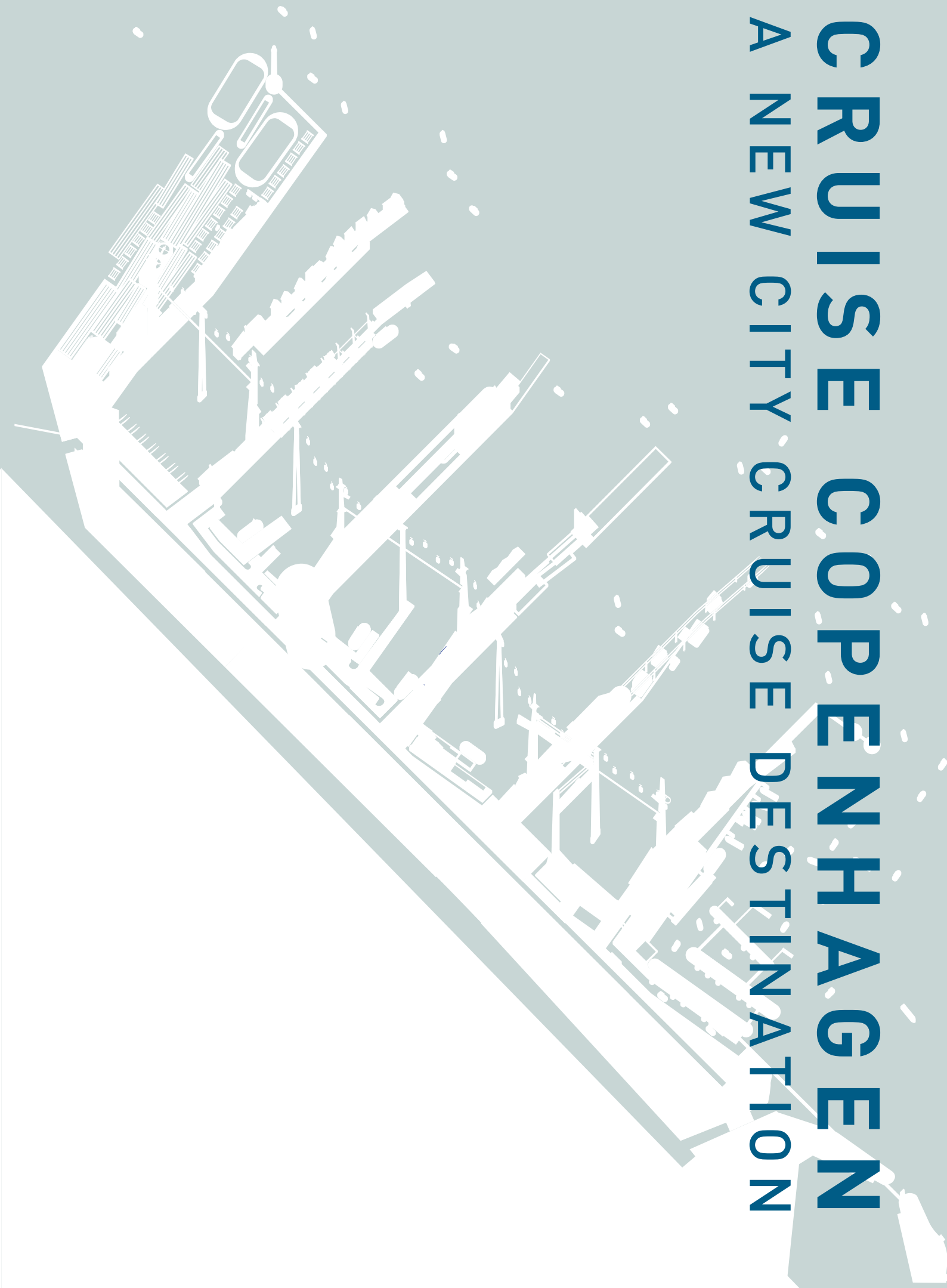


# CRUISE COPENHAGEN

## A NEW CITY CRUISE DESTINATION





## CRUISE COPENHAGEN

is a new cruise strategy and development for the city of Copenhagen.

The cruise industry is the fastest growing worldwide travel sector, with an estimated 21 million passengers taking a cruise in 2013.

