

REPORT OF THE

GREEN CRUISE PORT

Sustainable Development of Cruise Port Locations

**Workshop “PASSENGER TRAVEL BEHAVIOR AND SMART TRAFFIC LINKS WITH THE CITY AND THE REGION” for GREEN CRUISE PORT project in Klaipeda, Lithuania
17 - 19 October, 2018**

Organized by Klaipeda State Seaport Authority

Introduction – the Green Cruise Port project

The workshop “PASSENGER TRAVEL BEHAVIOR AND SMART TRAFFIC LINKS WITH THE CITY AND THE REGION” was organized under the Green Cruise Port project was held in Klaipeda Lithuania o 17-18 October 2018. The workshop is part of the work package 4: Smart Cruise Port Traffic Solutions and Economic Effects.

Cruise tourism industry players from Klaipeda State Seaport Authority, Klaipeda Tourism and Information center, Klaipeda cruise terminal and cruise tour operators, as well as partner-destinations from different Baltic States, Pionersky Port management also, participated in the event.

The aim of the GREEN CRUISE PORT project is to elaborate a multidimensional strategic approach for a sustainable and qualitative future development for cruise shipping in port areas. The project had its opening conference in Hamburg 2016 and the closing conference will be held in Tallinn 2019. The project divides into three different thematic work packages: Sustainable Energy Supply & Innovative Solutions for Emission Reduction, Smart Cruise Terminal Buildings & Innovative Reception Facilities, and Smart Cruise Port Traffic Solutions

and Economic Effects. Klaipeda workshop was the last workshop of the INTERREG Baltic Sea Region Green Cruise Port project, therefore, all partners of the project participated in the event.

The workshop was organized in 3 days:

The 1st day was dedicated for Steering Committee meeting. During the evening of the 1st day Klaipeda State Seaport Authority organized walking city tour in Klaipeda old town.

The 2nd day was dedicated to workshop: the thorough information about the workshop is presented below.

On the 3rd day, the delegation visited Klaipeda cruise terminal, the location of the future cruise vessel terminal. Later that day, Klaipeda port tour was organized.

Workshop “PASSENGER TRAVEL BEHAVIOR AND SMART TRAFFIC LINKS WITH THE CITY AND THE REGION” for GREEN CRUISE PORT project.

The event was opened by Klaipeda State Seaport Authority Marketing Director Mr. Arturas Drungilas and Klaipeda Tourism and Culture Information Center director Mrs. Romena Savickiene.

Mrs. Romena Savickiene emphasized that cruise tourism in Klaipeda is a source of socio-economic benefits to the city, region and the country. However, rapid development of the cruise tourism more often is linked with problems of congestion and pollution. Klaipeda City Municipality and Klaipeda State Seaport Authority has to work together to prevent these problems even before appear.

The 1st Session of the workshop “Cruise Passenger Travel Behaviour and Challenges for the local and Regional Transport System – Different Perspectives”

Mrs. Kristina Gontier, International Relations Manager; Klaipeda State Seaport Authority presented the results of the Concept Study of Klaipeda State Seaport Authority *“Passenger Behaviour and Smart Traffic Links with the City and the near Hinterland of Cruise Ports” incl. Software Development*”. She pointed out that IT smart application with functionalities of transportation, opening hours of sights, congestion indication, etc. is most appropriate tool to avoid congestion and related problems. This tool was successfully introduced in Klaipeda and as the best practice examples could be introduced in other cities.

SMART CRUISE PORT TRAFFIC SOLUTIONS (INCLUDING ACCESSIBILITY) and Economic Effects – Passenger Behaviour and Smart Traffic Links with the City and the Near – Hinterland of cruise ports by including additionally IT-based functionalities / solutions i.e. creating a software on accessibility and guidance”.

There is a growing tendency for cruise ships, promoting new challenges both in Klaipeda port, in the Baltic Sea region and around the world. In 2017, almost half (31 out of 63) of the ships, which visited the port city of Lithuania were longer than 200 m and it is predicted that by 2025, even 83% of such ships will arrive to Klaipeda. The problem of congestion caused by cruise ships is becoming increasingly apparent in major European cruise ports. Especially congested port cities are such as Dubrovnik, Barcelona and Bergen. In Lithuania, the first problems of congestion are also observed in the Curonian Spit, especially when more than 15 - 20 buses arrive to excursions in sensitive natural areas.

In order to avoid congestions, with the help of information technology and other medium-sized Baltic Sea cruise ports it is suggested in Klaipeda:

- Main passenger flow management with smart IT application;
- Providing comprehensive information to passengers not attending excursions;
- Informing travel agencies and representative cruise shipping companies about the arrival of several cruise ships;
- Full exchange of information between cruise shipping companies;
- Greater choice of on-land excursions, allowing optimal distribution of passenger traffic in different spaces of seaport tourist attractions;
- Increasing the awareness of local communities;
- Implementation of the feedback section in the smart application

As in other Baltic Sea ports, bigger cruise ships determine the need to extend the existing ones and create new seafronts (longer than 350 m) in Klaipeda port. This is provided for in the General Port Plan, which is being prepared by the Klaipeda Seaport Authority. Currently, the seafront of Klaipeda cruise ship terminal is 350 m in length and it is capable to accept only one large (about 200 m long) or two smaller (shorter than 150 m) cruise ships.

