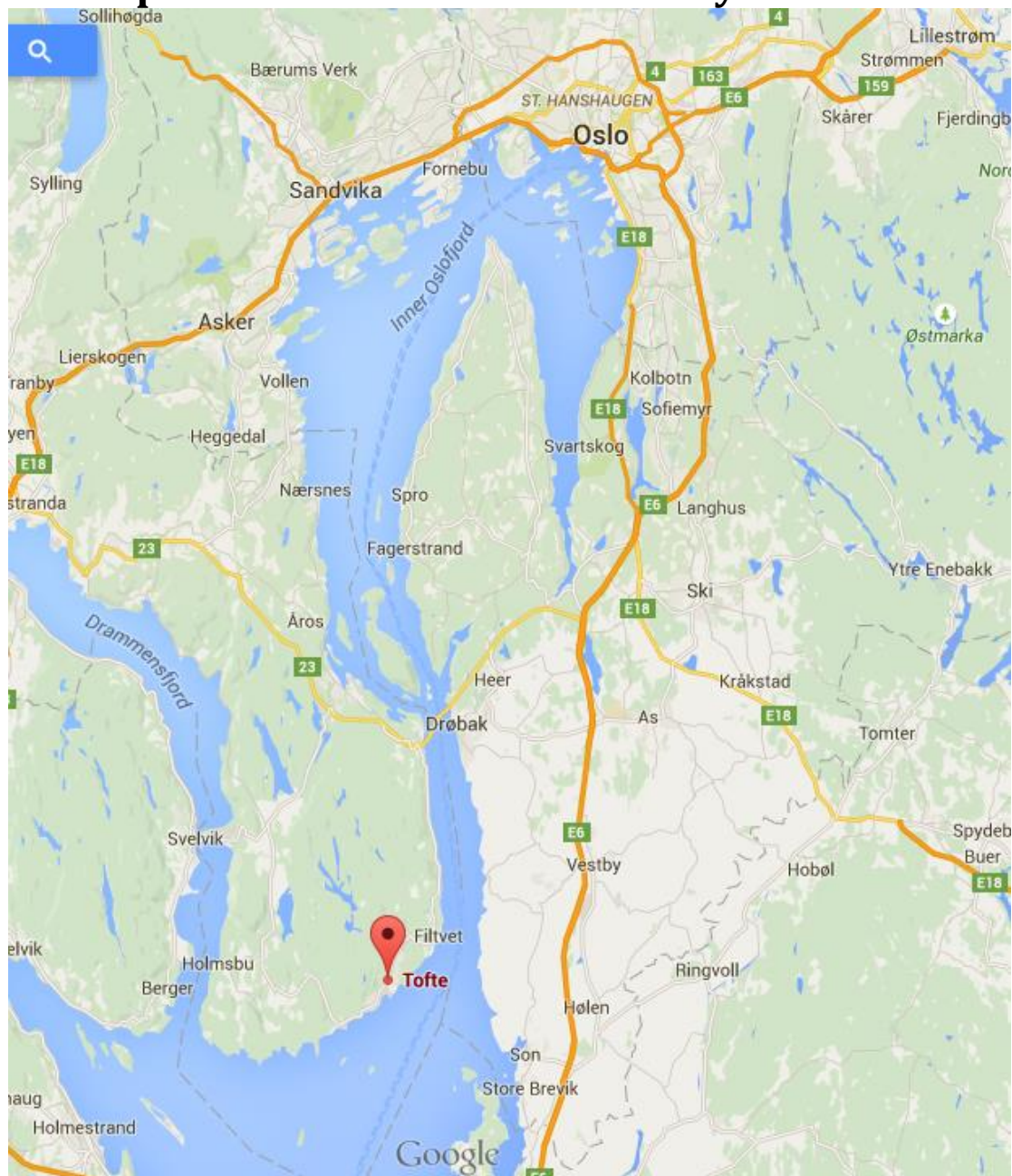


Cruiseport Tofte –a dream? a reality?



General introduction

Cruising increased from 12 million passengers to 21.3 million (Cruise Line International Association (CLIA) 2014). Translated into economic terms, this growth represents a US\$117 billion contribution to the global economy and 890,000 full-time jobs (CLIA 2014). In order to support this growing demand, the North American fleet alone will grow by 26 new ships through 2016 (F-CCA2013).