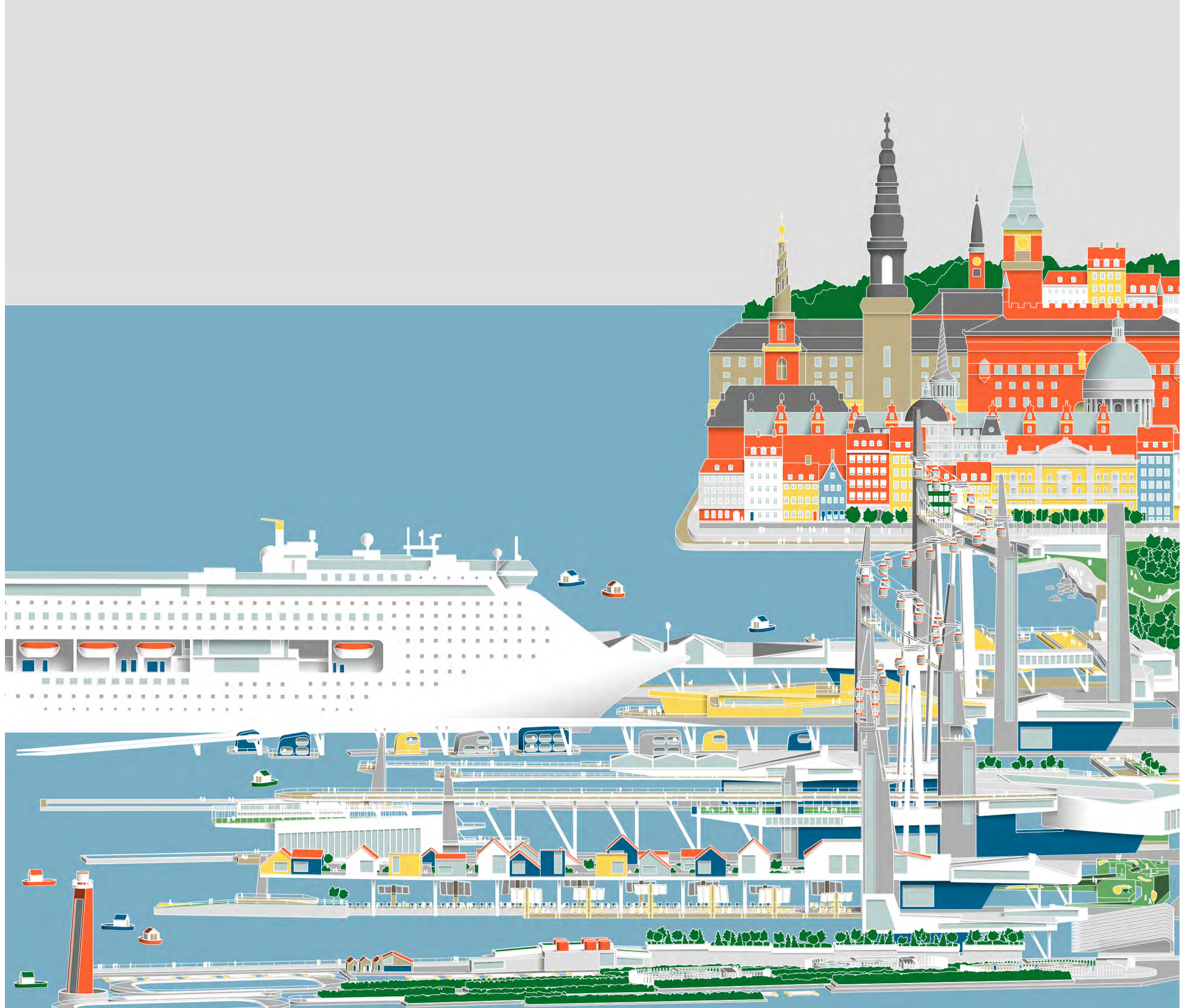
Copenhagen is the largest port in the Baltic, often called the “gateway to Scandinavia”, with the second largest number of revenue passengers per year in Northern Europe, after Southampton. It has been voted “Europe’s Leading Cruise Port” four times, between 2005 and 2011, and is currently undergoing a £62 million port redevelopment project, which will provide the city the facilities to accommodate ten ships (over 40 000 passengers) simultaneously.

Denmark’s tourism industry has been unstable since its decline in the 2007 recession, however its cruise industry has been growing steadily. Currently 9.6% of international tourists visiting Copenhagen are cruisers.

