



Service standards





Common service standards across destinations

All destinations and ports involved in the Cruise Baltic Project are responsible for implementing common standards for service and port facilities. Due to the fact that the ports in the Baltic Sea Region differ in size and standard, the Cruise Baltic Project has required a minimum standard for all the Baltic cities and ports joining the project, thus making Cruise Baltic a mark of quality for the ports in the region.

The common standards include establishment of a local cruise network in all participating destinations. These will advance a positive dialogue among all cruise partners and promote the Baltic Sea Region as a player on the international cruise market.

For each destination, an investment plan has been developed in order to meet the requirements of the Cruise Baltic Project. Needs and requirements are, of course, subject to change; therefore a Minimum Standard Requirement list has been introduced and will be developed on a continuous basis.

The Minimum Standard Requirement list

The Minimum Standard Requirement (MSR) list is divided into four main focus areas, making it easy for cruise lines to gain an overview. Each focus area is divided into three levels.

The four main focus areas are:

1. Port facilities
2. Signs and printed material
3. Service & information platform
4. Service for crew

Each focus area is divided into three levels:

- A. Compulsory
- B. Voluntary
- C. Individual added value

The compulsory level is the level of requirement that all ports must fulfill. On the voluntary level the requirements are optional, but it is highly recommended that ports comply with these requirements. The final level is individual added value. On this level, ports can add extra value in addition to the compulsory and voluntary requirements in order to make a stay more enjoyable for guests.



1. Port facilities

A. Compulsory level

- Dedicated cruise pier. No cargo, containers or loading/unloading when cruise ships are in port
- A clean, well maintained port area
- A well organized resting area with clear signs indicating where passengers can walk and where buses and taxis arrive and depart

Transfer information

- Information on whether taxis accept local currency, foreign currency (specify), credit cards
- How taxis operate, e.g. fixed fares, taxi signs, preferred companies (where applicable)
- Information on public transportation (buses, trains), do they accept local currency, foreign currency (specify), credit cards
- Information on shuttle buses (where applicable), do they accept local currency, foreign currency (specify), credit cards
- Public restrooms available in the port – well maintained (mobile units acceptable)

Tourist information on pier

- Basic hospitality package with tourist information
- Phones & phone cards
- Tourist information
- Information on tax-free refunds
- Information on Internet access

B. Voluntary compliance

Transfer services & information (taxis, buses, limousines)

- Important to ensure smooth flow
- Taxi stands conveniently placed with telephone number displayed
- Smaller ports to provide direct line or instant access button to local taxi companies

Access for disabled (restrooms, ramp etc.)

- One restroom or otherwise access to regular toilet via mobile or permanent ramps

Tourist information on pier

Multi-service shop & tourist information

- Shop offering phone cards, souvenirs, postcards, stamps, exchange service (different levels depending on number of calls/proximity to city center)
- Mobile tourist information units for cities with more than one berth or with only a few calls
- Credit card acceptance and ATM/cash machines
- Post office facilities (e.g. mailbox/stamp machine available at main pier)
- Tax-free refund service (in accordance with local regulations)
- Internet access
- Coffee/tea, sandwiches, soft drinks, snacks, ice cream

C. Individual added value

- Personalized greeting in port
- Orchestras, fireboats, flowers, local music, dance or other events with a local flavor



2. Signs and printed material

A. Compulsory level

- Cruise Baltic welcome sign with name of city
- Logo to be well exposed
- Fixed city map, minimum English language (consistent information including distance to and location of city center, distances to tourist attractions etc., list of top attractions). Preferably emblazoned with "Cruise Baltic" welcome sign (large size, in some ports mobile, always a marker showing where you are)

B. Voluntary compliance

- Cruise Baltic guidelines - supplied by project
- Cruise Baltic logo on all relevant printed material
- Preferred additional language: German and Italian on fixed city maps, depending on the cruise passengers' nationalities
- Road signs from/to cruise port area (where applicable)

C. Individual added value

- Fixed city maps: could have common layout + Baltic map and explanation of added value
- Cruise signs on public buses indicating to which terminal area each bus is going (where applicable)
- Jogging map, preferably printed, otherwise indicated on the fixed city map
- Colored line painted on the ground indicating direction to city center for pedestrians (if walking is allowed in port area)



3. Service & information platform

A. Compulsory level

- Brochures on web
- Service minded staff
- Each destination should provide material for the cruise line marketing department

C. Individual added value

- Cruise lounge (city)
 - Relaxation area with refreshments, e.g. water, coffee/tea, soft drinks
 - Well supplied with brochures and maps
 - International newspapers
 - Public restrooms
- Number and location of public restrooms in the city
- Information on vehicles that are wheelchair adjusted
- Local buses and shops to accept EUR/USD as payment
- Tourist information officer to go onboard with information material for passengers
- Lecturers available for onboard seminars upon request



4. Service for crew

A. Compulsory level

- Information on Internet access must be available in tourist information on pier
- Phones and phone cards available on pier
- General shopping information

B. Voluntary compliance

- Dedicated crew website including leisure activity suggestions, e.g. seamen's club facilities, religious services, sightseeing, shopping, sports, Internet access on pier

C. Individual added value

- Network members providing special offers for crew (e.g. free admissions and discounts)

