

The Opportunities and Challenges in the North

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The North Atlantic Islands



The Icefjord in Greenland's West Coast. (Ilulissat)



“Cruise” the North Atlantic

In **1835** a sample advertisement appeared in the first issue of the *Shetland Journal*. Under the heading “To tourists” it proposed an imaginary *cruise* from Strommness in Scotland round Iceland and the Faroe Islands.

It is said that the journal’s founder, Arthur Anderson, invented the concept of cruise.

Cruise development in Iceland

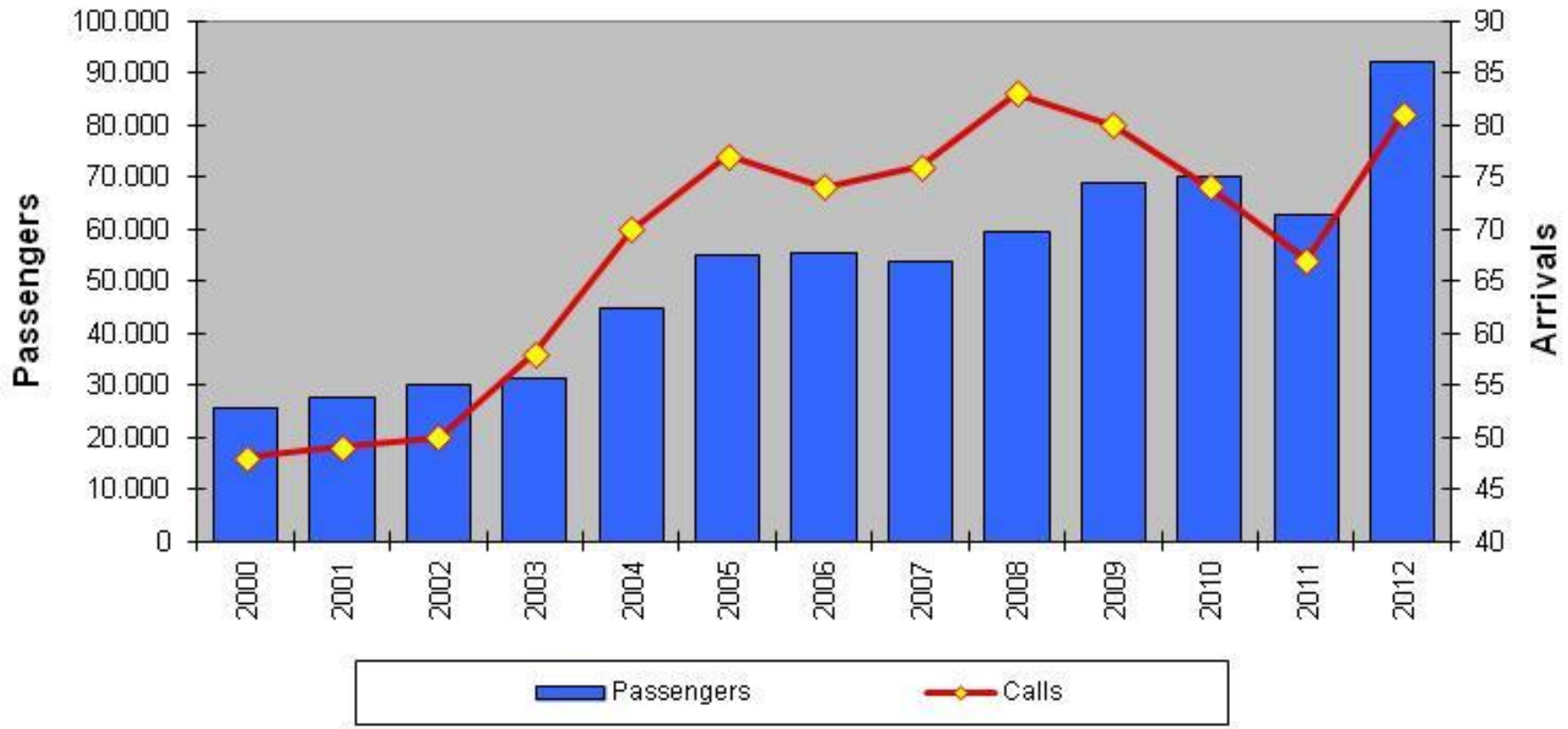
- 1905 the first cruise ship arrives in Reykjavik and Akureyri – the Prinzessin Viktoria Luise
1906 – the German cruise ship Oceana arrived from Hamborg and the Shetlands and left for Isafjörður and Akureyri heading for Spitzbergen. 300 passengers were onboard, German and USA.
- A horserace and a concert was organised by the ship's agent to entertain the guests.
- 1914 The First World War began