The software (IT Tool) created by Klaipeda State Seaport Authority is designed for cruise passengers visiting the port city. It provide local and foreign tourists with detailed information on local transportation, thereby helping to avoid the use of highly polluting transport vehicles, solve issues related to traffic jams, and protect the environment in the face of the growing cruise shipping business.

Mr. Mario Lembke, Strategic development Manager, ROSTOCK PORT GmbH presented results of the Case Study and Guest Survey in in Port of Rostock.

Ms. Birte Pyczak, Project Manager, Hamburg Cruise Net E.V. shared her experience on Cruise Passenger and Crew Survey conducted in in the Port of Hamburg.

Session II: Cruise Tourism Expansion and Environmental Challenges. Cooperation among Industry Stakeholders for Sustainable Development.

Mrs. Rima Kalinauskaite, Public opinion and market research company UAB FACTUS Project Manager presented the results of the survey of cruise passengers and crewmembers in Klaipėda city. The survey revealed that tight cooperation and information exchange among industry stakeholders is critically important in order to achieve the best passenger satisfaction rates. The main challenge, however, is to provide visitors relevant information and in this way to assure the required guidance of passenger flows, traffic, vessels, etc.

Mrs. Linda Hastedt, Hamburg Port Authority, Environmental Strategist presented the results of the study of Noise Sources in Cruise Vessel Terminals and Measures for Noise Reduction.

In this session Mr. Dmitrii Serov, CEO, Port Pionersky informed the delegates about the construction of the Cruise Vessel Terminal in Port Pionersky which is to be completed in 2019. The cruise infrastructure development is funded by the Russian federal government and will open new horizons in cruise shipping development in Kaliningrad Region. The pro-active marketing campaign is being carried out by the authorities.

WORKSHOP - Marketing Tools to Redirect Cruise Passengers Flows and Influence their Behaviour.

Mr. Andrius Grigorjevas Partner, Strategist, Consulting Agency *BE&DO AGENCY* carried out the workshop - *Marketing Tools to Redirect Cruise Passengers Flows and Influence their Behaviour.*

The main idea of his interactive workshop was to identify the profile of the cruise passengers, to create and propose them the tourism products which would suit their needs most of all. IT development and its wide use allow the passengers to get information on transportation, opening hours of the sights and accessibility options, etc. Synchronized use of all these tools helps to avoid congestion and related problems. There was also the

discussion how to use of other tools (such as smart screens, printed maps etc.) to guarantee smooth accessibility in the city and the region and etc.

The main results of the workshop are the following: cruise shipping being the source of income has to be further proactively developed due to high yields, direct and indirect incomes, visibility of relevant regions and growth of other type of tourism. In order to reach these goals while there is ever increasing demand for larger cruise vessels calling ports, networking and cooperation is very important among the Baltic sea ports, cruise operators and other industry players striving to prevent and in case they appear to cope with problems related to over tourism.

Visit to Klaipeda Cruise Vessel Terminal

Plans for the new cruise quay in Klaipeda city center

On the 3rd day workshop day the seminar group visited ***Klaipeda Cruise Vessel Terminal*** by bus and had a short sightseeing tour in the former harbor area (Memel City) which is going to be renewed into a residential area in the coming years.

Cruise shipping in Klaipėda port started to considerably develop since 2003 when the *Cruise Vessel Terminal* was constructed. *Cruise Vessel Terminal* - in the heart of the city. *The Cruise Vessel Terminal* is located about 100 m from the city's centre. Vessels with the length of 315 m and the draught of 8.5 m can be moored here.

The delegates visited future site of new cruise vessel terminal. *Klaipeda Cruise vessel terminal* is no longer sufficient to accommodate ever-growing cruise shipping. In in the nearest future due the increasing number of cruise calls and ever growing demand to build entertainment and public areas in the former harbor areas (whereas harbor areas partly well changed into residential areas), the new cruises vessel terminal will be constructed in harbor and near areas will see changes and new challenges in the future. The plans are meant to be implemented in the year 2022.

Conclusions of the workshop in Klaipeda

In the coming years, Klaipeda will see ever growing cruise shipping. This workshop was held to create bridges between different Baltic Sea actors. This workshop worked as a platform in sharing ideas of how to bring these experiences of smooth accessibility to avoid congestion. One of the conclusions of this workshop was that the co-operation between ports should be



enhanced in making sure this workshop was a platform of learning and sharing best practices but also for discussing of best practices. For example different interpretations of accessibility tools and its effective used and gaining most socio-economic benefits from the cruise tourism.

As a conclusion, the workshop of Green Cruise Port project in Klaipeda was very productive. The major topics discussed during these two days were the importance to correctly identify the profile of the cruise passengers, their satisfaction (dissatisfaction) reasons (by making passengers and crewmember surveys), to use innovative and tailor made IT tools, exchange of information and cooperation among the Baltic ports.