

Uncover the Secrets of Northern Europe

Press Kit for Press Event 2024

CruiseBaltic



News from Cruise Baltic partners

Denmark

- Copenhagen
- Kalundborg
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- Aarhus

Sweden

- Lysekil
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- Ystad

Estonia

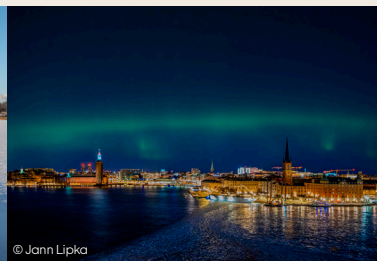
- Tallinn/Saaremaa

Strategic Partner

- SAS, Scandinavian Airlines

Finland

- HaminaKotka
- Helsinki
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Denmark



News from Copenhagen

Copenhagen is “Europe’s Leading Cruise Port” in 2024, awarded at the World Travel Awards.

In 2023, Copenhagen welcomed over 750,000 guests and nearly 300 cruise ships. Similar numbers are anticipated for 2024 with cruise bookings all 12 months and more than 50 cruise calls from Oct 2024 to April 2025, which is rare for the Northern Europe region. A testament to the work done by the city to become a year-round travel destination.

By 2025, CMP is carbon neutral in its own operations. Shore power for cruise ships is ready by 2025 with full capacity expected by 2028. ‘Langelinie’ – the cruise pier, promenade, and home of The Little Mermaid – will be renovated and shore power ready by 2025.

A new attraction, “Home of Carlsberg,” opened in Copenhagen in December 2023. Carlsberg is a well-known beer brand, but also the name of an influential family in the late 1800s. Their vision was to create the best beer in the world and make art and culture available to everyone, resulting in multiple attractions in and around Copenhagen. Home of Carlsberg is the best place to experience their story through a modern and interactive exhibition.

Contact Copenhagen Malmö Port: Luis de Carvalho, Commercial Cruise Director,
luis.decarvalho@cmport.com
[present at the press event]

Contact CruiseCopenhagen: Mathias Monrad Bruun, Junior Manager, mmb@woco.dk
[present at the press event]

News from Kalundborg



Røsnæs Wine Region

The Peninsular of Røsnæs has been named 1 of 15 most beautiful nature sites in Denmark and is also the largest wine area in Denmark.

The region has officially applied to be granted a PDO certification (Protected Designation of Origin), to become a certified wine region. Climate change is turning the area into the ideal wine-producing region and big international wine-making companies from especially France, have already started to show interest in the area.

Trelleborg Viking-Age Ring Fortress

In September 2023 Trelleborg Viking-Age Fortress was enrolled into the UNESCO worlds heritage list, with Forbes stating "Denmark's Viking Ring Fortresses will be Europe's next big attraction". The Ring Fortress in the region is the largest and best preserved of its kind in Denmark.

Contact Port of Kalundborg: Michael Larsen, Chief Commercial Officer,
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[present at the press event]

News from Roenne



Port of Roenne

Port expansion

We establish a new 400 m multipurpose quay in the western part of the port creating improved opportunities for cruise business are. We improve the navigation and manoeuvring conditions in the port with a much calmer harbour base by extending of the southern outer fault, removal of the inner piers and deepening to 11m. The new quay is expected to be completed by April 2025.

Contact Port of Roenne: Yana Grundke, Chief Business Officer for Cruise,
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[present at the press event]

Destination Bornholm

Two new shore excursions

- “Baltic Energy Island” - Bornholm is pioneering its way as the worlds very first energy island. Experience how by 2030, offshore wind farms of three gigawatts will deliver power to Denmark, Sweden, and Germany via the island of Bornholm. The tour takes place in the old electricity plant in the middle of Roenne.
- “Bike and taste tour in Roenne” - Bornholm is one of Denmark’s gastronomic strongholds, and the many Bornholmian foods are produced with respect for craftsmanship and plenty of passion for excellent taste. Rønne is the capital of Bornholm and boasts one of Denmark’s largest urban conservation areas with cobblestone streets, blooming hollyhocks, and old half-timbered houses, creating an utterly idyllic atmosphere.