Cruiseship calls in Oslo has decrease the last year. Comparing Oslo with Bergen and Stockholm demonstartet that Oslo in 2016 will be a minor port ofcall for cruiseships.

There may be several reasons for this development. Higher prices in oslo as well as a rather time-consuming cruise into the bottom of the Oslo fjord. A similar development could have been the case for Stockhlom with a rather time-consuming cruise within the Stockholm skærgård. Concerning Stockholm a few cruiselines have chosen an alternative port to Stockholm namely Nynäshamn (se fig 1 and 2) data from www.Cruistimetabel.com

Fig 1 Estimated number of cruise passengers (May-August 2016)

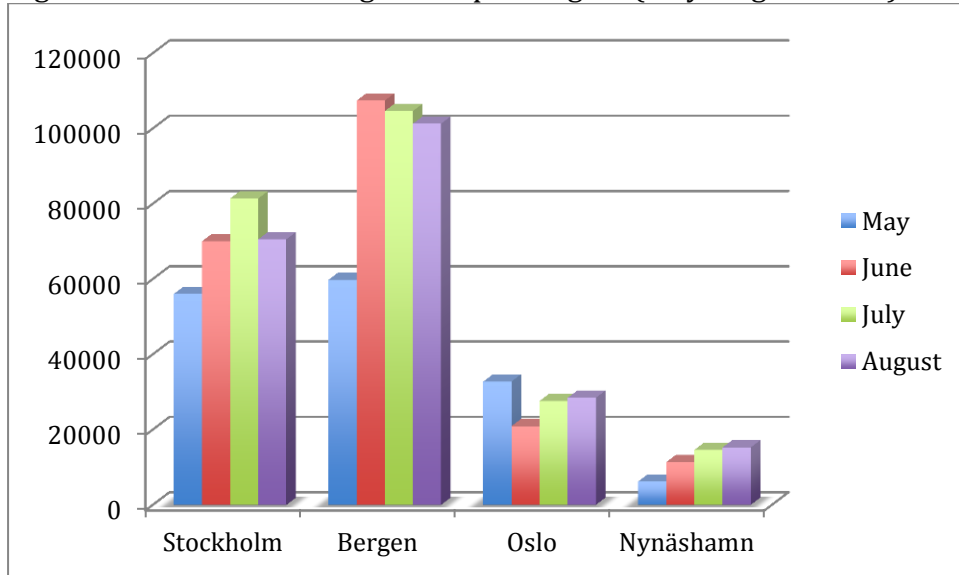
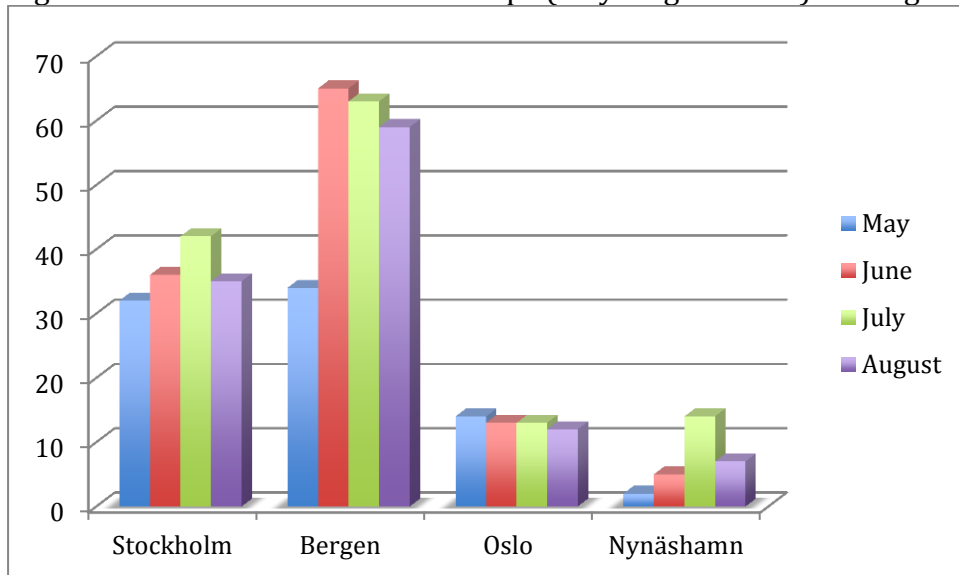


Fig. 2 Estimated number of cruiseships (May-August 2016) visiting 4 harbours



Tofte is about the same distance from Oslo as Nynäshamn from Stockholm. In addition Tofte already has a deep harbour with possibility to handle 350 m long cruisships???