Arrivals of Cruise Vessels and total number of passengers to Reykjavik

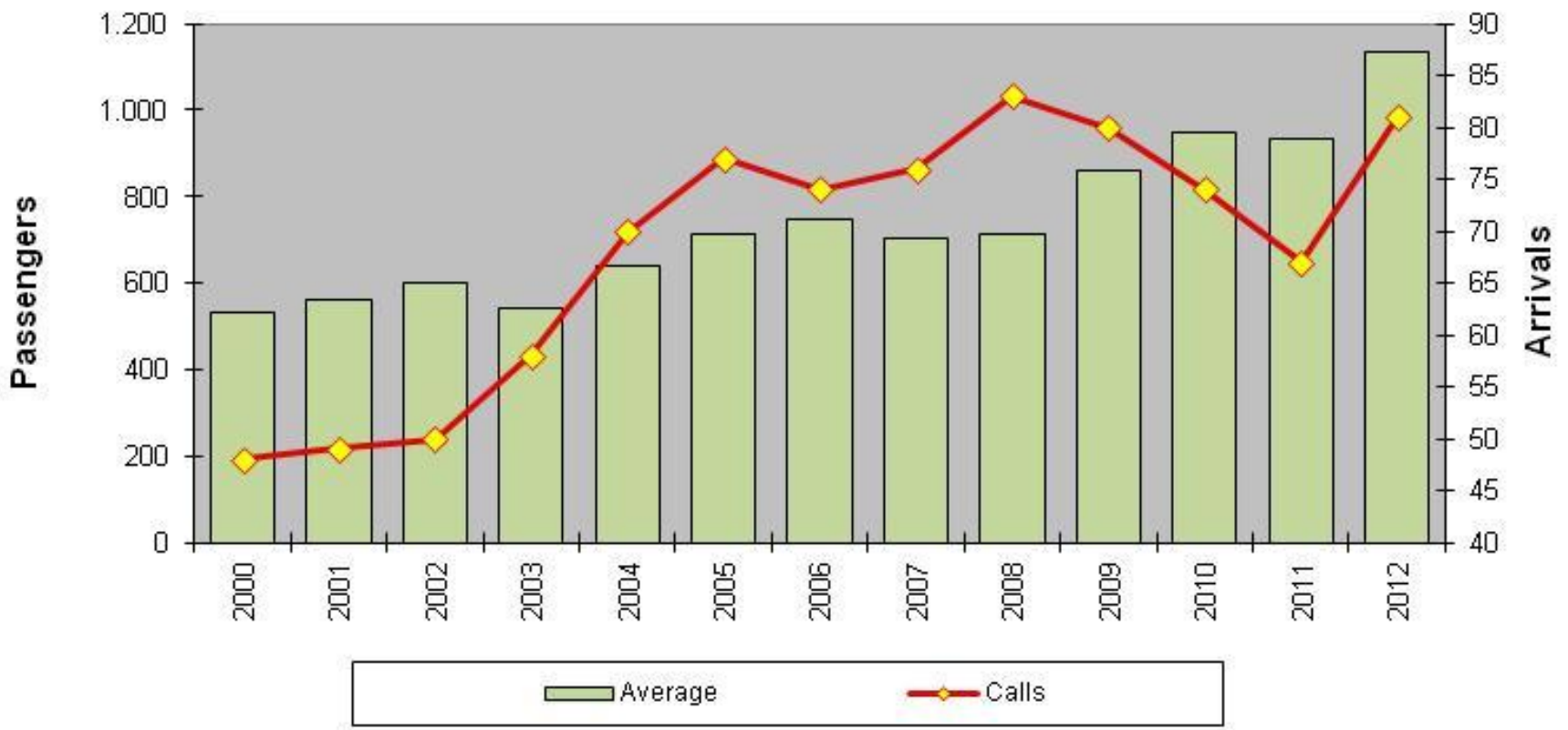
Nationality	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Germany	10.345	10.175	12.707	13.022	19.275	21.817	22.119	20.604	20.841	21.404	25.564	22.378	35.039
USA	5.844	7.907	8.509	6.660	6.428	8.095	7.550	5.528	8.531	15.774	10.917	10.695	14.400
England	5.678	4.985	5.037	6.574	11.453	13.582	15.383	17.265	17.537	16.987	13.859	13.536	22.754
France	1.892	1.412	329	1.689	1.816	1.742	1.903	2.658	1.451	1.550	3.354	2.963	3.031
Holland	186	348	576	628	767	452	547	404	1.415	977	1.383	819	1.196
Russia	0	0	0	555	179	660	595	238	531	243	264	257	330
Canada	377	484	690	534	658	828	1.559	874	1.294	2.243	1.271	1.997	2.424
Switzerland	247	493	321	444	735	777	560	607	1.035	947	931	1.315	1.608
Austria	289	296	253	317	396	513	805	616	743	862	965	1.127	1.389
Belgium	66	557	476	133	583	586	170	427	581	540	612	627	463
Norway	13	30	12	44	19	27	24	275	50	69	68	102	209
Australia	71	113	184	44	106	203	286	370	455	499	625	1.041	2.468
Italy	48	40	80	40	1.018	1.689	1.215	1.031	1.296	1.336	2.192	1.270	1.093
Spain	25	34	47	15	241	486	492	462	693	828	4.682	345	624
Sweden	64	18	90	8	23	35	51	371	179	415	765	391	117
Other	431	682	766	557	933	3.303	1.964	1.799	2.676	4.193	2.681	3.810	4.809
Total	25.576	27.574	30.077	31.264	44.630	54.795	55.223	53.529	59.308	68.867	70.133	62.673	91.954

