

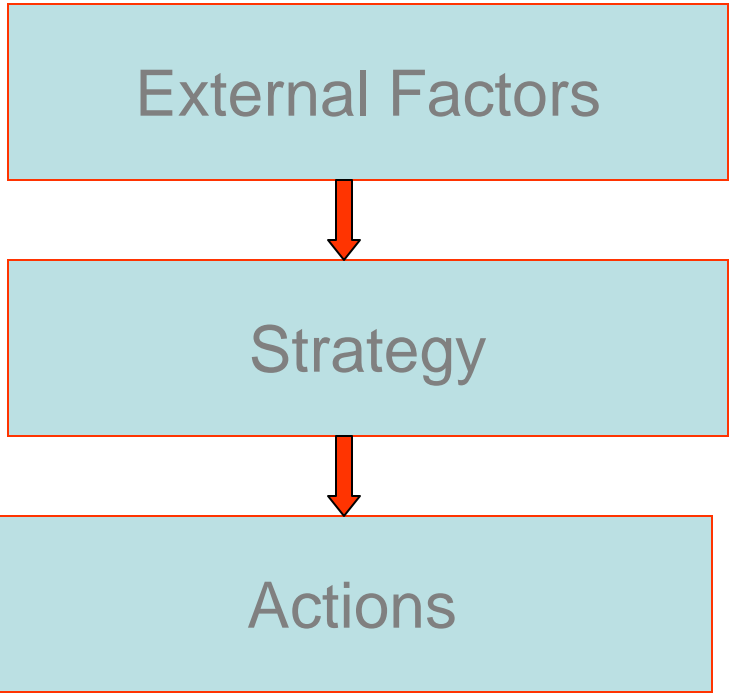


# 10 COUNTRIES ON A STRING





# Agenda



COPENHAGEN  
ELSINORE/HELSINGBORG  
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*“Water is not only dividing  
it is also uniting”*

Uffe Ellemann-Jensen  
Chairman, Baltic Development Forum

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# The market

- More and larger ships are planned to the region
- Cruise is not a mono destination product.  
Ports/destinations are depending on each other (if one port does not perform – the whole product does not perform)
- Demand for new destinations in combination with bestsellers like St. Petersburg, Stockholm and Copenhagen



# The industry

- High yield on Baltic Cruises
- Short season (mid May – mid September)
- Low knowledge about the Baltic Cruise product
- Demand for new itineraries
- Demand for thematic products
- Competition from other cruise areas the Caribbean, Mediterranean, Alaska

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# Obstacles for competitiveness

- Different quality levels of service and facilities.
- More and larger ships leads to increased pressure on the ports and its logistics.
- Lack of understanding for that this is not a mono destination product.
- Not a clear brand strategy for the Baltic Sea as an attractive cruise destination.
- No cooperation
  - between local actors involved in the cruise sector.
  - between the marketing policies pursued by the port-cities.
  - of PR strategies.



# Project basics

- The purpose is to increase the market share of the Baltic cruises in competition with other cruise areas
- 10 countries – 17 ports/destinations – 30 partners
- Budget 1.6 mEUR
- 3 years (2005-2007)
- EU Interreg IIIB project – funded 40% EU / 60% partners
- Lead Partner: Wonderful Copenhagen
- 4 Work Packages
- 2 commercial partners:
  - SAS Group airlines - project official carrier
  - Radisson SAS Group - project official hotel partner

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# Lisbon Strategy

- Aims to make Europe the most competitive and dynamic region of the world
- Finding a balance between economic growth, social and environmental renewal and sustainability.



# Main project objectives

- 20 % growth in passengers
- 4 % growth in market share
- 30 % returning passengers

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# 4 Work Packages

WP 1 – Service Standards

WP 2 – Branding & Product Development

WP 3 – PR & Press

WP 4 – Joint Marketing

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## Service Standards (WP I)

- Minimum service standard requirements for ports (handbook)
- Development matrix for each destination (red/green)
- Individual plans for infrastructure investments
- Establishment of a local cruise networks in all participating cities

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# MSR-liste

The MSR list itself consists of four main focus areas:

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

Each of the four main areas of requirements is then divided into three sublevels:

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

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## Branding & Product Development (WP 2)

- The creation of a platform for positioning the Baltic Sea Region as an attractive and well-recognized brand on the international cruise market.
- 6 new transnational thematic products for BSR cruising itineraries:
  - Ancient & Modern
  - Kings & Tsars
  - Modern Architecture & Design
  - City Life & Outdoor Events
  - Great Shopping & Fine Food
  - Northern Light & Mild Climate



# Logo – partner level



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www.cruisebaltic.com



10 COUNTRIES ON A STRING

- About Cruise Baltic
- Destinations
- Events
- Travel Planning
- Press
- Professionals
- Partners
- Contact
- Search



## Cruise Baltic – 10 countries on a string



play again

The countries of the Baltic Sea Region have joined forces in order to create a cruise option with fully integrated operations between ports and cities. The Baltic Sea offers an unseen variety of destinations, sights and adventures for everyone. And with the region's exciting history, rich traditions and spectacular nature, Cruise Baltic invites to a cruise experience out of the ordinary where you can visit 10 countries on a string and experience oceans of adventures.