Advantages and disadvantage with cruiseports

Thus, the stakes are high, with destinations seeking to take more of the cruise tourism pie and cruise lines seeking more destinations to refresh their itineraries. There are other benefits as well. For example, the decision to invest in cruise-related structures such as cruise terminals can foster the development or re-development of brownfield sites and promote urban redevelopment. In a similar vein, incorporating cruise terminals into multi-purpose waterfront developments can be a desirable addition for investors and developers who seek to diversify their investment in and usage of those facilities. Commercial ports can benefit from the introduction of cruise shipping as an added revenue stream, although the investment in cruise infrastructure can be costly and the presence of cruise ships may result in the displacement or loss of commercial shipping traffic.

Transportation to and from Tofte.

The roads are not optimal – although direct busses to Oslo will transport passengers in 60-70 minutes to Oslo.
Alternatively shuttle boats 60-90 minutes –

Local activities

possibilities for local activities such as Rib-boat adventures, cano paddling in small lakes , moutinclimbing,

contact persons: Andersen Ribadventure, societies?

Visiting Oscarsborgs fortress, Hlomsbu, Son and other sites.

Christmas house Drøbak

Båt Aker brygge –Son
med 13 stopp
1 tim 55 minutter

<http://kustos.no/battur-oslo-fjordcruise-og-batutleie>

<http://riboslo.no/>

<http://oslocharter.no/>

<http://rib-adventure.no/>

<http://www.forsvarsbygg.no/festningene/Festningene/Oscarsborg-festning/>

<http://www.visitdrobak.no/aktiviteter/julenissen-er-fra-drobak>

<http://drobakakvarium.no/>

<http://www.visithurum.no/>

<http://www.hurumturistforening.no/>

<http://www.holmsbuhavn.no/>

Tofte cruiseharbour and harbourarea

The harbour ism in length and the accept cruiseships About ton

The harbour area is easily secured due a high fence and watched entrance

The harbour owner must be approached-how? Through politicians?

Necessary investments??

Possibility to take care of waste (water , garbage?)

Lower cost for cruiseship visit compare to Oslo is important

Cost comparison with Oslo: how? Pilot cost, See cruiseship cost for Oslo pdf file

According to Oslo harbour the the cost for a port visit ca reach about 200 kr/passenger.

Cruise companies negotiations

This has to be studied. Probably through an agent like europeancruise.no ask contact Nynäshamn or Stockholm harbour authority.

Cooperation with Oslo harbour?? Oslo cruiseport network?

Local community - politicians opinion?

Nynäshamn - compareable cruiseport in Sweden

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Yvonne.edenmark-lilliedahl

lilliedahl@nynashamn.se

Interview with touristbureau Nynäshamn.

" the harbour area belongs to Stockholm harbour authority"

The ship is using tenderboats and this arrangement is govern by Stockholom harbour authority.

The cruise ship visits has increased tourism i Nynäshamn.

From internet;

Cruises visiting Nynashamn & all Nynashamn cruises for 2015-2016

View Nynashamn 2015-2016 cruises for 4 ships listing 73 cruises from Nynashamn with today's best deals!

Lying sixty kilometres south of Stockholm on the Södertörn Peninsula is Nynäshamn, with its delightfully green foreshore dotted with small wooden cottage-like homes. There are almost a thousand islets nearby and you could take a ferry from the terminal to the beautiful island of Gotland. It does also provide a second gateway to Stockholm, the capital of Sweden. Activities in Nynäshamn include swimming, kayaking, hiking and canoeing. It also has numerous examples of remains from the Iron Age.

Visit the Iron Age Building where you can try your hand at a variety of ancient crafts, or dress in authentic clothing to have your photograph taken. Be sure to visit all three of the Museums, the first featuring local folklore, the second the arts and crafts, and third the Railway museum with its wide range of engines and coaches. Also worth visiting are Brunnberg's Garden and the modern church that overlooks the city.

MSC Princess og Costa

Positive effect on local tourism ?

