions such as smoke, particularly from the use of closed-loop scrubbers, have been reduced due to the requirement to switch to diesel oil with a sulfur content of 0.1% in the event of dense smoke production by the scrubbers. In 2023, only two port claims concerning smoke were reported to the charter. Based on self-assessments, 56% of cruise ships are equipped with scrubbers, with more than half using closed-loop or hybrid systems. The use of Liquefied Natural Gas (LNG) continues to be favoured to reduce pollutant emissions (SOx, NOx, PM) and companies are expecting e-methane in the future.

While the commitment does not have a specific numerical or temporal target, companies have pledged to prioritize ships equipped with Tier III engines. Only Tier III certification provides a strong response to reducing atmospheric emissions from ships at anchor, with the obligation to use SCR.

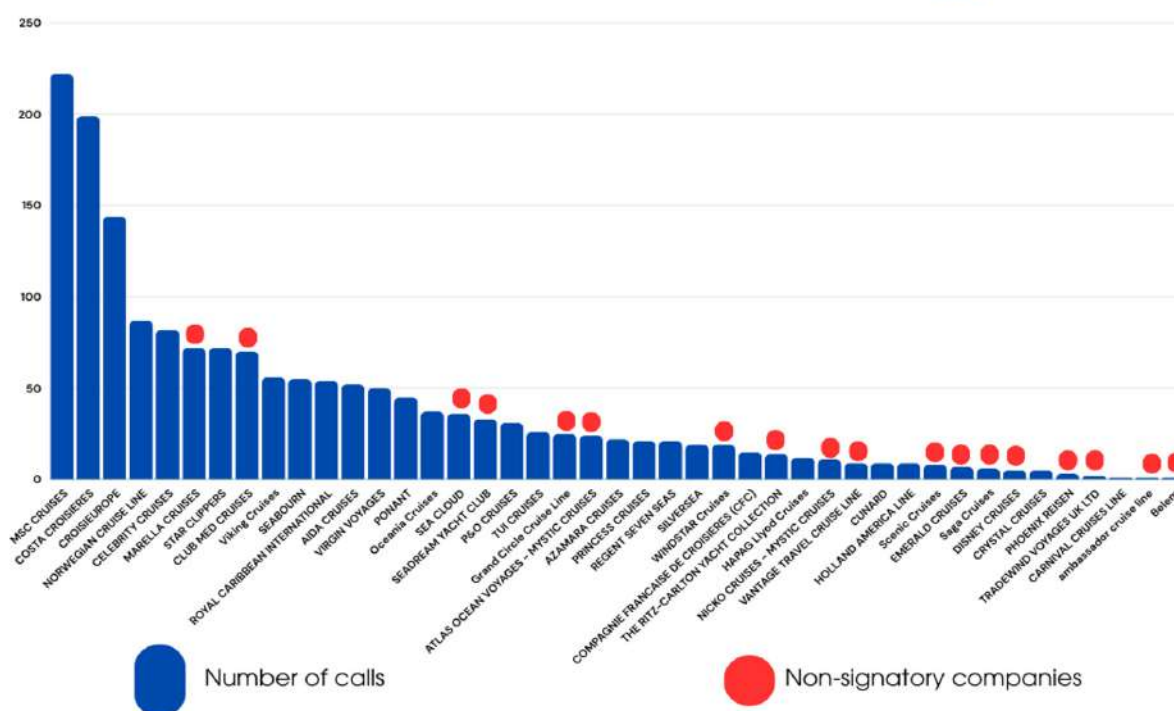
Finally, these commitments encourage companies to promote mobility solutions that reduce atmospheric emissions associated with passenger movements in cities (mari-time shuttles; electric, bio-diesel or H2 buses; or alternative excursions to limit congestion in city centres).

- 5. Awareness of Passengers about the Fragility of the Mediterranean Environment (Commitment 13):** This theme focuses on raising awareness amongst passengers about the fragility of the Mediterranean environment, both in its maritime dimension (seagrass meadows, large cetaceans, protected species, warming waters, invasive species, etc.) and in its terrestrial dimension (forest fires, erosion, coastal development, sea level rise, etc.).

