



10 COUNTRIES ON A STRING



News Release

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CRUISE BALTIC REINFORCES THE IMPORTANCE FOR PORTS TO MAXIMISE CRUISE PASSENGER SPEND

Earlier this month **Cruise Baltic Director, Bo Larsen** visited London's World Travel Market as one of the guest speakers at the Cruise Industry Panel, organised by Travel Weekly and the Association of Cruise Experts.

The panel at this session debated focused on where cruising is heading, the current challenges and looked into how the cruise industry is combating the recession – this in turn brought up the important issue of spending at the cruise destinations.

This WTM event followed very shortly on the heels of **Cruise Baltic's** last Steering Group Meeting held at the Scandic Copenhagen Hotel, where one of the topics high on the Agenda was the subject of **Spending at the Ports/Destinations** – are opportunities being missed when both passengers and crew arrive ashore?

Says Bo Larsen: "A recent article written by Tony Peisley in *Dreamworld Cruise Destinations* provoked a reaction from me, hence I invited Tony to co-moderate on the panel at our meeting to stimulate discussion on maximizing destination spending opportunities."

To quote the Summary of the article: "*The Baltic is a well-established cruise destination, and Cruise Baltic has been rightly praised for its proactive attitude towards the industry. But this trip (aboard the Regent Seven Seas Voyager to the Baltic) showed that even some of its member ports are still missing out on important revenue opportunities.*"

During his introduction **Tony Peisley**, respected UK Freelance Journalist and Analyst, spoke to the Cruise Baltic audience of:

- enhancing the connectivity between the ports and the destinations; the importance of a welcome from the locals for passengers at ports; the need for clarity of the basic signage; encouraging retailers to recognise the special needs of cruise travellers

The panel also comprised, guest speakers:

Peter Wild, Managing Director, GP Wild (International) Ltd:

- the spend at each port is dependent upon the offering; it is essential to encourage ports to increase their understanding of the visiting passengers and crew; shopping satisfaction at destinations and overall visit satisfaction are highly correlated.

Jan Rentz-Petersen, Town Shop Retail:

- as important as the shore-side welcome, is the organization and cleanliness of the facilities; research and know what the retail preferences are of the different cultures from around the world; make the guest your ambassador.

Henrik Thomsen, Global Blue Denmark A/S:

- cities/destinations are not involving retailers enough to optimize potential; there needs to be an improved dialogue with retailers

Cruise Baltic partner, Ingrid Berezin, Port of Tallinn, commented: "This meeting gave us individually a perfect opportunity to talk to key people from the cruise lines and also at the same time as a team. It also let us share the knowledge and information on how to improve the cruise product and increase spending at our destinations. Satisfaction and spending go together."

Bo Larsen: "At all times we need to address the industry challenges and listen and learn from the cruise lines and other key industry players."

The Facts:

Cruise Baltic is a network of cruise destinations in the Baltic Sea offering easy access to 10 countries on a string with an ocean of adventures. The association - started in 2004 with a joint co-operation between 12 destinations - now headed by Director Bo Larsen, has grown to 27 destinations and 47 partners.

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