



The Pan-European Dialogue on Cruise Tourism

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Coastal and Maritime Tourism: a European view

- 3,2 million people employed*
- € 183 billion generated*
- 4 out of 9 nights spent in coastal areas
- increasing demand for sailing, diving, cruising...
- Largest sub-sector of tourism, of marine economy
- Steady growth of tourism over past decades

And:

Cruise industry major part of CMT – 39,4 bn 'total output' (CLIA) in 2013; 330,000 jobs (direct & indirect)

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But: Major challenges!

- Gaps in data and knowledge
- Fragmentation among stakeholders
- Seasonality
- Pressure on marine environment, competition for space
- Connectivity, accessibility of islands and remote destinations
- Diversification of the tourism offer
- Appropriate skills development
- Lack of innovation and adequate use of ICT...

European strategy COM (2014) 86

...to boost competitiveness and sustainability, unlock its potential for growth and jobs; presented last year in Athens

4 pillars, 14 actions at EU level, need for joint implementation:

- ✓ Stimulate performance and competitiveness
- ✓ Promoting skills and innovation
- ✓ Strengthening sustainability
- ✓ Maximize available EU funding

Key Actions have started...

□ Pan-European Dialogue between cruise operators, ports and coastal tourism stakeholders

❖ **Launching conference 5-6 March 2015 (Brussels)**

❖ **Conferences like this one; regional conferences to come**



□ Cooperation, transnational + inter-reg. partnerships, territorial clustering, networks, smart specialisation

❖ **Conference 20 January 2015, and ongoing**

Key Actions...

- Qualification for professional yacht skippers: *assess situation*
- Safety equipment for recreational boats: studies launched, mobile application, competitiveness of recreational sector
- Promote ecotourism, sustainable tourism products, waste prevention and –management strategies
- Diversification (water-based sports, underwater archaeology, eno-gastronomic products, better integration of inland attractors, transnational thematic itineraries, etc.)
- Innovative marina development: study to be launched 2014
- Online guide to EU funding

<http://ec.europa.eu/DocsRoom/documents/7203?locale=en>



Implementation

Member States, Regions and stakeholders are invited to...

- take targeted actions and sustainable tourism initiatives
- step up the offer and quality of services
- strengthen cooperation and dialogue at EU, macro-regional and sea-basin, national and local level
- include coastal and maritime tourism in their Operational Programs 2014-2020 (progress achieved!)

Pan-European Dialogue

- ❑ Launching conference 5-6 March 2015
- ❑ 3 main stakeholder groups:
cruise operators, ports,
destinations & coastal
stakeholders
- ❑ Over 200 high-level
and skilled participants



Challenges for cruise tourism

- Competition with other markets
- Visa policy
- Berthing booking plans
- Waste generation & reception in ports
- Lack of predictability of visits
- Profit sharing
- Saturation of ports
- Infrastructure investment





Pan-European Dialogue...

Agreement on conference summary:

- ✓ Commitment to sustainable development of cruise, coastal and maritime tourism
- ✓ Involve whole tourism value chain in benefits and deliveries
- ✓ Guarantee well-being of coastal and insular populations
- ✓ Contribute to social and economic coastal development
- ✓ Importance of port efficiency, their multiple functions, provision of facilities and infrastructure
- ✓ Interlink closely with other fora such as the Sustainable Shipping Forum
- ✓ Approach by sea-basin, where needed
- ✓



Pan-European Dialogue...

....Agreement on conference summary (continued):

- ✓ ...
- ✓ Pursue an integrated approach at local, regional, national and European level, and encourage stakeholder involvement in decision-making
- ✓ Regional dialogues to exchange best practice and solutions for specific challenges
- ✓ Main stakeholders to establish a 'cooperation platform'
- ✓ Develop quality services, enhance Europe's position as a coastal destination



...next steps

Stakeholder meeting held on 28 April (Brussels):

- Organise regional dialogues in Baltic, Mediterranean and Atlantic in 2015 – 2016: focused on deliverables!
- Cooperation platform with light, non-formalised structure, to ensure continuity of dialogue, composed of 3 stakeholder groups, Commission
- Workshops, meetings and events: promote the dialogue
- Synergies between regional dialogue and sea-basin strategies
- European event to follow up and take stock (2016)
- (possibly) thematic seminars

Key challenges

- ❑ Get regional dialogues off the ground, stakeholder driven, destinations positioning
- ❑ Integrate local / regional authorities
- ❑ Local societies
- ❑ Maritime security
 - EUMSS and Action Plan adopted in 2014
 - Ensure safe + secure transport, trade, coastal development



Conclusions



- Pan European dialogue up and running
- All stakeholders to play their role in promoting the dialogue
- Commission to act as facilitator and to support, enable stakeholders
- Combined effort is important, stakeholder-driven!

Links

Link to launching conference:

- http://ec.europa.eu/maritimeaffairs/events/2015/03/events_20150305_01_en.htm

To Communication:

http://ec.europa.eu/maritimeaffairs/policy/coastal_tourism/documents/com_2014_86_en.pdf

To COM website:

- http://ec.europa.eu/maritimeaffairs/policy/coastal_tourism/index_en.htm

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Thank you





Funding - COSME

EU programme for competitiveness and SMEs; € 2,3 bn

→ Four priorities:

1. Access to finance, e.g. loan guarantee facility...
2. Access to markets
 - to enable SMEs to benefit both from the single market, and markets outside the EU
 - "Your Europe" business portal, "Internationalisation" portal
3. Better framework conditions for competitiveness
4. Encourage entrepreneurship, e.g. Erasmus Young entrepreneurs, digital entrepreneurship..

Example: Envelope for tourism €106 million

example EUSAIR 4 *parallel* pillars

Pillar 1



Blue growth

Pillar 2



**Connecting
the Region**

Pillar 3



**Environment
quality**

Pillar 4



**Sustainable
tourism**



Cross-cutting aspects

1. Capacity building including communication
2. Research and Innovation and SME development