Due to the detached, isolated, all-inclusive nature of cruises, the industry offers relatively low economic benefits to the ports visited by cruises compared to land-based tourism. For cruise passengers, the ship itself is the destination, and so some passengers choose to remain on the ship whilst it docks in various port destinations along its route. Ships rarely dock in cities overnight – cruisers generally a window of between 2 and 7 hours to explore the destination before reboarding. During this time cruisers often take guided bus tours organised by the cruise operator or affiliated companies in the city, closing them off from the possibility of interacting with the people and culture of the city, and reducing the benefits for local industries and businesses.

Cruise Copenhagen represents a new opportunity for both the city and the cruise industry. Through the expansion of the city’s cruise port and the development of two inner city sites, a new destination is created for cruisers, tourists and residents alike. The scheme hopes to improve the ship/city relationship, allowing Copenhagen to benefit from its growing cruise industry.

Using Copenhagen as a test-bed, the scheme presents a revolutionary shift in the way the cruise industry operates in the port cities visited by ships, by addressing the social, economic and environmental issues currently associated with cruising.







## A TEST-BED FOR CRUISE DESTINATIONS WORLDWIDE

The cruise industry is the fastest growing worldwide travel sector, achieving growth of over 2100% since 1970. It is therefore extremely important that the social, economic and environmental issues currently associated with the industry are addressed.

Cruise Copenhagen is a test bed for a revolutionary scheme which hopes to address the problems that come with cruising, and build on and enhance the potential benefits to the cruise industry, passengers, destinations and residents.

Future developments may see this framework being implemented in popular cruise destinations worldwide, transforming cruise culture and boosting portside areas.



## WHY COPENHAGEN?

Copenhagen is already a successful cruise destination. In 2012, 372 cruise ships visited the city. It is the largest cruise port in the Baltic and has the second largest number of revenue passengers per year in Northern Europe, giving the Cruise Copenhagen scheme the capacity to significantly influence the global industry. The city's £62 million port redevelopment project provides an excellent opportunity for this re-think in the way the cruise port should operate. The scheme, as it accommodates not only for cruise visitors, will give a boost to Denmark's unstable tourism industry.

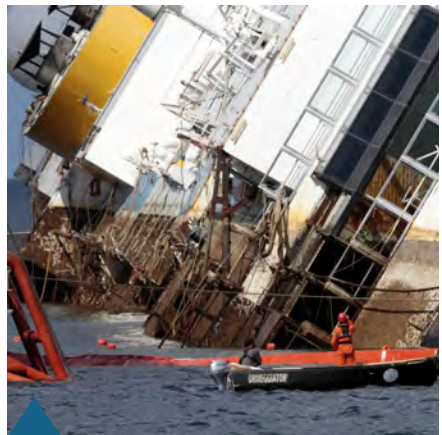
Denmark, along with its Scandinavian neighbours, has a reputation as a forward-thinking country, and Copenhagen is one of the 'greenest' cities in the world, thus is the perfect base for a scheme which hopes to overhaul the current cruise situation, setting an example for investing in a more socially, economically and environmentally responsible future.



## A FRESH START FOR THE CRUISE INDUSTRY

The cruise industry has received bad press in recent years, with stories of ships capsizing, being stranded for days, housing outbreaks of diseases, dumping waste and sewage. Cruise liners are able to violate many major U.S. and European rules and regulations by registering their ships in other countries. In a world where many tourists and travellers are looking for culturally enriching, eye-opening experiences, and the importance of environmental sustainability is commonly known, the cruise industry is earning an unfavourable reputation.

The Cruise Copenhagen project offers cruise corporations the opportunity to turn over a new leaf by affiliation with the scheme. In return for clean power, safe disposal of waste, reduced port fees and a boost to their reputations, the cruise corporations will agree to hand power over the cruisers whilst in port to the city itself, by closing certain on-board facilities and putting an end to cruise-organised guided tours.



**21 million**

passengers took a cruise in 2013.

There are over **2000**

cruise ports of call worldwide.

There are **284** ocean-

going cruise ships currently in operation.

The cruise industry is worth

**\$100 billion**



# IMPROVING THE SHIP / CITY RELATIONSHIP



Copenhagens new Langelinie Cruise port will be able to accomodate

## 10 ships.

In peak season, there could be

## 40 000 passengers

arriving in Copenhagen.

Passengers generally have

## 2-7 hours

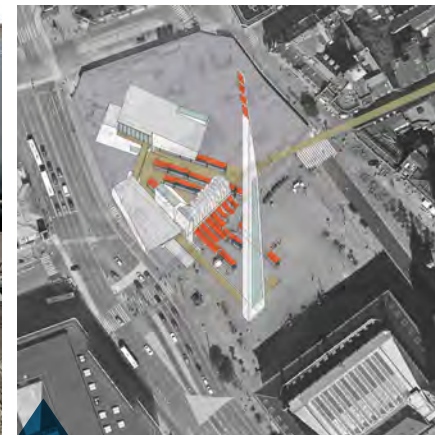
to spend in the city.



