Cruise tourism in the Baltic Sea
- The case of Bornholm

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Cruise destinations – cruise ports – Baltic Sea

Ports with long berths get more cruise passengers

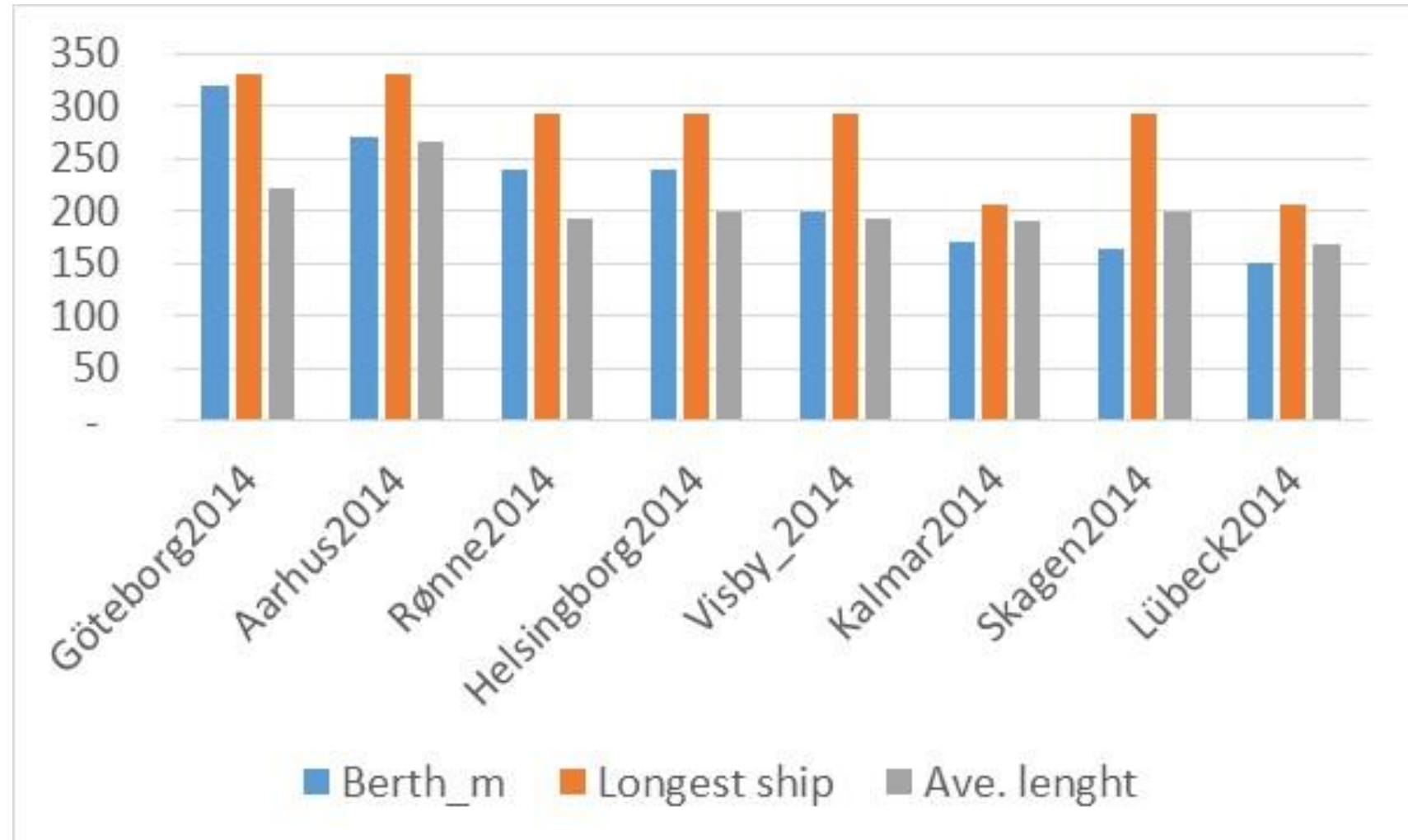| Determinants:	B	t	Sig.
(Constant)	-199812	-2.083	.053
Population_mill	73718	2.534	.021
Max_for_berth	1011	2.819	.012
UNESCO_sites	13738	.363	.721
a. Dependent Variable: Arriving_pax			
b. Selecting only cases for which Baltic = 1			

