



Local cruise networks



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What is a cruise network?

The existing local cruise networks in the Baltic Sea Region range from formal legal entities to informal cooperative ventures involving local service providers and participants. They all hold regular regional meetings to discuss planning of joint budgets, product development, coordination of services and business evaluation.

Several ports and cruise destinations in the region have been operating local cruise networks for a long time, while others have started only recently and still others are in the planning phase.

One aim of the Cruise Baltic Project is to ensure that all partners have a local cruise network - either formal association or informal cooperation - before mid-2007.

For the Cruise Baltic Project Phase II, the goal is to agree on service standards for the cruise networks such that each network will be able to guarantee a consistent level of service, a separate budget, activity plans, etc.

Cooperating with cruise networks

Local cruise networks often have a joint secretariat that represents the entire network as an industry information resource, providing promotional material and contacts to local network participants. Most networks hold regular meetings with their decision makers and members from the local cruise industry.

The fact that companies operating within the local cruise industry have joined forces makes it easier for cruise lines and operators, as well as travel agents, to communicate with destinations. Some cruise networks have also set up websites that provide information specifically for the cruise industry.

By contacting the cruise network at a destination, the cruise operator has access to general and specific information about the destination. Similarly, the cruise operator has the ability to communicate directly with the cruise network about any issues and concerns, which can then be addressed quickly and efficiently by the local network and its members.

Major issues that affect more than one destination or port can be directed to one cruise network or local partner, which will then include them as part of the larger agenda at Cruise Baltic Project general meetings.

Preparing for the future

Local cruise networks have provided the perfect opportunity for destinations and cruise operators to join their strategic efforts and work toward their common goals. Through fruitful cooperation and open dialogue they can continue to improve the cruise product, ensuring that the present and future needs of cruise vessels and passengers are always in focus.

We encourage those of our colleagues and partners with relevant cruise business activities in the Baltic Sea Region to contact us with questions, suggestions and concerns to keep the dialogue flowing.

Contacts

Contact information for local networks, tourist organizations and participating ports in the Cruise Baltic Project may be found on pages 20 to 25 in this handbook.

Creating a local cruise network

The process of creating a local cruise network can be structured as follows:

1: Establish the reasons for wanting to create a local cruise network

For instance, to establish a common platform for marketing activities and a unified voice in dealings with the industry and the cruise lines.

2: Planning phase

It is absolutely essential that the port and the local tourist organization initiate the process together.

3: Involve local players

Invite local players to a project presentation by the founding associates (port and tourist organization).

4: Starting up the network

Determine the organizational structure and financial commitment (all members should contribute financially in some way, and create a detailed activity plan and budget).

5: Running the network

It is important to keep the network development and activities going at a steady pace to maintain members' enthusiasm and ensure the success of the project. Keep members fully informed, e.g. by holding regular meetings at which they can voice their opinions on network activities and future actions.



Cruise Baltic Project network update January 2007



PORT OF COPENHAGEN	
Network name	Cruise Copenhagen Network
Contact information	Anette Jensen E-mail: anj@woco.dk Tel. +45 33 25 74 00
Number of members	46
Type of members	Partners involved in the local cruise and tourism industry: ports, attractions, hotels, airlines, incoming agents, ship agents, local transportation, airports, car and limo rentals, tax-free refund, city halls, tourist organizations, retailers etc.
Start-up date	1992
Main activities	Product and destination development Marketing and PR Welcome service and cruise information
Network status	Running
Website	www.cruisecopenhagen.com
PORT OF ELSINORE	
Network name	Udvikling Nord
Contact person	Birgitte Bergmann E-mail: info@helsingorcity.dk Tel. +45 49 25 21 00
Numbers of members	130
Type of members	Partners involved in shopping centre, shops, retailers, handcrafts, ports, hotels, city tourism etc.
Start-up date	n/a
Main activities	Development of the commerce and tourism in Elsinore, marketing and PR, co-ordination of activities.
Network status	Running
Website	www.udviklingnord.dk www.helsingorcity.dk
PORT OF HELSINGBORG	
Network name	Cruise Helsingborg Network
Contact information	Eva Bewell E-mail: eva.m.bewell@helsingborg.se Tel. +46 42 10 47 40, +46 702 104740
Number of members	30
Type of members	Partners involved in the local cruise and tourism industry: ports, attractions, hotels, airlines, incoming agents, ship agents, local transportation, airports, car and limo rentals, tax-free refund, city halls, tourist organizations, retailers etc.
Start-up date	2005
Main activities	Product and destination development Marketing and PR Welcome service and cruise information
Network status	Running
Website	www.helsingborgcity.se
PORT OF GDYNIA	
Network name	Cruise Gdynia Network
Contact information	Jan Lewko E-mail: j.lewko@port.gdynia.pl Tel. +4858 627 40 46
Number of members	6
Type of members	Tour operators, port, ship agents, City Hall
Start-up date	December 2006
Main activities	Product and destination development
Network status	Planning phase
Website	www.port.gdynia.pl/cruise