Arrivals	48	49	50	58	70	77	74	76	83	80	74	67	81
Average	533	563	602	539	638	712	746	704	715	861	948	935	1.135

Arrivals of Cruise Vessels and total number of passengers to Reykjavik



Average number of passengers per vessel and number of calls to Reykjavik



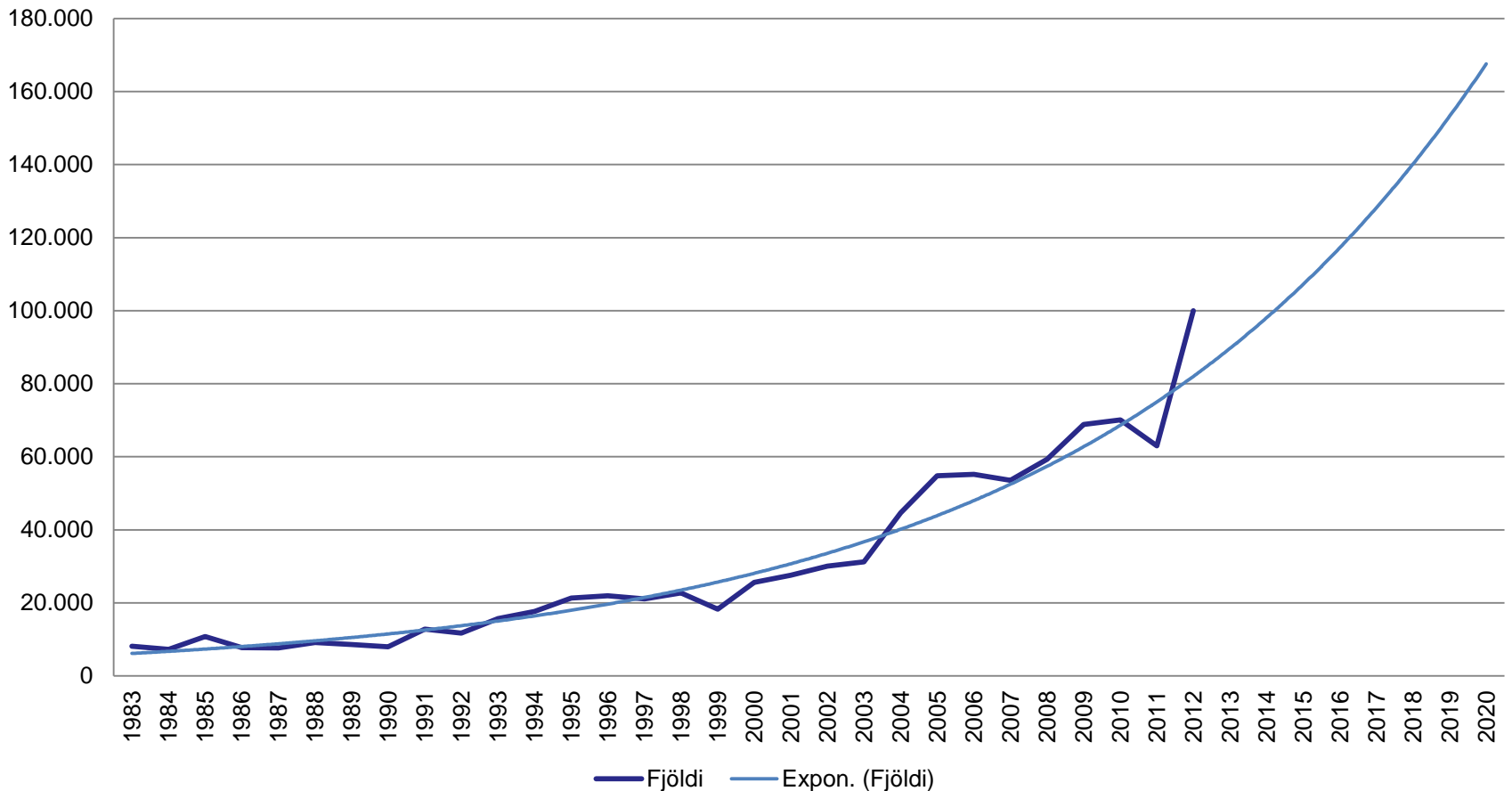


Opportunities in the North!



How much cruise do we want?