- -200,000 cruise passengers as starting point for the calculation
- + 74,000 extra cruise passengers per 1 million pop.
- + 1,000 extra cruise pax per meter of longest berth (+10m>+10,000 pax p.a.)
- + 14,000 extra pax per UNESCO site, if any (but uncertain estimate)
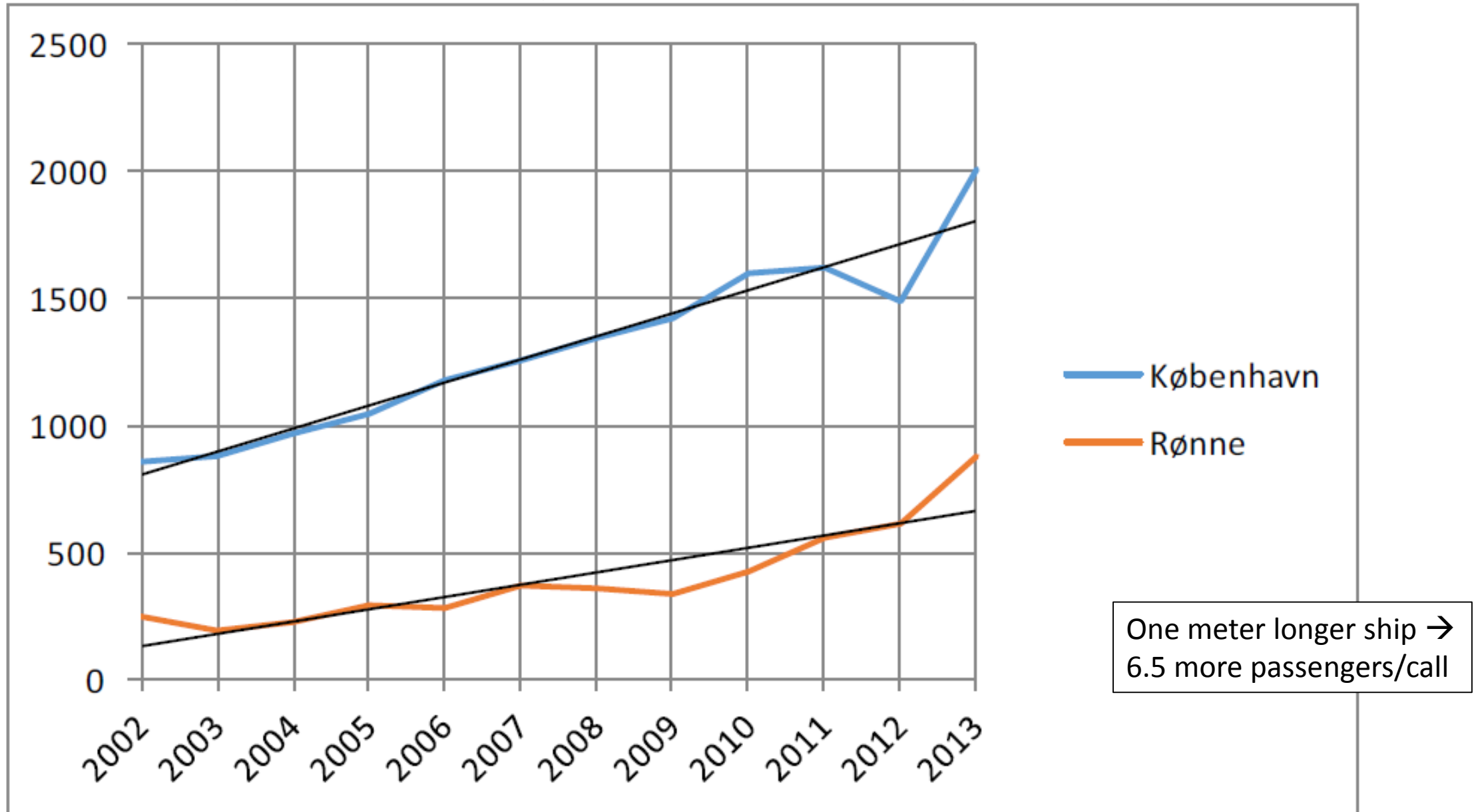
Length of berth, average and max ship lenght

At least 10 out of 22 ports had ships arriving, which were too long to dock at the berth (quay)