Contact Destination Bornholm: Torsten Engsig, Cruise Coordinator,
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[present at the press event]

News from Skagen



PORT OF SKAGEN CELEBRATES 25 YEARS AS A CRUISE PORT

2024 marks the 25th anniversary for Port of Skagen as a cruise port.

It has been an immense pleasure to be able to welcome so many beautiful cruise vessels and thousands of happy cruise guests from all over the world throughout a quarter of a century, says cruise manager Anne Sofie Rønne Jensen. Port of Skagen has been fortunate to have had a wide variety of cruise ships visiting over the years – from the very small ones with less than 100 passengers to the largest ones with more than 6.000 passengers and this seems to continue in 2024 and the coming years.

During the anniversary year Port of Skagen is expecting 59 cruise calls and a up to 167.000 passengers. 12 calls are first calls – Amadea and Amera, Ocean Albatros, Celebrity Apex, AIDAbella, Mein Schiff 7, Villa Vie Odyssey , Queen Anne, Caribbean Princess, Viking Star, Azamara Onward, and World Navigator.

Port of Skagen is grateful and happy to welcome back vessels from AIDA Cruises, P&O Cruises, Celebrity Cruises, Hurtigruten, Noble Caledonia, Oceania Cruises, Phoenix Reisen, Princess Cruises, Saga Cruises, TUI Cruises, MSC Cruises, Silversea Cruises, Regent Seven Seas and Royal Caribbean International.

Port of Skagen will attend the Seatrade Cruise Global in Miami , April 9-11
We hope to see you at the DENMARK booth no. 2023.

Contact Port of Skagen: Willy Bent Hansen, CEO Port of Skagen,

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[present at the press event]



News from Aarhus

Port of Aarhus

The Port of Aarhus is Denmark's largest commercial port. 240,000 cruise guests are expected to visit Aarhus in 2024. An increase up towards 40% compared to last season.

Last year, the Port of Aarhus inaugurated Denmark's first, and so far, only onshore power supply-system for cruise ships. The system supplies cruise ships with green electricity from wind turbines and helps to reduce both noise and pollution. The Port of Aarhus aims to be carbon neutral by 2030 and are working towards becoming the most sustainable port in the Baltic Sea area.

Contact Port of Aarhus: Morten Kusk, Commercial Manager, mok@portofaarhus.dk
[present at the press event]

VisitAarhus

Aarhus – Denmark's second largest and second oldest city is all about good experiences and great hospitality.

This year our attraction 'Aarhus Eye' opened in Denmark's tallest building 'Lighthouse'. Here, our guests will dive deep into the old history of Aarhus & our bay, enjoy the spectacular panoramic view, and even grab lunch or a drink while doing it. Aarhus Eye hosts an immersive exhibition under water, where guests will learn how the city developed from being the center of the Viking Age in Denmark to what it is today.

Aarhus Eye is the cherry on top of what guests can get in Aarhus. In this innovative and international city and cultural hotspot, everything is within walking distance, world-class attractions and museums, a diverse gastronomical scene, and trendsetting events. All this creates a city with a pulse of its very own.

Contact VisitAarhus: Astrid Hundrup Rasmussen, Cruise Manager, ar@visitaarhus.com
[present at the press event]

Estonia



News from Tallinn/Saaremaa

City of Tallinn

New pop-art museum **POCO** was opened in Tallinn

In Tallinn, the newly opened pop-art museum POCO features a diverse exhibition showcasing works by iconic artists such as Warhol, Banksy, Koons, Lichtenstein, and more. Pop-art, characterized by its blend of irony, social critique, and playful elements, remains a timeless genre. With its ever-evolving nature, fueled by ongoing societal and political dynamics, pop-art continues to offer avenues for protest, irony, and enjoyment. PoCo not only presents pop-art classics but also promises to delight visitors with fresh and unexpected additions to its collection.

The Estonian Maritime Museum's **Seaplane Harbor** will reopen for visitors on May 12. With the reopening, the interactive section of the museum's main exhibition will be expanded, featuring new exhibits highlighting extraordinary sea voyages. Additionally, an interactive exhibition will offer visitors the opportunity to engage with simulators and experience coping with seasickness on a lifeboat set on a trampoline. Following the modernization of the Seaplane Harbor, the Maritime Museum aims to become the most accessible museum in Estonia.