**The story behind the logo**  
 Download the PDF and read more

**Find the easiest way to the Baltic Sea Region**  
 Find your connection  
[Click here](#)

**Cruise Baltic Film**  
 Highlights of the Baltic region - newly produced  
[View branding film](#)

PROJECT PART-FINANCED BY THE EUROPEAN UNION

SAS Scandinavian Airlines


Radisson SAS




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10 COUNTRIES ON A STRING



Cruise Baltic

One sea - oceans  
of adventures





10 COUNTRIES ON A STRING



## Copenhagen

### Copenhagen – Living is Easy

A cruise stop in Copenhagen offers a multitude of possibilities to combine a keen interest with an enjoyable and relaxing experience. Copenhagen canals, lakes and the sea dominate the beautiful Copenhagen as a reminder of the city's heritage as a major Baltic port. One thousand years of history awaits you on the medieval streets of Copenhagen.

Most cruise ships dock at Langelinie quay, a central location within walking distance to the famous Little Mermaid and the city center. Outlets, information center and restaurants are also found here.

As capital of Denmark, Copenhagen is a relatively large and lively city, yet it retains a charming small-town atmosphere that is instantly appealing and makes it easy to get around in.



(Source: daniel boerum)

**Kings & Tears**  
 Easy to get around in and small enough that most highlights close together. Copenhagen is an ideal city to be experienced by foot or bicycle. Start the day with a walk at Kastellet, adjacent to Langelinie quay, where most cruise ships dock. This old military fortification offers great views of the bay and city rooftops, not to mention a stop by the Little Mermaid sitting on the waterfront. Langelinie quay is also a central location within walking distance to the royal residence of Amalienborg, where the changing of the Royal Guard can be seen every day at noon. Rosenborg Castle and Garden, housing



(Source: daniel boerum)

the Crown Jewels is a definite don't miss. Various walking tours and thematic bike tours are available through Copenhagen Walkabout and City Safari bike rental. Or you can do it on your own by using one of the free city bikes available all over town for a 20 dkkr refundable deposit.

**Northern Lights & Mild Climate**

Few capital cities offer a clean environment and pleasant temperatures that afford combining a leisurely cruise with exercise and city experiences. Copenhagen is a relatively small city, making running a pleasant way to enjoy long summer nights and a mild climate. 5 City Lakes frame the city centre from the surrounding neighborhood, a manageable 36/3 mile run and a true city experience. Located just a short 15 minute train ride from the city and right on the coast overlooking Sweden, Dyrehaven is a beautiful forest suitable to a running experience out of the ordinary. Formerly royal hunting grounds, herds of deer roam the area and are hard to miss. For the more advanced runner, the city offers two annual spectacular runs, Copenhagen Marathon in and around the city and the half marathon bridge race across the magnificent bridge to Sweden.

**Modern Architecture & Design**

The historic experiences offered by Copenhagen's past are complemented by spectacular modern

genius of architecture that are easily explored on your own. Built as an extension to the old Royal Library, The Black Diamond is a stunning black granite building by one of the central city canals, making it reachable by both water bus or foot. Just a few more steps on the water bus, and the new Opera House can be experienced inside – out – or simply by launching the open cafe or surrounding open grass area. Another successful example of blending old with new can be experienced at the State Museum of Art, housing European masterpieces of painting and surrounded by beautiful park terrain. Copenhagen is well renowned as one of the world's premier design capitals. Danish design has an unmistakable presence all over town, however the Danish Design Center, located directly across from the Tivoli Gardens is a great way to experience most of it in a short period of time. Historic and contemporary designs are on display and the designer shop is a guaranteed hit for bringing home great designer souvenirs.