Problems concerning number of passengers

Agents helping developing cruiseports

www.europeancruise.no

Strandgaten 197
P.O. Box 1926 Nordnes
5817 Bergen
NORWAY

Tel: 0047 5590 0780
Fax: 0047 5590 0696
oper@europeancruise.no

EUROPEAN CRUISE SERVICE has been the main provider of cruise services for foreign cruise ships calling Norwegian ports and fjords for more than 160 years. Currently we operate in **Norway, Sweden, Denmark, United Kingdom, Ireland and Russia**. You can benefit from our great experience and be assured that we will meet and exceed your expectations!

Using our experience and knowledge accumulated over the last 160 years in Norway we are in the process of building up the largest cruise service company in Northern Europe catering to both shore excursions and ships agency operations. Our intention is not to build a network of co-operating companies but to provide our own excellent local service from the ground up in combination with the most efficient administrative routines available.

We aim to offer you the best possible service, provided by a single, named contact who will look after your interests, from start to finish. This means that you can be sure that an experienced staff member, who understands your needs, is available to talk whenever you need to.

This ensures that your passengers, ships and crew members are in best of hands. Whatever your requirements, you can be sure that we have the experience, ability and capacity to support you and to "Take You Further".

Stockholm

Stockholm harbour authority

Contact person:

Port o`call costs for cruisecompanies?

Facts about international cruise traffic at Ports of Stockholm

	Year 2012	Year 2013	Year 2014	Year 2015 (expected number)
Cruiseships	275	278	264	254
Of which are turnarounds	50	47	42	51
Passengers	469 000	478 000	467 000	500 000

Environmental facts

- Ports of Stockholm is one of the few ports in the world that has the facilities to accept black and grey water from vessels, or in other words the waste water from toilets, showers and galley kitchens. Waste water handling facilities are available at all of our quay-berths in Stockholm and offloading of waste water is included in the port fee (harbour dues). Last year around 70 percent of the vessels offloaded their waste water during their call at Ports of Stockholm. The cruise liners however do not always offload waste water to the shore. Many have their own water purification facilities aboard the vessel.
- The port fee also includes the offloading of domestic waste, and those vessels that sort their waste at source are offered a reduced tariff.
- The Sulphur Directive that came into force at the beginning of 2015 means that the vessel emission cannot contain more than 0.1 percent sulphur.

All of the anticipated cruise calls can be found in the vessel list on the Ports of Stockholm website or via the CruiseSthlm app for Iphone and Android smartphones that can be downloaded free of charge from Appstore or Google Play.

Stocholm cruise network

<http://traveltrade.visitstockholm.com/Agents-manual1/Stockholm-Cruise/Stockholm-Cruise-Network/>

Oslo cruisenetwork.no

Email: post @ oslocruisenetwork.no

Tel: +47 911 66 225

Fra tid til annen dukker ulike former for cruisekritikk opp fra hoteller og reiselivsrepresentanter siste uke fra ledere på Vestlandet og i NordNorge. Kritikken går på at cruise stjeler trafikk som ellers ville kommet til hotellene, cruisetrafikken øker voldsomt og den seiler gratis inn i fjordene. Den burde derfor pålegges særskilt cruise

avgift. For det første cruisetrafikken øker ikke voldsomt. Det har vært betydelig vekst, men i år ligger det an til en betydelig tilbakegang ca 9% i passasjerankomster i Norge basert på Cruise Norway's statistikk. I Oslo har et av de største rederiene, MSC, kuttet 25 ankomster med begrunnelse kostnadsnivået ved å seile

Oslofjorden. Det er altså ikke avgiftsfritt å seile Oslofjorden

for legge til kai i Oslo. Det betales betydelige avgifter til Kystverket, videre havneavgift og andre avgifter til Oslo Havn (passasjer, ISPS, vann og avfallsavgifter).

Samlet kan slike avgifter utgjøre over 200kr per passasjer (i 2013 ca 60millkr for rederiene).

Et slikt avgiftsbilde gjelder også for seiling til andre havner langs kysten eller i fjordene.

