

Challenges to ports and destinations – operating beyond peak demand

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With the number of cruise ships deployed in Europe increasing each year, ports and destinations are under increasing pressure to accommodate the influx of ships and passengers, as well as larger ships and new technologies. But how are they addressing the issue of berth and shoreside congestion, as well as increased risks in security?

A dedicated conference session at Seatrade Europe, taking place in Hamburg from 6-8 September, has a unique and new format, and will look at three 'Case Studies' on this particular topic, gaining insight from key industry leaders.

Moderating the session will be Alessandro Carollo, Head of Port Operations EMEA for Royal Caribbean Cruise Ltd who offers us a view of the topic from a cruise line perspective:

“No doubt the increasing tonnage of new builds requires adjustments from ports and destinations alike; the improvements that these key stakeholders are constantly working on are critical to the success of the whole industry. Since the arrival of the world’s largest ship in Europe (Oasis class) in 2014, we have seen a lot of engagement from both to better understand the requirements for ships of that size in terms of technical as well as touristic-related needs. All ports and destinations keen to work with mega ships need to continue to improve their infrastructures and offering, utilizing the success and lessons learned from their predecessors.”

The first of these case studies will look at port and airport collaboration for home porting operations, and will be led by Arnt Møller Pedersen, Chief Operating Officer, Cruise & Ferries, Copenhagen Malmö Port:

“Copenhagen Malmö Port has for a number of years been working very closely with Copenhagen Airport, Bags Inc. and SAS, testing an ‘Onboard Airline Check-in’ system, which will allow cruise passengers to place their luggage outside their cabin door the night before arriving to Copenhagen, and then retrieve their luggage at the final destination airport. In order to implement the service in full, we still have some challenges with the communication between the European Airlines Amadeus IT system and the Bags Inc. system.”

The second case study, led by Sacha Rougier, Managing Director for Cruise Gate Hamburg, will look at adapting to a quickly changing world through efficient use of infrastructure. Rougier also has great insight into best security practices for ports, following the recent G20 summit in Hamburg:

“Terminal Security during the G20 summit in Hamburg, and also after the recent attacks in Munich and Nice, is one of the topics I will be discussing during the session at Seatrade Europe. Hamburg deployed some 20,000 police officers for the G20 summit to prevent violent protests and to protect government leaders. As terminal operators we need to deal with most eventualities and therefore we worked closely with the Police to enable cruise ships to safely call at Hamburg during this period.”

The final case study focusses on sustainable tourism and managing congestion ashore and will be led by Rita Berstand Maraak, Port Director for Geirangerfjord Cruise Port who has first-hand experience:

“We need to change to preserve. Geirangerfjord cruise port relies on a close dialogue with the shipping companies if we are to achieve an appropriate development of the region, and a harmonious

relationship between the local community and an active cruise industry. Together, we can ensure a forward-looking and sustainable development – safeguarding both commercial development and the environment.”

The topic of ports and destinations and how they operate beyond peak demand will be discussed during the conference at Seatrade Europe 2017, taking place at Hamburg Messe und Congress in Hamburg, Germany this September. It is a new format for the session and will feature ‘Case Studies’ from Copenhagen Malmö Port, Cruise Gate Hamburg and Geirangerfjord Cruise Port. The session will take place on Thursday 7 September 2017 from 1030-1130hrs.

To find out more about the full programme, and for regular updates, please visit www.seatrade-europe.com/programme/conference

To read the full thoughts on the participants for this session, please click here: <http://ubm.seatradeevents.com/europe-ports-destinations-speakers/>

About Seatrade Europe

Seatrade Europe, the leading trade event of the European cruise and river cruise industry, organised by Hamburg Messe und Congress GmbH, in partnership with Seatrade (UBM EMEA), is held in Hamburg, Germany's famous seaport on the Elbe River. Industry decision-makers and professionals will meet to exchange ideas, set new trends and expand their business networks. Exhibitors include shipyards, ship chandlers, food and beverage suppliers, classification societies, cruise ports and shipbrokers, among others. From small-scale on-board hospitals to huge restaurant kitchens, from waste disposal to entertainment equipment, operations on board a cruise ship are highly complex, requiring perfect logistics. At the conference held in parallel with the exhibition, high-level experts will discuss current industry topics. Seatrade Europe will open doors from Wednesday 6 to Friday 8 September 2017.

For full details about Seatrade Europe, visit www.seatrade-europe.com

Find out more about Seatrade and UBM, visit [Seatrade](#) and [UBM EMEA](#)

Cruise Week in September 2017

From 1 to 10 September 2017, the port of Hamburg will again be transformed into a giant stage for major cruise events. For the second time, Hamburg will be bundling its cruise events and welcoming both the public and industry experts for ten days. The highlights are: Seatrade Europe (6-8 September) – Europe's meeting point for the cruise industry, the Hamburg Cruise Days (8-10 September) – Europe's largest public cruise event as well as two events organised by CLIA (5–6 September), the world's largest cruise association. Throughout the events, the port will again be illuminated and transformed into Blue Port Hamburg by lighting artist Michael Batz (1-10 September).

More information at www.hamburgcruisedays.com/cruiseweek

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