### USING EXISTING TRANSPORT INFRASTRUCTURE

The existing public transport infrastructure in the city will be extended to provide a direct link between the new Langelinie cruise port and the city center.

Canal tour boats will carry cruisers, residents and tourists between the port and the ferry terminal at Kongens Nytorv, one of the city's major public squares. Buses will transport visitors between Rådhuspladsen, the town hall square in the heart of the city, and the port.



### BRINGING CRUISERS INTO THE CITY

Two inner city sites will be developed as part of the scheme, encouraging cruisers to venture into the city, for the benefit to local businesses. These developments - Kongens Ny-park, a cultural center and new park space, and Rådhus Market, an entertainment and market space - will act as focus points for cruisers on their journey through the city. They are situated at the ferry terminal at Kongens Nytorv and the bus station at Rådhuspladsen, both major public squares.

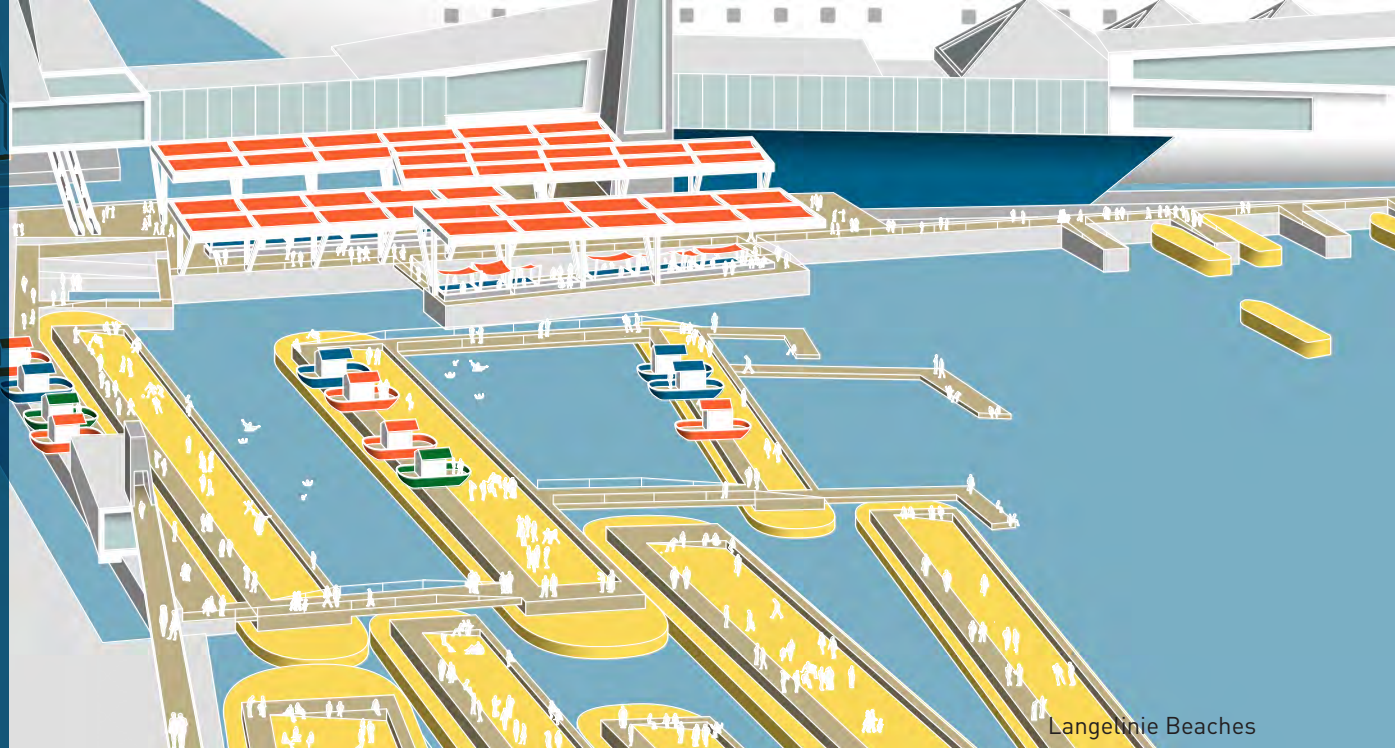


### NEW FACILITIES FOR THE CITY

The Cruise Copenhagen developments provide facilities not only for visiting cruisers, but for residents of the city. Locals will benefit from the duty free shopping center, sports center, waterside park and new city beaches at Langelinie cruise port. Kongens Ny-park provides the city with a new cultural centre for exhibitions, and a flexible event space, as well as a youth club. Rådhus Market offers a new performance space alongside a school of performing arts, and a New Nordic Cookery school.



