

Cruise industry in the City of Gdynia, the
implications for sustainable logistic services
and spatial development

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Maritime tourism - main sectors

- Cruise shipping - dedicated for pleasure and reconnaissance voyages
- The cruise ship can be defined as a vessel regularly used for cruise activities and the trip lasts longer than one day ([Market:12], 2012)
- The cruise industry has shown dynamic growth for last twenty years
- The global cruise passenger numbers in 2012 amounted to 20,3 million (Shippax Market 13, 2013)

Maritime tourism - main sectors

- Ferry shipping - liner trade where passengers and cargo form one market
- A ferry is a ship larger than 1000 GT that sails on a regular line and has passenger accommodation and is using ro-ro technology for the transportation of cars and commercial vehicles (if any), having sufficient free height on car deck(s) for this. [ShipPax Market, 2010]
- Main regions of ferry operation are Mediterranean, North Europe and America

Cruise market at Baltic Sea

- The average annual growth rate for cruise traffic in the region amounted to 12.8% in the first decade of XXI century
- The total number of cruise passengers reach the level of 4.2 million in 2013 (Press Info, 2013)
- Baltic cruise market is seasonal
- Due to climatic the cruise operations in Baltic last about five months – from May to September

Main ports of cruise shipping

- Capitols of countries in Baltic Sea Region – Stockholm, Helsinki, Tallinn, Oslo, Copenhagen
- Atractive port destinations – St.Petersburg, Gdynia, Gdansk, Riga, Rostock

Baltic Ferry Market

- About 30 ferry companies
- Main operators are: Tallink – Silja, Viking Line, Stena Line, TT-Line, Color Line, Scandlines, DFDS Seaways
- About 120 ferries of different types (cruise-trailer, ro-pax, cargo, high speed) in operation

Baltic Sea – total traffic in 2013

- 49,57 mln passengers,
- 8,7 mln cars
- 3,03 mln cargo units

Main regions of ferry shipping at the Baltic Sea

- Western Baltic - 62% of total number of passengers , mainly „floating bridges”
- Eastern Baltic - 30 % share in passenger traffic, connections in these waters have a tourist nature as cruising and package tours are very popular in this region
- Southern Baltic – 8% in market share, this market has experienced growth following the EU accession of the Baltic States in 2004

Cruise shipping in City of Gdynia

- The number of cruise ship calls at Gdynia was stabilized at about 82-96 calls per season by 2010
- In 2011, the number of ships dropped to 56 due to withdrawal of two carriers from Polish Market – Princess Cruises with 12 calls, and Pulman Tour with 17 calls
- In 2012 the number of calls grew to 69, but in 2013 dropped again to 57
- The number of passengers has been growing faster than the number of calls due to larger vessels employed in Baltic cruise market
- In 2013 the number of cruise passengers visited Gdynia amounted to 82,4 thousand

Factors determining cruise shipping in City of Gdynia

- Baltic cruise market is highly competitive
- The number of cruise ships entering the destination, apart from endogenic factors, such as tourist attractions, transport and tourist infrastructure, and the quality of logistics ashore, is heavily dependent on the promotion of the location and the utilization of the marketing instruments.
- The latest factor is influencing largely on fluctuation of number of calls and the traffic

Ferry shipping in City of Gdynia

- Gdynia – Karlskrona link operated by Stena Line
- The volume of passenger traffic in 2011 amounted to 469,5 thousand and achieved a record level in the history of the line
- In 2013 the traffic reached 509,3 thousand and became a new record

On-shore services for ferry and cruise industry

- Maritime tourism create demand for on-shore services
- There are not available analyses concerning the direct impact of maritime tourism on enterprises and spatial development
- Presented level of ferry and cruise turnover in City of Gdynia requires efficient logistic services and suitable infrastructure

Key points

- Ferry and cruise passengers have an influence on mentioned segments, particularly on labour market, incomes in cooperating sectors and urban infrastructure
- Both segment of maritime tourism are distinguished by specific feature, so the requirements for passenger services differ as well as the impact on external environment

Ferry shipping in Gdynia

- Services on ferry terminals connecting with embarking and disembarking
- Connections with city infrastructure
- Services offered to passengers on the basis of hotel, catering, commercial, cultural and sports infrastructure
- Purchase goods and use of non tourist services (i.g. medical services, public transport, etc.)

Characteristic feature of cruise market

- Cruise vessels passengers form organized groups
- Cruise ship passengers do not use hotel facilities
- Package trips generally focus on tourism (sightseeing tours), cuisine and culture

Characteristic feature of Gdynia cruise market

- The majority of passengers from cruise ships calling at Gdynia do not stay in this city
- They are transported to other destinations within stay programmes (ex Gdansk)
- The packages are prepared by travel agencies in cooperation with carriers or their agents
- Specificity of cruising generate less demand for on-shore services than ferries

Benefits of maritime tourism in Gdynia

- There is no detailed data on incomes and employment concerning the businesses involved only in maritime tourism
- The majority of companies, including travel agencies, hotels, catering establishments, as well as entertainment and culture establishments provide their services to different tourist categories
- The increasing number of ferry passengers staying in Gdynia is a great opportunity for industry in aspect of revenues and employment

Benefits of maritime tourism in Gdynia

- Maritime tourists create demand for infrastructure of the city (road network, urban facilities, shopping centres, entertainment complexes)
- This infrastructure is dedicated mainly to inhabitants of the city
- Good infrastructure and standard of services are factors influencing perceiving the city by the visitors

Conclusions

- maritime tourism has a great impact on development of port cities
- maritime tourism creates functional and spatial changes
- areas between the port and the city are often regarded as trouble spots
- in Gdynia attractive locations close to city centre and the port territory should be regarded as suitable for tourist services

Conclusions

- growth of tourism infrastructure positively affect the inhabitants of the city
- the strength of Gdynia is location of the centre close to the sea
- in spatial policy the municipal authorities should take steps to transform and maintenance the areas between port and city as friendly and convenient space for inhabitants and tourists



Thank you for your attention!