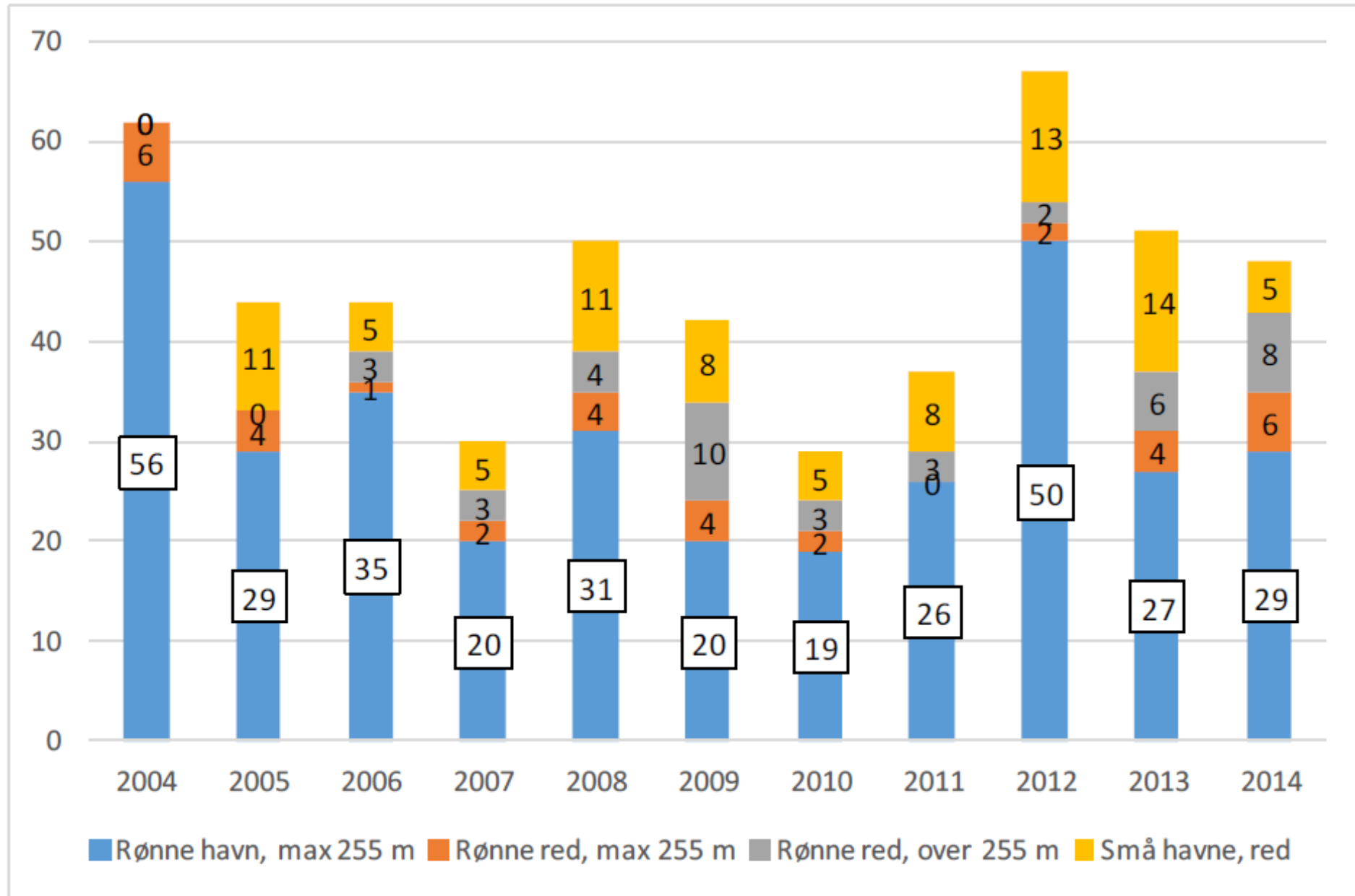But some ports are expanding their quay: Skagen (by 2015); Visby (by 2018)

Göteborg 2014
Aarhus 2014
Rønne 2014
Helsingborg 2014
Skagen 2014
Visby 2014
Kalmar 2014
Lübeck 2014

Gudhjem 2014
(not shown)