DEPLOYMENT OF THE CHARTER AND 2023 ASSESSMENT

After a year of implementation, the charter has gained widespread support from companies and positive feedback from local authorities. As of December 31, 2023, 25 companies out of the 43 signatories cover 78% of the 148 vessels that made 1700 stops on the French Mediterranean coast. These 25 signatory companies also account for 80% of the stops.

Calls previsions for 2023 per company



Number of calls fro 2023 with the companies that have not signed the charterAuthor: DIRM Méditerranée

The charter focuses on vessels making more than 10 stops per year, which amounts to 51 vessels in 2023 (76% of stops). Among these 51 vessels, 42 vessels belonged to signatory companies.

The charter uses a framework that breaks down the 13 commitments into 31 questions re-lated to charter compliance and 22 technical questions related to the vessel.

The process consists of 5 steps:

1. Self-assessment of vessels by companies.
2. Selection of a panel of vessels for auditing.
3. Audits are conducted by the certifying body (LRQA).
4. Final evaluation of the score after receiving the action plan.
5. Issuance of the compliance certificate to the vessel.

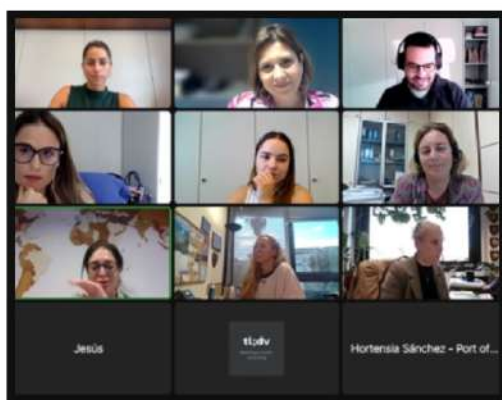
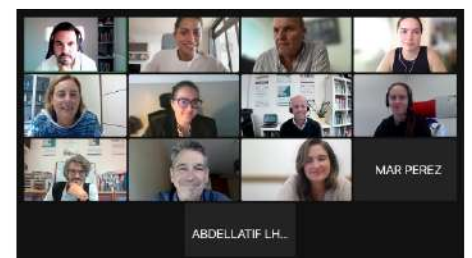
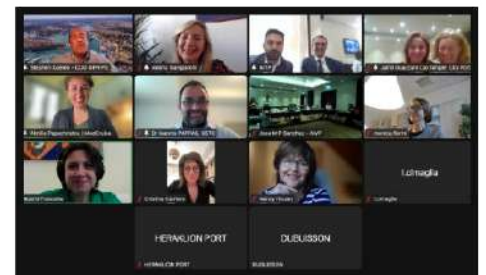
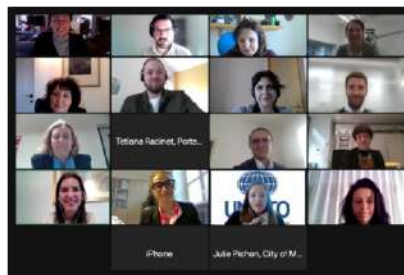