# PROVIDING YEAR-ROUND OPPORTUNITIES



Langelinie Beaches



Christmas at Kongens Ny-Park



Langelinie Cruise Port

## Seasonal Adaptations

The cruise season in the Baltic runs from mid June to late August, with a small number of Christmas cruises in December. The Cruise Copenhagen scheme adapts to accommodate for this short peak season, ensuring that it continues to provide advantages and opportunities to residents and visitors throughout the year.



### CONFERENCE CENTRE

A new conference center barge will travel between Pier 2 at Langelinie cruise port and the canals of the city center, hosting business and media events. Conference centers are well known as income generators for a city's tourism industry.



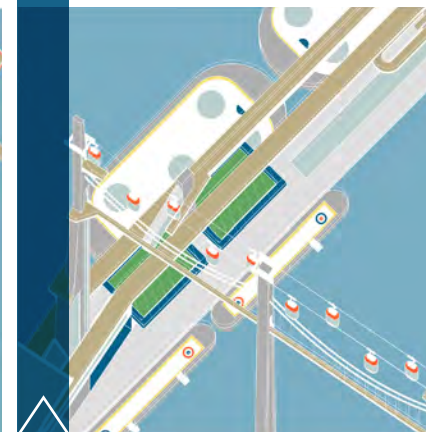
### ICE SKATING

The beach pontoons at Langelinie cruise port will be flooded and converted into ice skating rinks in winter, as will the moat surrounding the cultural center at Kongens Ny-park.



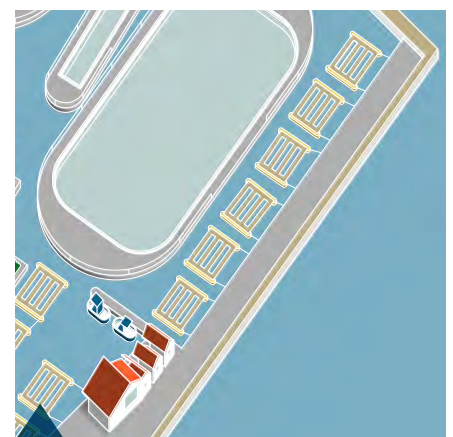
### HOTEL UNITS

Hotel barge units will provide accommodation for cruisers beginning or ending a cruise in Copenhagen at Pier 2 of Langelinie cruise port in peak cruise season. In winter, they will disperse into the city center and along the coasts providing accommodation for other visitors.



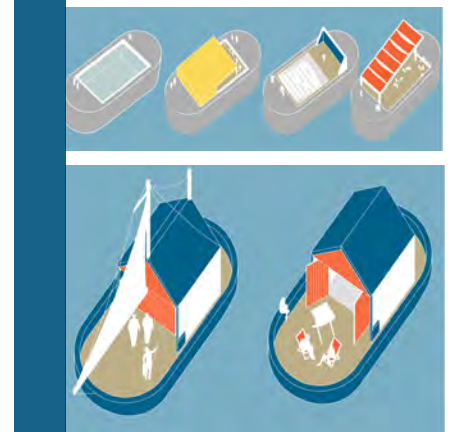
### SPORTS

A new sports center will be open year round at Pier 4, providing the city with a competition-sized velodrome, 5-a-side football pitches, grass tennis courts, an olympic sized swimming pool, lido, gym, ice hockey and curling rinks.



### FISHING

The rainbow trout farm at Pier 6 of Langelinie cruise port operates a year-long cycle, transferring trout between freshwater and saltwater pools as they grow, before being harvested in autumn. When not in use the floating pools are drained and used as ice hockey and curling rinks in



winter, and bathing pontoons, pop-up cafés and performance spaces in summer. New fishing boats provided as part of the scheme are used to fish for sea trout in the Øresund in autumn and spring. In summer they are converted into beach huts.