Increasing cruise ship sizes – more passengers

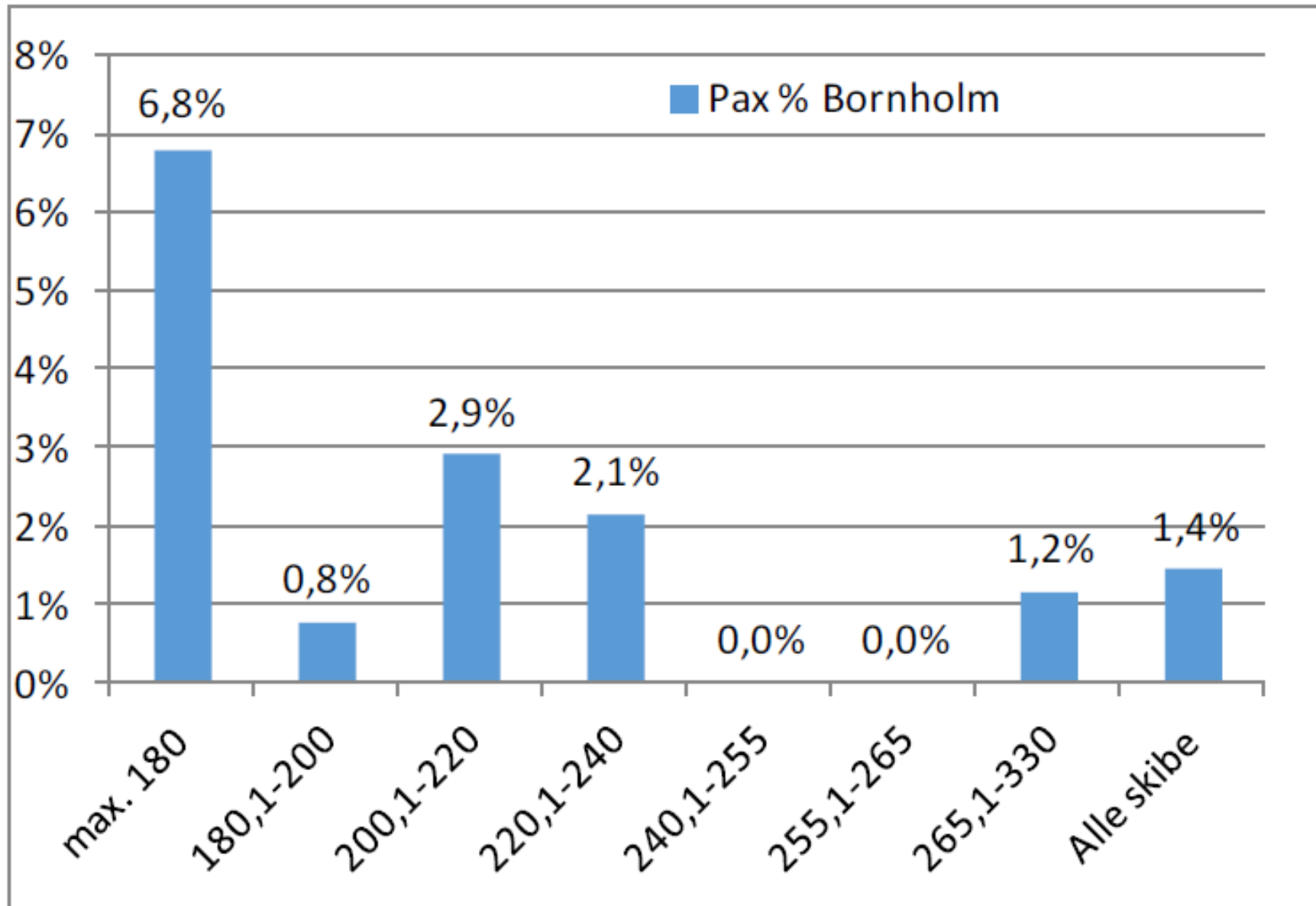# On Bornholm, 29 of 48 cruise ships docked

On Bornholm, 29 of 48 cruise ships docked ...

In 2014, 60% of the cruise ships (29 of 48) docked.