Forecast pax to Reykjavik on the fit the line method



A luxury Yacht





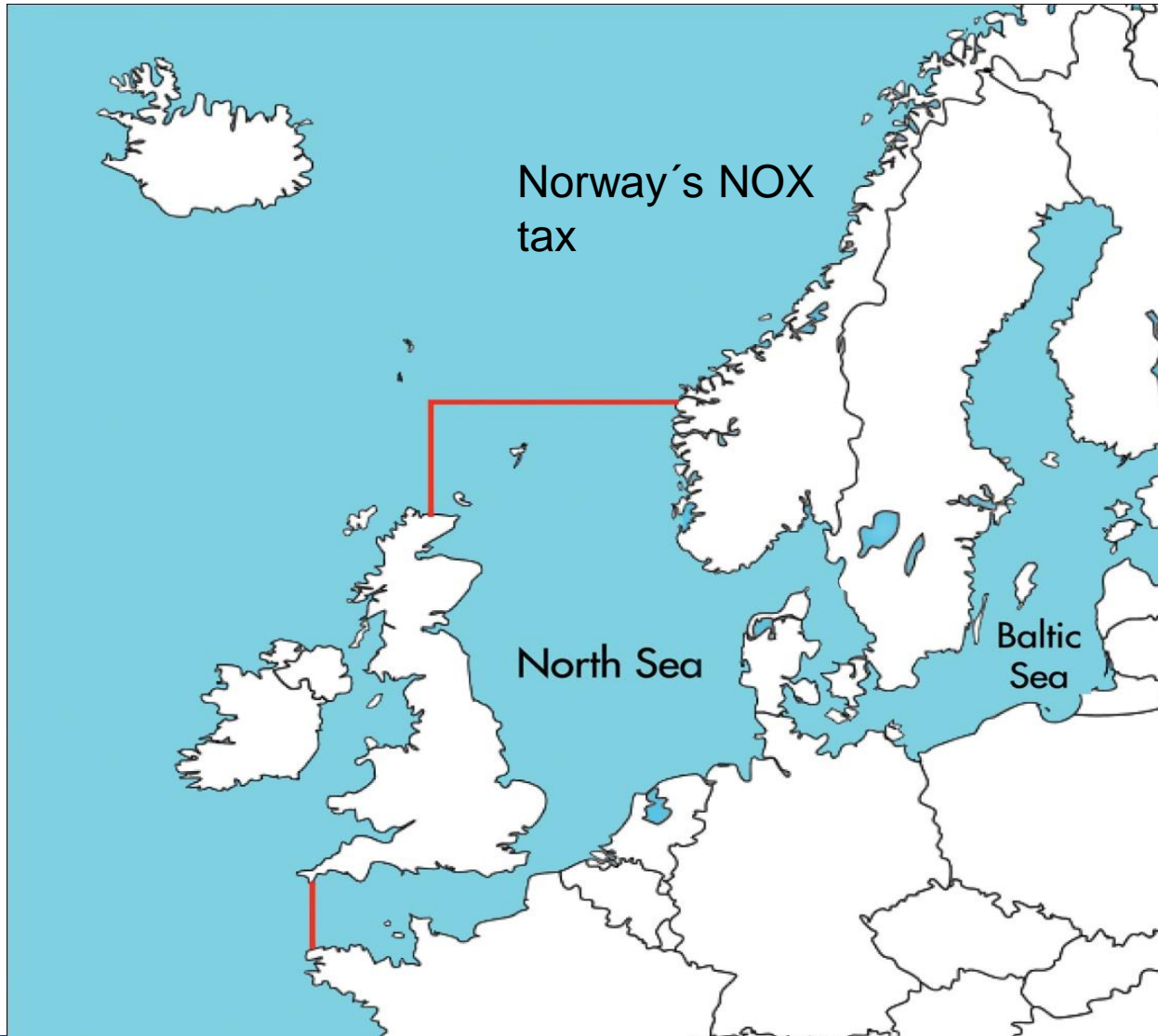
Octopus is a 126 m megayacht owned by Paul Allen, the co-founder of Microsoft

Skipppers de Islande



Sailing boats visits to the North are increasing

SECA - Sulfur emission control area



Cruise benefits the North

- Remote and isolated areas benefit
- Guests that visit on a cruise are likely to visit again and spend more time in the area
- The infrastructure is already in place, such as the harbour, and a cruise visit is an **additional** revenue without additional cost
- A successful visit by a cruise vessel brings about a positive word of mouth promotion for landbased tourism



Do we make money?