# GREEN COPENHAGEN, GREEN CRUISE



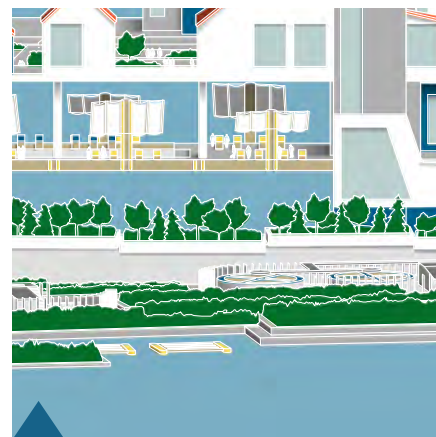
An average weeks cruise produces



**95m<sup>3</sup>** sewage



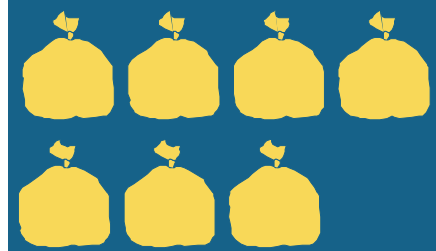
**541m<sup>3</sup>** grey water



## SEWAGE

A sewage treatment plant situated on Pier 6 of Langelinie cruise port will handle the treatment and safe release of the vast amounts of sewage generated by the cruise ships. Reed beds surrounding the plants will add a further level of filtration and cleaning to the water that is released from the plants.

This organised and efficient method of handling the cruise ships' sewage will discourage the dumping of sewage in the sea which, although technically illegal, is still unfortunately carried out.



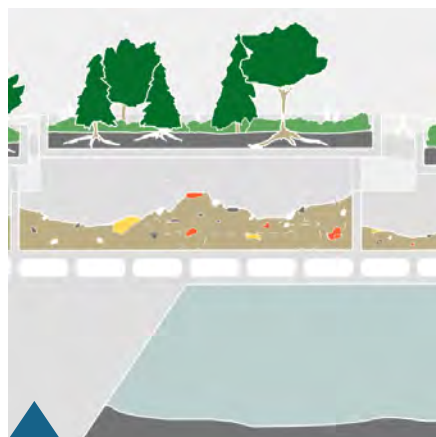
**7 tonnes** rubbish + solid waste



**26m<sup>3</sup>** oily bilge water



**57 l** toxic chemicals



## WASTE

The enormous amount of waste produced on the cruise ships will be collected and transferred to waste storage tanks on Pier 6 where it will be sorted and either composted, transferred to the biomass generator, or safely disposed of.

This will ensure that waste is disposed of in accordance with the city's strict recycling policies, and will again discourage ships from dumping waste unsafely.