<u>But</u> the ships which docked only accounted for 34% of the passengers.
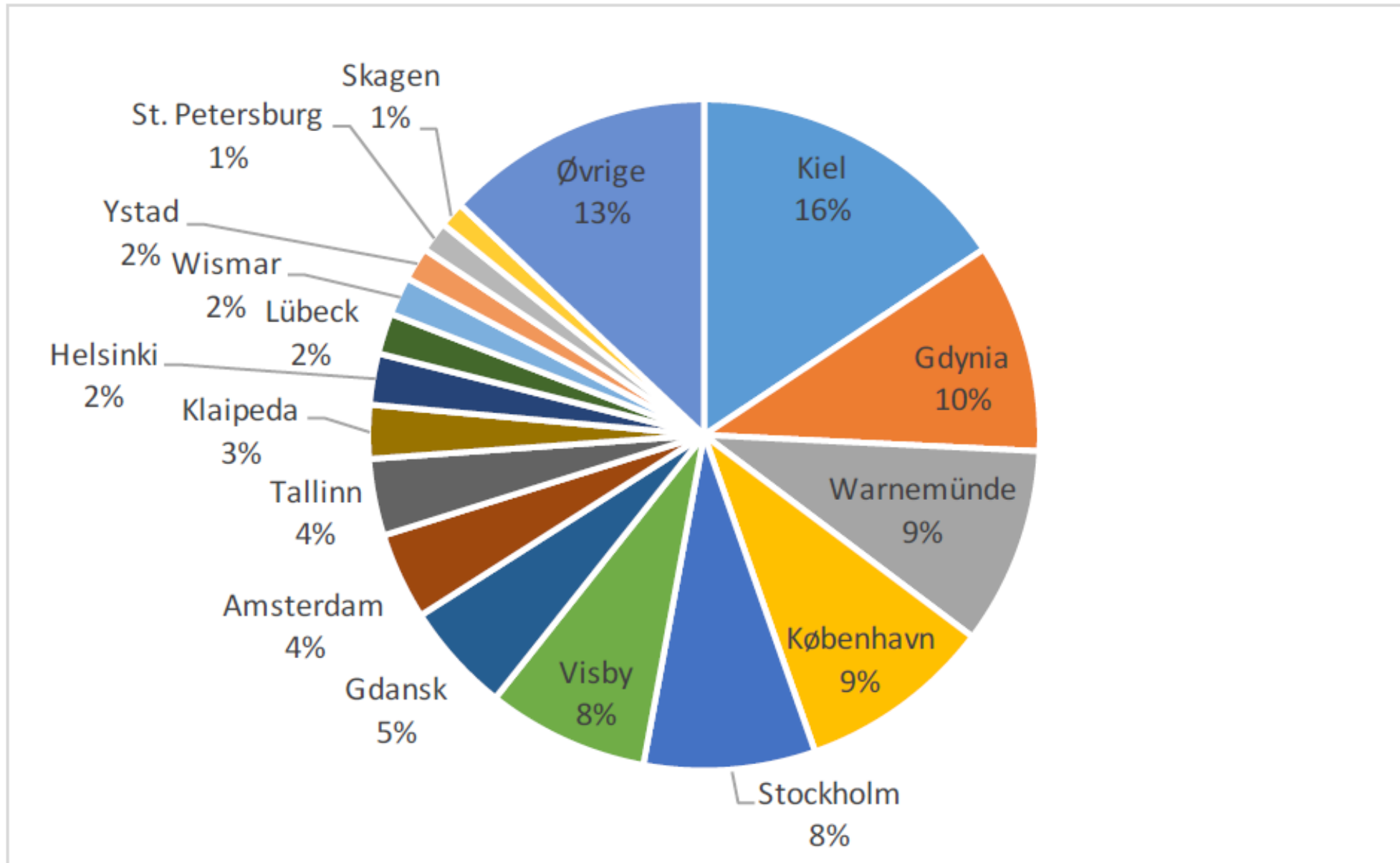
In other words, in 2014 almost <u>2 out of 3 passengers to Bornholm used tender boats to get ashore</u>, unless they stayed on the ship.

The share of Bornholm by lenght of ship (2014)

