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)

*Figures from Ecorys study 2013
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
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

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
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
- .......
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!
Link to launching conference:

- [http://ec.europa.eu/maritimeaffairs/events/2015/03/events_20150305_01_en.htm](http://ec.europa.eu/maritimeaffairs/events/2015/03/events_20150305_01_en.htm)

To Communication:


To COM website:


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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