Over a 12-hour berthing period a large cruise ship uses

**14 MW** energy  
which is 2% of the energy consumed by the whole of San Francisco over the same time period.

**17 000 l** fuel



**3** wind turbines over 24 hours can power 1 large ship for a 12-hour berthing period.



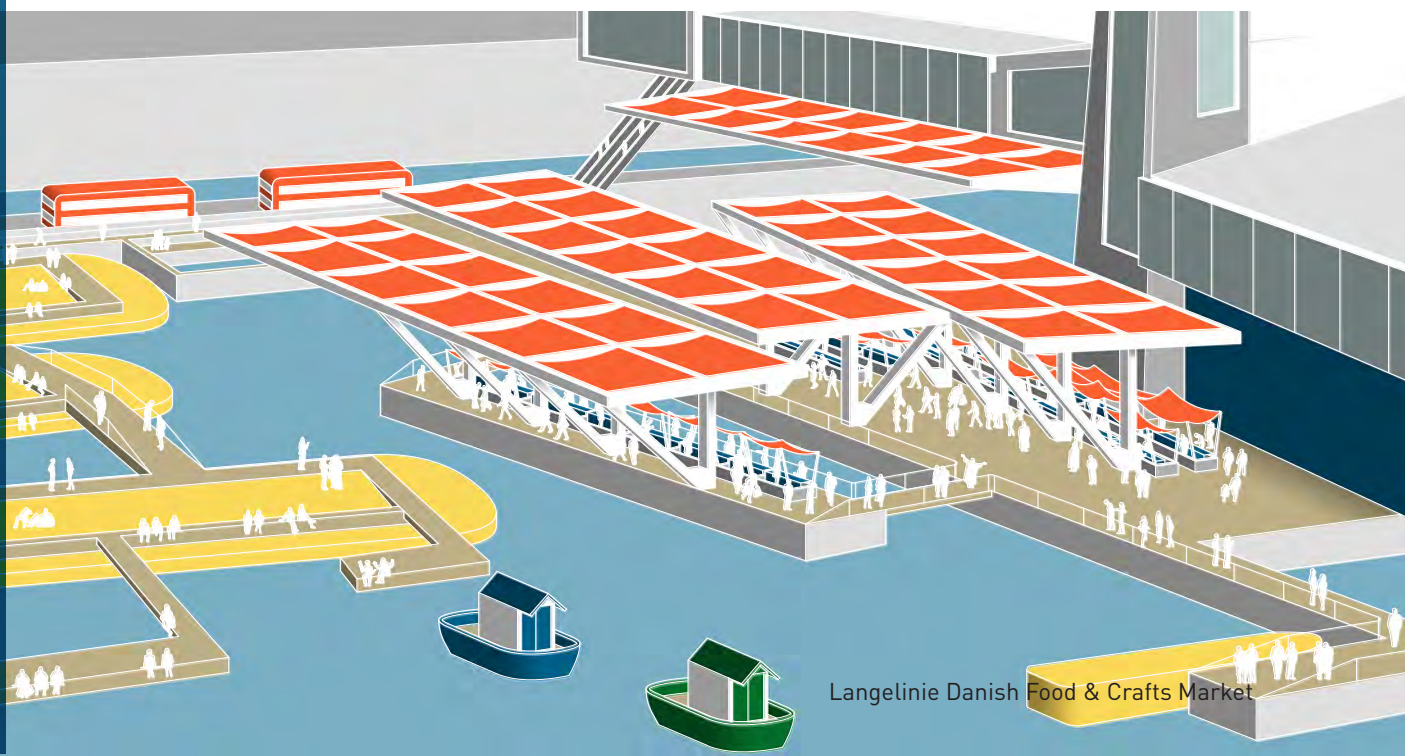
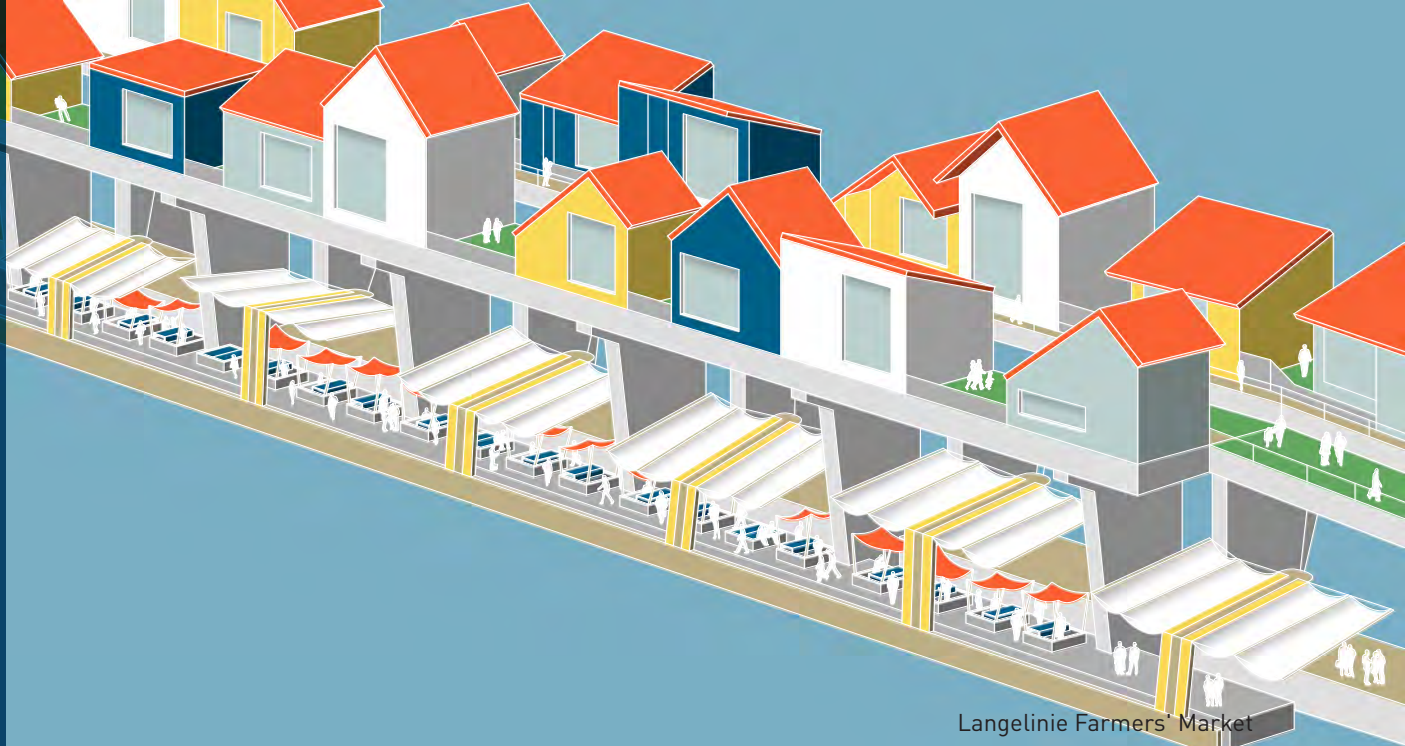
## ENERGY