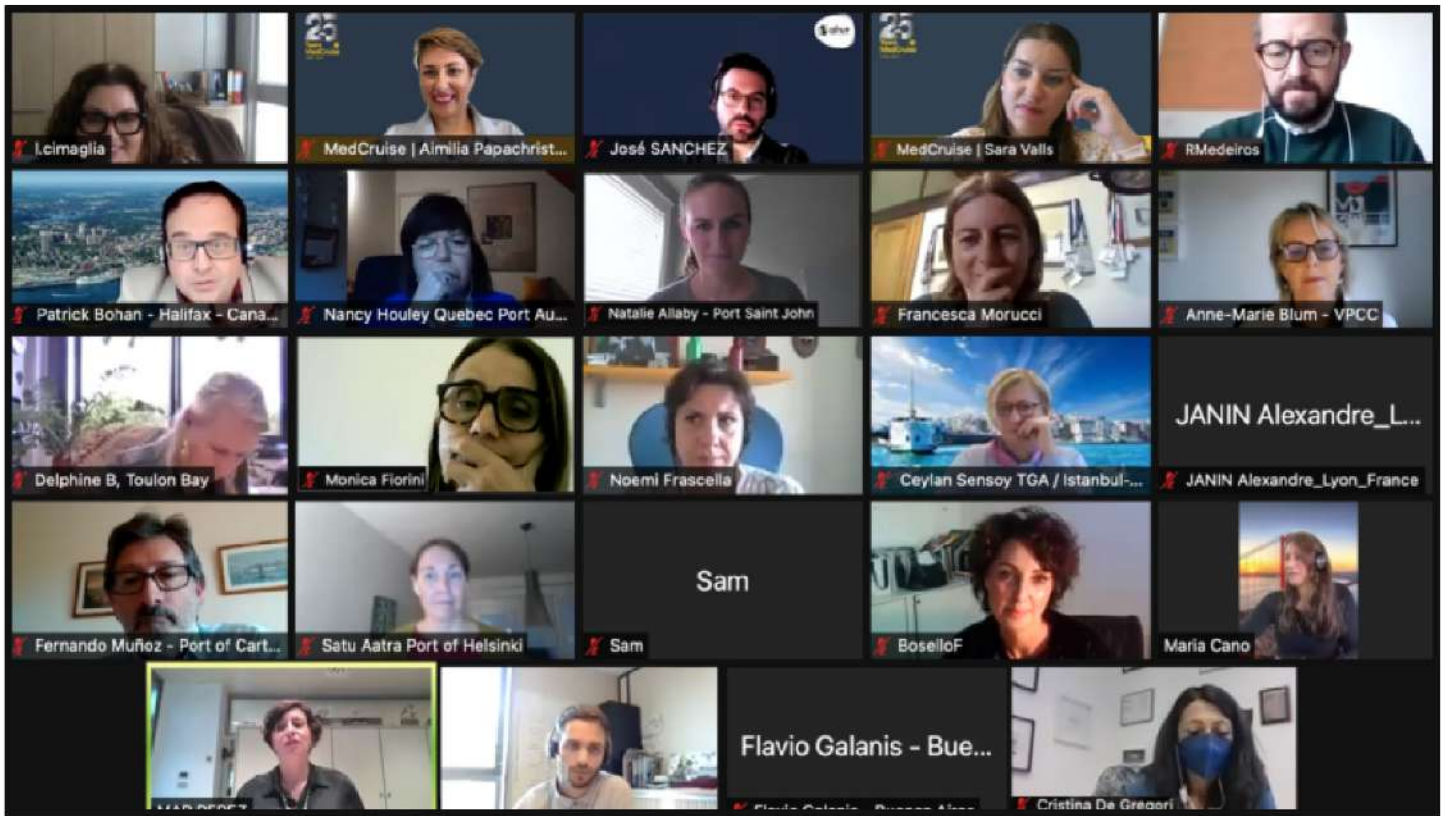
In 2023, LRQA audited 14 vessels with the attendance of a DIRM representative. By the end of 2023, 12 vessels were certified with compliance exceeding 80%. Two vessels did not reach this minimum score and will receive support (communication tools for commitment 13) and follow-up audits in 2024.

On January 31, 2024, certificates for the 12 certified vessels, all belonging to CLIA member companies, were presented to the Director General of CLIA Europe during the professional exhibition for an innovative maritime industry (EURO-MARITIME 2024) in Marseille.

CONTINUATION OF THE CHARTER IN 2024

In 2024, a self-assessment campaign will be initiated to improve the global knowledge of the cruise fleet with the increase of on-signing companies. 15 new vessels will undergo audits by the certifier A communication campaign will be conducted with local authorities and maritime authorities of neighbouring countries (Monaco, Italy, and Spain) who are also affected by the establishment of the Particularly Sensitive Sea Area (PSSA) in the North-western Mediterranean. Finally, the Interregional Directorate of the Mediterranean Sea (DIRM) will initiate a new phase of discussions with cruise companies to establish the framework for 2025.







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