(Source: daniel boerum)

**City Life & Outdoor Events**

A visit to the famous Tivoli Gardens is an experience for both children and the child within. Located in central Copenhagen, the gardens offer a variety of adventure, fun rides, cafes and open air concerts, and at nighttime the grounds and surrounding lake is illuminated with beautiful lights and lanterns. Few capitals in the world can boast of water so clean



(Source: daniel boerum)



(Source: daniel boerum)

that a city dip in the harbor is an attraction for both tourist and locals alike. One of the greatest summer highlights happens at the end of June, when Danes celebrate midsummer, the longest day of the year. Bonfires are lit in parks, waterfronts and along the coast and invite for a picnic atmosphere to experience the long summer nights for the cruise family.

**Great Shopping & Fine Food**

Copenhagen offers the world's longest net of pedestrian and shopping streets and squares. From designer shops at Illums Bolighus, Royal Copenhagen Retail or board name game along Strøget, to small quaint boutiques in the narrow side streets, or antique shopping at Ravnstrøgade, or the more upscale St. Kongensgade – shopping while strolling is a great way to combine a Copenhagen experience. Fine food is a wide concept in Copenhagen. Many locals would claim the classic hotdog stands in this category. For a slightly more sophisticated but truly local experience, the city offers several great restaurants to experience the open-faced sandwiches, better known as Smørrebrød. The city center is also full of cozy sidewalk cafes and boats of several Michelin starred restaurants.

**Ancient & Modern**

Copenhagen's excellent infrastructure makes it easy to make short trips outside the city to get a feel for both ancient and modern experiences. A drive north along the coast from Copenhagen should include a stop by Louisiana, one of Denmark's greatest museums of modern art, both in location and art. Also on the coast, slightly further north is Kronborg Castle, immortalized by Shakespeare's Hamlet, and easily worth a visit. Also within the area north of the city is the beautiful countryside around Hillerød, home to the stunning Frederiksborg Castle and baroque gardens. A short trip west of the city and you can follow in the footsteps of the Vikings in the former capital of Roskilde, where a tour of the Cathedral and Viking Ship Museums are a must. The Open Air Museum just outside the city is an open area built up with replicas of houses and tools, and a great way to walk through history from the Stone Ages.

**Copenhagen Top 10 – don't miss**

- The Little Mermaid
- Tivoli Gardens
- Royal Copenhagen Retail
- Strøget Pedestrian Street
- Langelinie Pier Shopping Center
- Canal Tours
- Thorvaldsen Museum
- Amalienborg Museum & Shops
- Amalienborg Castle – the royal family residence
- Rosenborg Castle & Crown Jewels

**Contact in Copenhagen Port**

Kabenhavn Havn A/S  
 Nø. Toldbod 7  
 P.O. Box 2083  
 1013 København K  
 TEL: + 45 33 47 99 99  
 Telefoni:  
 mandag-torsdag 8.15 – 16.30  
 fredag 8.15 – 16.00, Lørdag lukket  
 fax + 45 33 47 99 33  
 E-mail: cphport@cphport.dk  
 Internet: www.cphport.dk  
 International Access Codes:  
 Pilot: channel 13  
 Emergency: channel 112  
 Copenhagen Port: channel 80



**Useful links**  
 Events: [www.visitcopenhagen.com](http://www.visitcopenhagen.com)  
 Cruise Information: [www.visitcopenhagen.com](http://www.visitcopenhagen.com)  
 Port Information: [www.cphport.dk](http://www.cphport.dk)  
 Tourist Information: [www.wonderfulcopenhagen.dk](http://www.wonderfulcopenhagen.dk)

**Public Information**  
 Tourist Information: On pier  
 Bus: Modern Sightseeing buses  
 Guide Service: Every major language  
 Taxi: Taxis and limousines available  
 Shopping: On pier and in city centre 200 m from pier  
 Hotels: 25,000 beds of high mid standard  
 Airport: Kastrup Airport, 10 km (13 minutes by metro)  
 Internet: [www.visitcopenhagen.com](http://www.visitcopenhagen.com)

**Port Facilities**

Open: 24 hrs.	Tidal movement/range: 0.50 m
Air draught: None	Ship stay minimum: No limitation
Anchorage available: Yes	Ship stay maximum: No limitation
Compulsory No	Passengers terminal: Yes
Shuttle service: No	Bankings: Yes
Ship tenders allowed: Yes	Garbage disposal: Yes
Pilotage compulsory: As Norwegian pilot regulations	Water: Yes
Tugs available: If ordered in advance	Provisions: Yes
	Banking at terminal: No

Dolor sit amet

Quay	Length	Depth	Fresh Water
Alerhus Kai	302 m	11 m	yes
Vippetangen	200 m	9 m	yes
Reverkaai	328 m	12 m	yes



## Press & PR (WP 3)

- Common PR-strategies
- PR campaigns in trade magazines in The US.
- The local public in the Baltic Sea Region will be informed of the project via mass media.