Survey on the economic impact of cruise visiting Iceland in 2009

	Number of pax 2009	Pax purchases	Number of crew 2009	Crew purchase	Total in Euroes
Akureyri	47.598	€66,70	20.897	€8,69	€3.356.380
Reykjavik	68.867	€76,83	30.990	€158,00	€10.187.472
Seyðisfjörður	8.299	€81,15	3.735	€6,67	€697.554
Total #	124,764		55,622		€14.241.406

Challenges in the North

- Maintaining sustainable tourism
- Mass tourism - Mass tourism is the act of visiting a destination with large amounts of people at one time, and the study of the effect that large amounts of people can have on a particular destination
- Congestion in ports and most visited places on land

Safety and Security

- much larger ships
- rescue capability from shore very limited
- landbased infrastructure not sufficient for the rescue operation
- harsh environment an unpredictable weather conditions

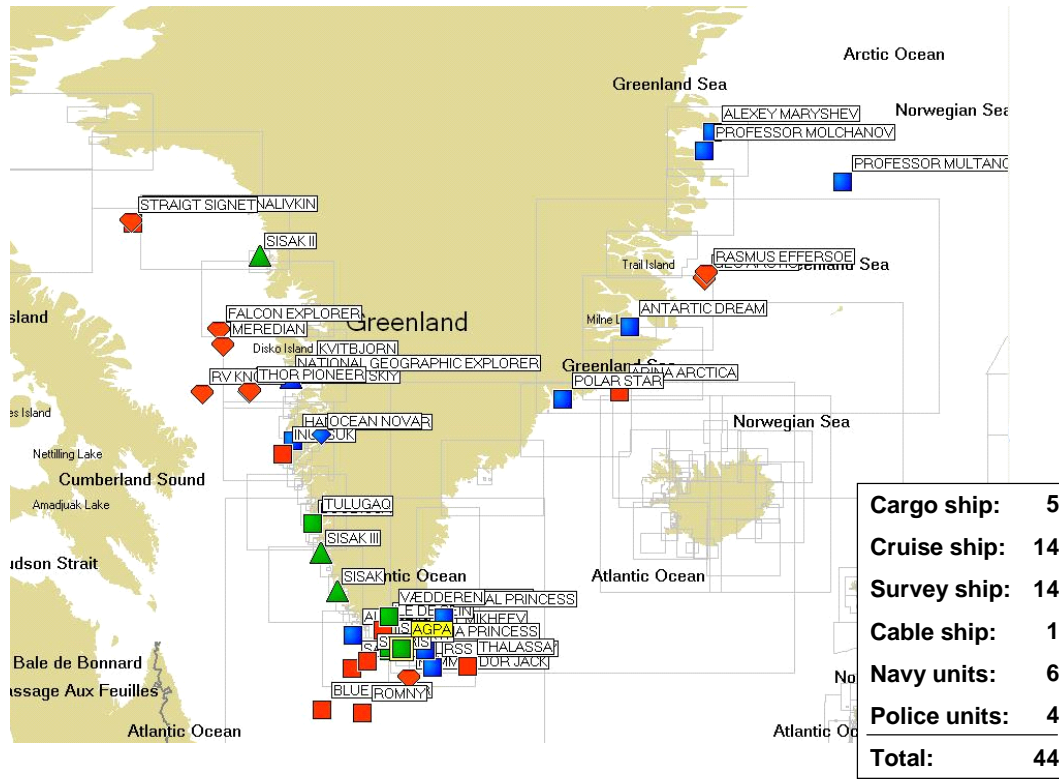




**The Costa Luminosa in Ilulissat, Greenland 2010
3.300 passengers and crew**

Today and Future. ?

Overview 8th September 2008



NAME	ON BOARD	1	2	3
Fram	425			
Ocean Nova	275			
Polar Star	130			
Albatros	205			
Antarctic Dream	120			
Vistamar	400			
Akademik Shokalskiy	82			
National Geographic Explorer	150			
Boudicca	1.450			
AIDAaura	1.650			
Royal Princess	1.150			
Sea Princess	2.800			
Quest	73			
Crystal Symphony	1.525			
Saga Ruby	1.075			
Professor Molchanov	70			
Aleksey Maryshev	65			
Professor Multanovskiy	70			
Crown Princess	4.200			

Total 15.640 passenger and crew on 14 cruise vessels in one day in Greenland

Change of wind – Port of Qaqortoq 2 hours difference





Thank you