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PORT OF GÖTEBORG	
Network name	Cruise Göteborg Network The old network has been idle for some years but is to be restored
Contact information	Åsa Burman E-mail: asa.burman@portgot.se Tel. +46 31 731 2707
Number of members	App. 12-15
Type of members	Ship agents, incoming agents, transport companies, airports, taxis, shopping malls, tourist organizations, hotels etc.
Start-up date	Expected up start early 2007
Main activities	Product and destination development Marketing and PR Welcoming service and cruise information
Network status	Planning phase
Website	Not yet
PORT OF HELSINKI	
Network name	Helsinki Cruise Network
Contact information	Tuija Aavikko E-mail: tuija.aavikko@hel.fi Tel. +358 9 310 162 33563
Number of members	42
Type of members	Port, city tourist and convention bureau, ship and incoming agents, bus and limo rentals, tours and sightseeing companies, cafés, shopping centers, museums, design shops, hotels, casinos etc.
Start-up date	2006
Main activities	Product and destination development Marketing & PR Cruise information
Network status	Running
Website	Under construction
PORT OF KALMAR	
Network name	Cruise Kalmar Network
Contact information	Jenny Roloff E-mail: jenny.roloff@kalmar.se Tel. +46 480 453 400, +46 480 453 400
Number of members	7
Type of members	Port, attractions and tourist organizations
Start-up date	2004
Main activities	Product and destination development Marketing and PR Welcome service and cruise information
Network status	Running
Website	www.kalmar.se/cruise
PORT OF KARLSKRONA	
Network name	Karlskrona Cruise Network
Contact information	Liliann Bjerström, Marketing Manager Port of Karlskrona E-mail: liliann.bjerstrom@karlskrona.se Tel. +46 45 530 4832
Number of members	8
Type of members	Port, tourist organization, attractions, transport, shopping, agents
Start-up date	Under construction
Main activities	Service at the pier Product development Marketing
Network status	Involve local partners
Website	Not yet

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PORT OF KLAIPEDA	
Network name	Klaipeda Cruise Network
Contact information	Rostislav Razumovskij Klaipeda Tourism Information Centre E-mail: cruise@klaipedainfo.lt Tel. +37046430702
Number of members	12
Type of members	Klaipeda State Seaport Authority, City of Klaipeda, Klaipeda Tourism Information Center, ship agents, local tour operators
Start-up date	2004
Main activities	Development and growth of cruise tourism in Klaipeda Marketing and PR Service for cruise passengers
Network status	Running
Website	No own website www.klaipedainfo.lt www.portofklaipeda.lt
PORT OF MALMÖ	
Network name	Cruise Malmö Network
Contact information	Katarina Olsson E-mail: katarina.olsson@malmose.se Tel. +46 40 34 22 03
Number of members	14
Type of members	Port, port agents, airport, hotels, attractions, incoming operators, tourist organizations, transportation, seamen's church and seamen's club
Start-up date	2005
Main activities	Product and destination development Marketing and PR Welcome service and cruise information
Network status	Running
Website	www.malmo.se/cruise
PORT OF MARIEHAMN	
Network name	Mariehamn Cruise Network
Contact information	Annica Jansson E-mail: annica.jansson@visitaland.com Tel. +358 18 24261 Anna-Lena Fiskars E-mail: anna-lena.fiskars@visitaland.com Tel. +358 18 24259
Number of members	9
Type of members	Tourism board, Port of Mariehamn, City of Mariehamn, port agents, tour operators, shops
Start-up date	December 2005
Main activities	Knowledge sharing, feedback, development of cruise product, welcoming events in the port, cruise brochures for passengers
Network status	Start-up
Website	www.visitaland.com/cruise
PORT OF OSLO	
Network name	Oslo Cruise Network
Contact information	Eva Britt Kornfeldt E-mail: eva-britt.kornfeldt@horwath.no Tel. +47 23 003 996
Number of members	33
Type of members	Port, airlines, hotels, attractions, shops, tourist organization, dentists, transportation, agents, guide services, cruise lines, Global Refund
Start-up date	March 2004
Main activities	Marketing – external and internal Product Development PR Lobbying
Network status	Running
Website	www.oslocruisenetwork.no