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# Newsletter

**Cruise Baltic Newsletter Dec 05 - Meddelelse (HTML)**

Filer Rediger Vis Indsæt Formater Funktioner Handlinger Hjælp

Besvar Svar til alle Videre-send

Fra: Cruise Baltic [contact@cruisebaltic.com] Sendt: on 14-12-2005 14:21  
 Til: Mette Holdt  
 Cc:  
 Emne: Cruise Baltic Newsletter Dec 05

**10 COUNTRIES ON A STRING** CRUISE BALTIC Northern Europe

Cruise Baltic Newsletter Dec 05

**Baltic Development Forum** **Praise for Cruise Baltic Project at Baltic Development Forum**  
 "An excellent example of cooperation", was the verdict of Samuel Rachlin, chairman of the Plenum Session at the Baltic Development Forum Summit, on the achievements of the Baltic Cruise Project so far.  
[Read more](#)

**Media focus on Cruise Baltic Project in Hamburg**  
 - But isn't it hard to get the partners to contribute to the project, when you are all competitors? was the question asked one of the seven journalists who attended the CBP press briefing at Seatrade in Hamburg in November.

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## Marketing (WP 4)

- Workshops for the staff of the US-based cruise-lines companies and travel trade.
- A Cruise Baltic portal for cruise professionals and passengers
- Campaigns



10 COUNTRIES ON A STRING



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## One sea - oceans of adventures

### 10 countries on a string

Today the Baltic Sea is one of the world's most popular and fastest growing cruise destinations. And for good reasons too. Few other cruising regions offer such diversity and opportunities for an enriching cruise experience.

The Baltic Sea destinations feature exciting contrasts of ancient and modern, city sophistication and rural charm. The climate is pleasant with summer temperatures of 20-25°C/70-80°F and English is widely spoken and understood.

The Cruise Baltic project is a close cooperation between 10 countries surrounding the Baltic Sea. Through a number of activities the participating destinations are able to offer common high service standards. The goal is a stronger position for the Baltic Sea Region on the international cruise market, combining the shared history of the past and interests of the future.

For more information, please visit [www.cruisebaltic.com](http://www.cruisebaltic.com)



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# Baltic Development Forum Summit

”The political, economic, and technological changes of the past decade have revealed an opportunity to make the Baltic Sea region *one single* mega-product with global potential”.

Two challenges to reach this:

- 1) Establish long-term cooperation for solving issues related to cultural diversity, differences in service standards, development, and competitiveness.
- 2) Raise global awareness about this opportunity by making the Baltic Sea Region more visible.



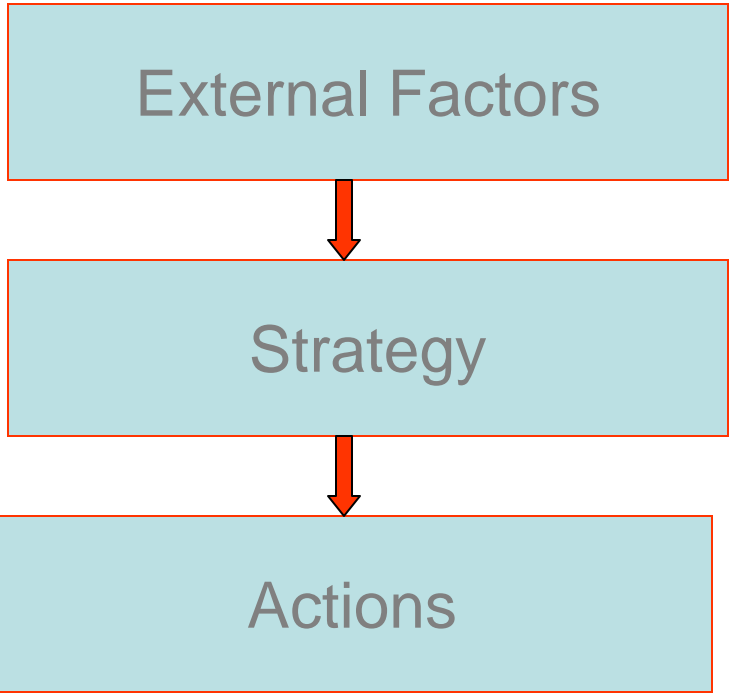
# The Cruise Baltic Project

”...An early successful forerunner in this field is the Cruise Baltic Project, which demonstrates a clear success story and great example of close coordination between destinations and ports within the Baltic Sea Region....”

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# Thank You!

**Signe Adamsen**

Cruise Baltic Project Director

sam@woco.dk

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