Tallinn is hosting and organizing the **Tall Ships Races** sailboat regatta in 2024

This grand and extraordinary maritime event will take place from July 11th to July 14th also at Old City Harbor cruise area, offering a plethora of activities and experiences both on land and at sea.

Contact City of Tallinn: Hele Lõhmus, Tourism Development Project Manager,
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Port of Tallinn

Port of Tallinn is gearing up for the installation of Onshore Power Supply (OPS) for cruise ships by preparing its infrastructure

Recently, the port conducted a competition for the architectural design of a 110/10 kV building complex, including a substation with a capacity of up to 63 MVA, to be situated in the cruise area. This substation construction is crucial for enabling shore power capability for cruise ships at Old City Harbour by 2030. The envisioned substation, alongside a commercial building, will blend aesthetically into the port area's future linear park and existing cruise terminal setup.

News from Tallinn/Saaremaa

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Port of Tallinn's cruise terminal has been honored with the prestigious Green Key award, signifying Port of Tallinn's commitment to environmentally sustainable practices. This assures for both cruise passengers and cruise lines that the port operates in environmentally sustainable manners. By participating in the Green Key program, Port of Tallinn contributes significantly to the realization of the United Nations Sustainable Development Goals, further underlining its dedication to environmental stewardship in the tourism sector.

Contact Port of Tallinn: Sirle Arro, Head of Marketing, s.arro@ts.ee
[present at the press event]

Saaremaa

History and the present meet in Kuressaare Castle

Kuressaare castle-fortress, popularly known as Kuressaare castle, is one of the most interesting fortress structures in Estonia. This best-preserved castle in the Baltic States has been home to the Saaremaa Museum for more than 150 years. One can get a good overview of the history of Estonia's largest island from the museum.

The old part of the museum recently got a newly renovated addition on the main floor of the castle, where visitors are attracted by a virtual lion, an engaging audiovisual presentation of the legend of the walled-in knight and a museum shop with rich finds.

In addition to the permanent exhibition, the castle also has an exciting temporary exhibition "The islanders of the middle ages", which takes visitors back in time to the life of a medieval islander. Among other things, you can test how many features you have in common with the islanders of a century ago using a machine specially created for the exhibition.

Contact Saaremaa: Sirle Arro, Head of Marketing, s.arro@ts.ee
[present at the press event]

Finland



News from HaminaKotka

HaminaKotka has seen an increase in attractiveness on the cruise market, even if the market dynamics of international cruise traffic has radically transformed within the Northern Baltic Sea as St. Petersburg is no longer included in the itineraries. HaminaKotka has positioned itself as an exclusive and sustainable mini-Finland destination offering unforgettable experiences as the easternmost western cruise port.

During four different seasons the scenic archipelago leads you to the Gulf of Finland National Park offering exceptional nature experiences on non-populated islands. The nearby picturesque coastal towns Hamina and Kotka offer an authentic environment fulfilled with multidimensional cultural heritage originating from the Russian and Swedish empires. Side-by-side with the nature, the cities offer outstanding outdoor nature experiences all year around.

Contact Port of HaminaKotka: Petra Cranston, Project Manager, Cruise Business,
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[present at the press event]

News from Helsinki



City of Helsinki

For the 7th year in a row, Finland ranks as the happiest country in the world in the UN World Happiness Report and this makes Helsinki the happiest capital in the world. For Cruise guests arriving in Helsinki, you're never more than 10-minute walk from a park or forest. Press-release: [What is Finnish happiness made out of, and what it means for business?](#)

The year 2024 holds a breathtaking array of food festivities in Helsinki. The food scene is diverse and inclusive, vibrant and of high quality - just like the city itself. It is characterised by sustainable choices and authentic flavours, drawn from the capital's fresh urban greenery and magnificent sea. Helsinki will offer hundreds of food festivities during this year. These kick off with a Michelin Guide Nordic Countries Ceremony in May. [Read on to find out more!](#)