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PORT OF RIGA	
Network name	Informal network
Contact information	leva Kalnina E-mail: leva@riga.lv Tel. +371 7206072
Number of members	10
Type of members	Freeport of Riga Authority, airport, hotels, restaurants, tourist organizations
Start-up date	N/A
Main activities	Product and destination development
Network status	Starting up
Website	Not yet
PORT OF ROSTOCK	
Network name	Cruise Rostock Network (working title)
Contact information	Helmut Martin E-mail: h.martin@rostock-port.de Tel. +49 381 350 4010 Fax +49 381 350 5025
Number of members	12
Type of members	Port, shipping agencies, association of retailers, owners of sightseeing steamer, shore-ex agents, tourist board, event agencies etc.
Start-up date	Start-up for formal network 2007
Main activities	Marketing, promotion activities, product development, steering and co-ordination of activities
Network status	Informal network
Website	Not yet
PORT OF RØNNE	
Network name	Cruise Bornholm
Contact information	Hans Kümler E-mail: hk@roennehavn.dk Tel. +45 56 95 06 78 Fax +45 56 95 06 31
Number of members	3
Type of members	Port and shipbrokers
Start-up date	1992
Main activities	Marketing, Seatrade fairs, lobbying, development of the awareness of Bornholm/The Baltic Pearl
Network status	Running
Website	www.portofroenne.com www.roennehavn.dk
PORT OF ST. PETERSBURG	
Network name	St. Petersburg Cruise Network (informal)
Contact information	Anna Sakharova E-mail: anna_sakharova@kvs.gov.spb.ru Tel. +7 812 576 6182, Fax +7 812 274 1684 Secretariat Irina Tarasenkova E-mail: i_valentik@mail.ru Tel. +7 812 230 7247, Fax +7 812 235 5066 Andrey Berezkin E-mail: berezkin@sail.spb.ru Tel./fax +7 (812) 355 6106, Mob. +7 901 306 9957
Number of members	11
Type of members	City Government, Port Authority, shipping agencies, travel agents, service cruise passengers, the Russian Union of Travel Industry, the Educational and Scientific Research Institution for Tourism Industry etc.
Start-up date	2006
Main activities	Support for cruise and incoming tourism development in St. Petersburg and Russia, welcome service and cruise information
Network status	Informal network
Website	Not yet

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PORT OF STOCKHOLM	
Network name	Stockholm Cruise Network
Contact information	Claudia Quas E-mail: claudia.quas@svb.stockholm.se Tel. +46 8 508 28 537
Number of members	50
Type of members	Partners involved in the local cruise and tourism industry: ports, attractions, hotels, airlines, incoming agents, ship agents, local transportation, airports, car and taxi, tax-free refund, tourist organizations, retailers etc.
Start-up date	2001
Main activities	Product and destination development Marketing and PR Welcome service and cruise information
Network status	Running
Website	www.stockholmcrui.se
PORT OF TALLINN	
Network name	Informal Network
Contact information	Sirle Arro Cruise & Ferry Manager E-mail: s.arro@portotallinn.com Tel. +372 631 8068
Number of members	20
Type of members	Partners involved in the local cruise industry: port, local tourism & convention bureau, state tourism board, port agents, incoming service providers
Start-up date	N/A
Main activities	Destination marketing & development, product development; service quality assurance, welcome service and cruise information
Network status	Informal network
Website	www.portotallinn.com/cruise
PORT OF TURKU	
Network name	Turku CruiseTeam
Contact information	Marita Anstead E-mail: marita.anstead@turku.fi Tel. +358 2 2674 113 Britt-Marie Hakalax-Koski E-mail: britt-marie.hakalax-koski@turku.fi Tel. +358 2 262 7554
Number of members	12
Type of members	Port, tourist information, chamber of commerce, cruise magazine, hotels, shops, shipping agents
Start-up date	1999
Main activities	Destination promotion & development, lobbying, welcoming service
Network status	Running
Website	www.turkucruiseport.fi
PORT OF VISBY	
Network name	"Kryssningsgruppen" ("The Cruise Group") No formal name yet
Contact information	Hélène Viotti Gotland Tourist Association E-mail: helene.viotti@gotland.info Tel. +46 498 201 704
Number of members	6
Type of members	Port, tourist board, ship agents, shore excursions, shops' associations
Start-up date	Informal network for over 10 years
Main activities	Coordinating activities for the cruise season Some marketing efforts, brochures, and e.g. a common booth at Seatrade Europe
Network status	Involve local partners
Website	www.visbyport.com (Port) www.gotland.info/cruise (Tourist Association)



