



10 COUNTRIES ON A STRING



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THREE BALTIC PORTS WIN THROUGH IN THE “DREAM WORLD CRUISE DESTINATIONS 2010 AWARDS” * **Stockholm, Helsingborg and Copenhagen** *

The Spring 2011 issue of “*Dream World Cruise Destinations*” magazine has featured its 2010 Awards, announced at Cruise Shipping Miami (CSM). Says magazine publisher and editor, Chris Ashcroft: “This is the 15th year in which we have published the results of our survey among cruise line executives. In my capacity as publisher I am, in one sense, simply a messenger as it is the cruise line executives who guide me on which ports, or destinations deserve recognition for the product, or service they have delivered in the past year. In another sense though I am the judge as I have to make the final selections from the information I have been sent by the cruise line executives.”

Attending CSM, **Cruise Baltic Director, Bo Larsen** commented: “What an accolade - three of our Baltic sea region partners being recognised in these prestigious cruise destinations awards.

“It is particularly rewarding to see that a destination like Helsingborg, with 6 calls in 2010, has been recognised - our competent partners have succeeded with focusing their efforts on marketing the port’s appeal to the international cruise marketplace. This is a significant result, making a great example for all Baltic ports to follow.”

In their respective categories, the award winners are:

** **Most Improved Terminal Facilities: Stockholm, Sweden**

Most improved terminal whether through construction of new building, or as a result of refurbishment delivering new technology, bonded baggage services, or improvements to security, communications, or services to the passenger.

Henrik Ahlqvist, Manager Cruise & Ferry, Port of Stockholm: “To meet the ever-growing interest for Stockholm as a destination for Turnarounds, in 2008 the Port of Stockholm opened a new multi-functional cruise terminal of 4000 square meters, which is now highly recommended by all cruise lines and land operators. This spring 2011 Port of Stockholm will open the next cruise terminal in the city centre just a couple of hundred meters from the old town. The new terminal is located in the same building as the new and popular Fotografic museum.”

** **Most Improved Destination: Helsingborg, Sweden**

Improvement to tourism product and/or infrastructure e.g. city/town centre landscaping: traffic flow; provision of transport access to tourism information; new attractions/experiences

“We are enormously proud and pleased that Helsingborg's efforts to become one of northern Europe's most interesting cruise destinations have been recognized and rewarded internationally,” says Andreas Eriksson, Information and Marketing Manager at the Port of Helsingborg.. Creative, well-packaged marketing has successfully promoted Helsingborg’s appeal of offering high quality tours and activities, with a focus on culture and history.

**** Best Destination Experience (Independent): Copenhagen, Denmark**

Destination where the quality of the experience derives from passengers making their own arrangements for their time ashore.

The recent ECC Port Survey 2010 identified that cruise passengers were very satisfied with every aspect of their call at Copenhagen – the accessibility to the City from the port playing an important role. Among the highest scoring attributes were the variety of things to do; and the friendliness of residents (99%). On overall scores of passenger satisfaction, 94% felt that their visit met, or exceeded their expectations.

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 12 destinations, headed by Director Bo Larsen - has now grown to 24 destinations and 41 partners.

For further questions please contact:

Bo Larsen, Director of Cruise Baltic, on tel.: +45 6120 9674 or at bnl@woco.dk

Or

Jill Faulds, PR Consultant, JF Associates, on UK tel: + 44 (0) 1795 890100; or at jill@jfapr.co.uk