Contact City of Helsinki: Nina Vesterinen, Tourism Director, nina.vesterinen@hel.fi

Port of Helsinki

- **New Ferryboat Service** from West Harbour cruise quays: a shuttle service to and from the city center and archipelago sightseeing tours.
- **Introducing Helsinki 1952 Tour** of sites and venues built for the 1952 Olympics, most of which still serving the original purpose.
History, legends, myths and sustainability related to the event.
- **State of the art Cruise Call Booking System GISGRO** was deployed 2024.
- **Port of Helsinki** is the governing member of **Cruise Finland**, the newly established network of ports, destinations and other finnish stake holders.
- **Real Santa Claus** will welcome all guests on the pier in the West Harbour.

Contact Port of Helsinki: Jukka Haarni, Cruise Manager, jukka.haarni@portofhelsinki.fi
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News from Turku



Port of Turku

Responsibility of the surrounding nature and unique archipelago is in the core of all operations at the Port of Turku. After joining the city's climate team, with an ambitious goal to be climate neutral by year 2029, the port has taken solid steps towards the goal, by taking concrete actions in the daily port operations.

The big news for the port in 2024 has so far been the Memorandum of understanding that was signed on 6th of February 2024, to create a green shipping corridor between the ports of Turku and Stockholm, together with the passenger ferry company Viking Line Ab.

The parties agreeing to establish a green shipping corridor by 2035 at the latest, the goal being an entirely fossil-fuel greenhouse gas emissions-free corridor.

The ports' goal is to enable bunkering of LNG at the port as soon as possible and to offer this service also for cruise ships.

The sustainable port infrastructure gives the port a great fundament for the big port project that is starting in 2025 by quay renewals for the operating ferry companies, which is followed by the construction of an ultra-modern ferry passenger terminal with the latest solutions for digitalization and passenger safety.

For cruise ships, the project means great news. The already short and walkable distance to the city center will become even shorter, easier, and more scenic for visiting cruise guests.

In the meanwhile, while waiting for the new and improved services and infrastructure for cruise guests to be finalized, the port is working, in collaboration with the destination and local authorities, on enabling anchoring for small ships and visits by zodiacs to the small islands in the stunning archipelago that surrounds the city of Turku. The archipelago is an important part of the Finnish culture heritage and history of seafarers and offers guests a glimpse to the local archipelago life and where Finns finds their relaxation and source of happiness that makes them selected as the happiest people in the world, year after year.

Contact Port of Turku: Annika Schulman, Executive Assistant,
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[present at the press event]

News from Turku - *continued*



Visit Turku Archipelago

Turku, a city of rich history and vibrant urban culture, turns 795 this year.

Turku has high sustainability targets and aims to be carbon neutral by its 800th anniversary in 2029. Renowned as Finland's top foodie destination, Turku hosts diverse culinary experiences like the Turku Food Weeks, showcasing local and seasonal delights. Finland's Best Food Tourism Product 2023 'Picnic under the apple trees' is served in nearby small town of Naantali.

Turku offers a bustling events calendar, including hosting The Tall Ships Races 2024 and the iconic Turku Music Festival with a wide range of music from grand orchestral concerts to chamber music, recitals, and jazz.

Contact Visit Turku Archipelago: Carol Aren, Head of Connectivity,
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[present at the press event]

Sweden



News from Lysekil

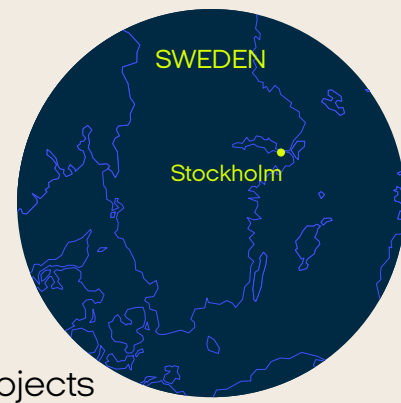
The Port of Lysekil recently welcomed the Cruise Baltic FAM Trip delegation in March, providing us with the perfect opportunity to showcase our destination. Among them the newly opened last stage of the Western Sea Boardwalk. It's now spanning an impressive 1100 meters along the cliffside and offering a picturesque stroll around the peninsula where Lysekil is nestled.