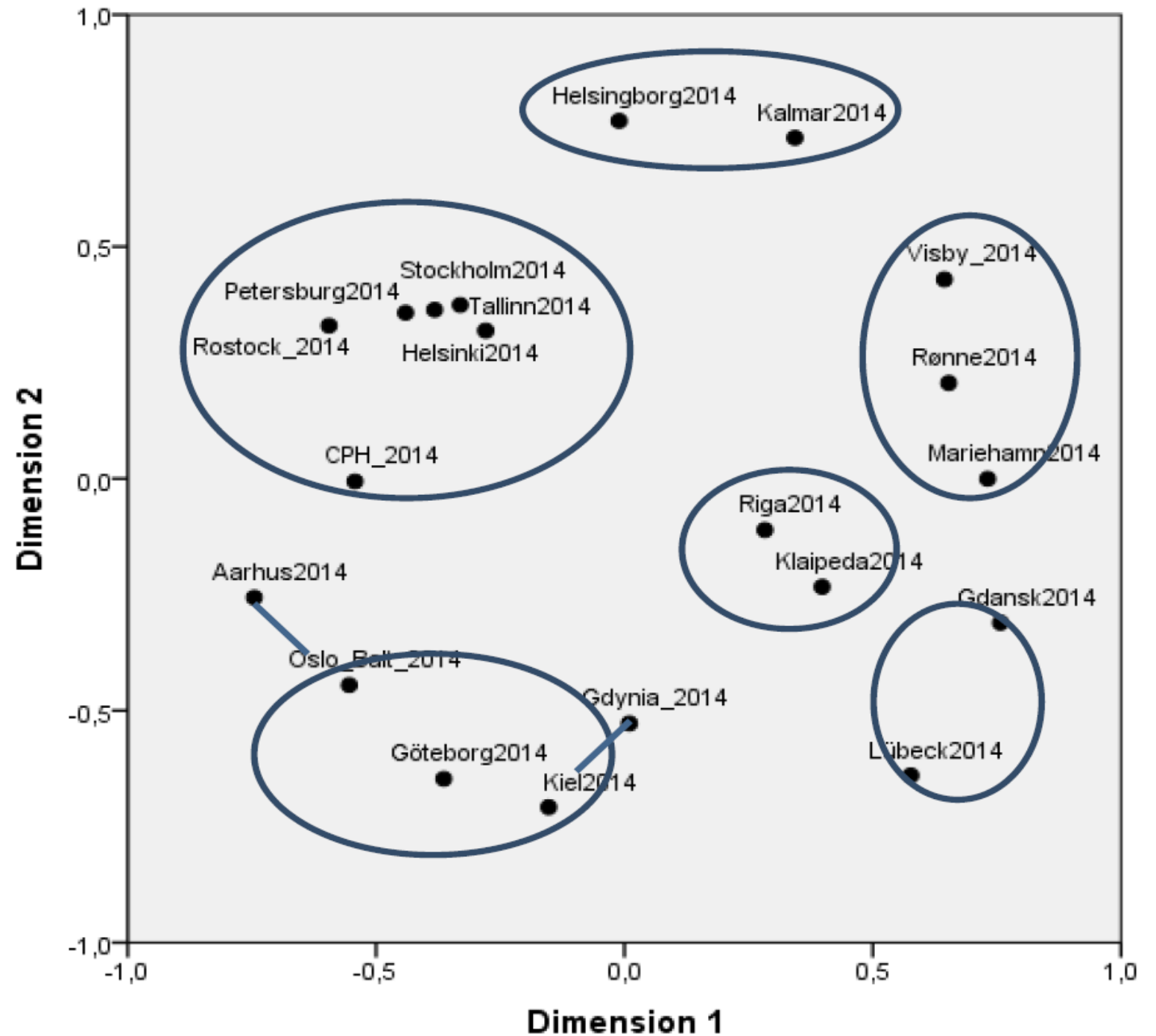# Ports called at before or after Rønne, 2004-2014

Some correlations, based on frequency of calls by 81 ships to 20+ ports in 2014

	Rønne2014	CPH_2014	Aarhus2014	Kiel2014	Rostock_2014	Lübeck2014	Gdynia_2014	Gdansk2014	Stockholm2014	Visby_2014
Rønne2014	1	-,145	-,080	,126	-,144	,163	,155	,170	-,011	,527**
CPH_2014	-,145	1	,131	,292**	,580**	-,092	,172	-,083	,544**	,021
Aarhus2014	-,080	,131	1	-,049	,188	-,062	-,075	-,037	,187	-,075
Kiel2014	,126	,292**	-,049	1	-,122	-,077	,460**	-,076	-,057	-,058
Rostock_2014	-,144	,580**	,188	-,122	1	-,100	,150	-,105	,765**	-,157

Graphical illustration of correlations (proximities)

Multi-dimensional scaling (MDS) diagram

Important to give cruise visitors a good experience, since previous cruise ships are the main driver for "this years" calls.

1) Rønne 2013
2) Visby 2014

	Rønne2014	Rønne2013
Rønne2014	1	,643[**]
Rønne2013	,643[**]	1
Rønne2012	,267[*]	,467[**]
Rønne2011	,500[**]	,698[**]
Visby_2014	,527[**]	,283[**]
Mariehamn2014	,443[**]	,009
Klaipeda2014	,355[**]	,433[**]
Klaipeda2015	,255[*]	,431[**]
Riga2014	,255[*]	,461[**]