Cruisepassasjerene betalersom alle andre

ulike avgifter på sitt forbruk i land. Allerede neste år pålegges cruiserederiene en ny

storkostnadsmessig utfordring gjennom at

Østersjøen, Skagerak, Nordsjøen og norskekysten til Ålesund (fra 2020 hele kysten) inngår idet såkalte «Emission Controlled Area»(EA-området) hvor drivstoffkvaliteten skal være tilsvarende diesel brukt i biler i dag. Dette vil føre til betydelige økte drivstoffkostnader–hvor høy økning

er foreløpig ikke kjent fordi raffineriene må tilpasse seg en ny produktmix. De fleste spår at dette vil føre til ytterligere reduksjon av cruisetrafikken til Norge i 2015. De foreløpige bookingtallene kan tyde på dette

.Utenlandsturismen til Norge startet i sin tid som cruiseturisme. Så gikk passasjerene i

land.Slik er det også i dag. TØIs undersøkelse fra 2011 viste at turister som hadde vært på

cruise tidligere til Norge sto for over 730.000 overnattinger dette året. Dette er ikke så

overraskende. Andre undersøkelser har vist at en høy andel av cruiseturistene sier de ønsker

å komme tilbake.Cruiseturistene til Norge utgjør i dag ca 2 promille av antallet europeere på ferie og en enda lavere andel i fjernere markeder.

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Pressrelease 2014

Færre cruiseskip til Oslo i 2014

Published: Thursday, 07 November 2013 13:00

Vi venter 21 færre skip til Oslo neste år. I 2013 har vi hatt cruiseanløp i hver måned bortsett fra februar. Sesongen har blitt utvidet, noe vi også har jobbet for, men antall skip har gått ned fra 166 i 2012 til totalt 159.

Årets sesong har færre anløp fordi CCL valgte å snu sine skip i Stockholm istedenfor i Oslo.

Situasjonen på cruisehimmelen har endret seg. Det er usikkert for videre vekst i Nord-Europa generelt.

Dette gjelder også for Norge og Baltikum. Etter flere år med stor årlig økning i Norge, forventes en

tilbakegang i 2014. For de baltiske havnene forventes også tilbakegang. Årsaken ligger i både markeds- og kostnadsforhold. Den økonomiske krisen i Sør-Europa gir sviktende etterspørsel, og med økte

drivstoff- og andre kostnader, har rederiene et større kostnadsfokus. Dette betyr at rederiene i større grad foretar økonomiske analyser for seilingsopplegget og betydningen av høy score fra passasjer tilfredshet teller mindre. Resultatet blir bl.a. at rederiene foretar reposisjonering av skip til Asia og Middelhavet hvor det finnes flere alternativer for korte seilinger. Videre kan også besøkstiden endres hvis utfluktsinntektene ikke forsvaret høyere fart til neste havn.

Etter en rekke år med vekst er ikke en midlertidig stagnasjon eller svak tilbakegang dramatisk. Andel mennesker i Europa - og det meste av verden - som har vært på cruise er lav, og den forventes å vokse videre

For 2014 vil Oslo få en tilbakegang på 21 skip. I hovedsak er det MSC Cruises som har kansellert sine anløp til Oslo. Deres begrunnelse er at seilingen inn Oslofjorden er lang og kostbar med hensyn til drivstoff og også farvanns- og losavgifter. Havneavgiftene i Oslo er rimelige, men her ser man på den totale kostnaden for å seile til Oslo. Når MSC i tillegg ikke er fornøyd med inntektene på guidede turer i Oslo, er rett og slett regnestykket ikke tilfredsstillende.

Nå må man gjøre alt som kan gjøres for at Oslo skal bli så attraktiv som mulig for cruiserederiene. De fleste attraksjonene i Oslo vil merke godt at det kommer færre cruiseturister til byen. For eksempel har museene på Bygdøy 25 % av sitt inntektsgrunnlag fra cruiseturister.

For øvrig har de fleste havnene i Baltikum nedgang og det samme gjelder for mange av havnene langs norskekysten og i Nord-Norge.

Konkurransen er sterk. Stadig nye havner ønsker cruiseskip velkommen. Oslo er i konkurranse med 50 – 60 andre havner i Baltikum og Norge om å komme med i rundtursoppleggene med 5 –6 anløp.

Cruiseport development strategy

The first step: Tofte Harbour characteristics (find the right person i Tofte)

Next: finding out the harbour owners intention and opinion on using the area as cruiseport. – person best to approach?

If positive response – contact with politicians and tourist organisations in the area