Following thorough consultation with local pilots, we are delighted to announce that we have been able to improve the pier restrictions. Increasing the maximum LOA from 250 meters to 255 meters, which opens up for larger vessels to explore our picturesque destination.

Our 2024 season kicks off our 6 calls of the season, with m/v Renaissance having their inaugural call on April 11th.

Contact SDK / Port of Lysekil: Henning Schou, Director, hsu@sdkgroup.com
[present at the press event]

News from Stockholm



Sustainability initiatives

Ports of Stockholm has been given the green light to apply for EU funding for three sustainability initiatives. The major focus of the projects is the development of the electricity infrastructure. During 2024 Ports of Stockholm will have 2 cruise quays ready for On Shore Power at Stadsgården, S167 and S160. Read more [HERE](#).

Climate goals

Stockholm aims to lead the world in reducing emissions. Now Stockholm has become one of the first EU cities to have its climate plan approved by the European Commission, and Ports of Stockholm is one of the Climate City Contract signatory companies. Read more [HERE](#).

New attractions/museums:

N.ao.m

N.A.O.M, "Not an Ordinary Museum", blending art, technology, and storytelling to engage visitors in innovative and interactive environment. Opens this spring. Read more [HERE](#).

Nordbor – Nordic life

Nordiska Museet's new permanent exhibition, is the museum's largest production to date. The exhibition is a diorama spanning over 500 years, about life, death, family, love, work, traditions, and everyday life in the Nordic region. Read more [HERE](#).

Wisdome

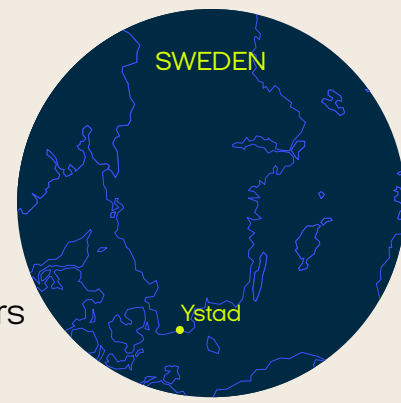
At Wisdome Stockholm, difficult challenges and complex situations are transformed into breathtaking experiences. Also the house in itself is a masterpiece of wooden architecture. Read more [HERE](#).

Contact Ports of Stockholm: Stefan Scheja, Manager Cruise & Ferry,
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[present at the press event]

Contact Stockholm Business Region [former Visit Stockholm]: Karin Mäntymäki,
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[present at the press event]

News from Ystad

Ystad unveils a new pier capable of accommodating ships up to 250 meters in length. Equipped with modern facilities, the pier offers convenience and safety. Ystad emphasizes sustainability by incorporating eco-friendly practices.



Located on the southern coast of Sweden, Ystad provides cruise operators access to one of Scandinavia's most enchanting destinations. With its rich cultural heritage, picturesque landscapes, and vibrant local community, Ystad is an ideal port of call for travelers seeking an authentic and diverse experience.

The project aims to meet the rising demand for cruise tourism, positioning Ystad as a permanent cruise destination in the Baltic Sea region. For further information, visit visitystad.se/en.

Contact Port of Ystad: Linus Mattsson, CEO, Co-Founder of Nordic Port Group and Project Manager Cruise Ystad, linus@nordicportgroup.com
[present at the press event]



News from SAS, Scandinavian Airlines

Strategic Partner to Cruise Baltic

SAS, Scandinavian Airlines

SAS expands its summer program to include Atlanta

As part of SAS' summer program 2024, a ninth destination will be added to the North American network. On June 17th, SAS will start connecting customers with daily nonstop service to Atlanta from Copenhagen.

SAS is not only introducing a new destination but also increasing frequencies to the US this summer. The Copenhagen-New York (JFK) route will have up to two daily flights, complementing the existing daily flights to New York-Newark Airport from Stockholm, Oslo, and Copenhagen. Copenhagen to Boston flights will operate daily during the summertime. In addition, a fourth weekly flight will be added from Copenhagen to Toronto.

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[present at the press event]