Ships will be supplied with 'clean' power whilst at berth in Langelinie cruise port, to reduce the amount of fuel used whilst the ship is stationary.

As well as the power supplied by the biomass energy generator, power generated by a new off-shore wind farm will be used. Large cruise corporations will be given the opportunity to purchase three wind turbines in this farm, which will be able to supply power to one ship whilst at berth.



# SUPPORTING LOCAL ECONOMIES



To feed its passengers for a week, a large cruise ship requires...

**1372 kg** prime rib



**3200** steaks



**294 kg** chicken



**975 kg** lobster



**60480** bacon rashers



**23750** prawns



**5600** hotdogs



**7350** burgers



**4014 kg** flour



**19500** potatoes



**3250** bagels



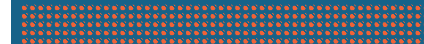
**22500** slices white bread



**32500** Danish pastries



**964 kg** cake mix



**39675** pieces of fruit



**1175** gallons milk



**1000** gallons juice

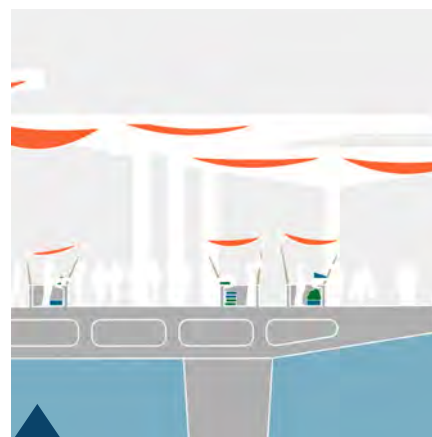


**953 kg** coffee



All commercial enterprises in the Cruise Copenhagen scheme will be owned and run by local residents, forming part of a cooperative. This will ensure that all money spent by cruise passengers when they visit the scheme will be fed directly into the city and community.

Cruise operators will be encouraged to purchase supplies and resources from the city. A new industrial farmers' market at Pier 5 allows local farmers to sell produce to ships, whose weekly food requirements are vast (see left).



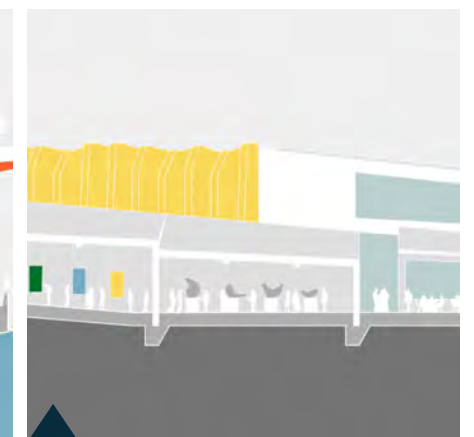
## SHOPPING

As well as the industrial food market, the scheme also includes Danish food and crafts markets at Langelinie cruise port and Rådhus Market. Pop-up boutiques at Rådhus Market will be available to be rented out by local tradesmen and the duty free shopping center will sell Danish produce.



## EATING

Food markets, cafés and restaurants in the scheme will all be run by locals and sell local produce. A New Nordic Cookery School at Rådhus Market will put on events in a pop-up inflatable New Nordic restaurant.



## CULTURE

A new art gallery will be provided at Kongens Ny-park, as well as a hireable event space and exhibition space. A new performance space at Rådhus Market will be provided for the new School of Performing Arts, who will put on shows on peak cruise days.



## FISHING

The local fishing industry will be boosted by the introduction of a new rainbow trout farm and mussel farm. Boats will be provided for sea trout fishing in the Øresund. Recreational fishing also takes place on Pier 3.