

European Cruise Ports Associations Strengthen Cooperation and Present Joint Survey Findings at Seatrade Europe in Hamburg

The Strategic Alliance of European Cruise Ports Associations reaffirmed its strong collaboration during Seatrade Cruise Europe 2025 in Hamburg, underscoring the importance of sustainable growth, innovation, and resilience across the cruise industry.

The associations came together for the panel session “European Port & Destination Associations: Community Engagement in Port Cities”, moderated by Figen Ayan, Founder of Ayan Consulting and European Commission Expert, where they presented the main findings of their joint survey on the Impact of Cruise Tourism on Destinations. The panel featured Theodora Riga, President of MedCruise; Simone Maraschi, Chair of Cruise Europe; Kay Greenway, Director of Cruise Britain; Klaus Bondam, Director of Cruise Baltic; and Monica Berstad, Managing Director of Cruise Norway.

Launched collectively earlier this year, the survey sought to better understand the challenges posed by increasing tourism pressures on infrastructure, the environment, and local communities across Europe. The objective was to gather insights from member ports and destinations, identify best practices, and advocate for policies that support both the tourism sector and community well-being.

The results provide valuable insights into current trends and priorities:

- Management and restrictions – Most ports currently have no significant restrictions on cruise arrivals.
- Sustainability and environmental measures – Destinations are investing in infrastructure, tourist dispersal, and green initiatives such as shore power and environmental fees, though the pace of implementation varies.
- Collaborative sustainability efforts – Many ports are working closely with cruise lines and local stakeholders to develop sustainable shore excursions and diversify attractions beyond city centres.
- Investment in greener solutions – Ports are increasingly implementing green measures, reinforcing their commitment to long-term environmental performance.
- Strong economic contribution – Cruise tourism continues to generate significant revenue for local businesses and create employment in the tourism sector.
- Cruise tourism, in terms of volume, accounts for only a very small share of the overall tourism handled by most of our members.

In addition to the panel, the Associations held a dedicated meeting during Seatrade Cruise Europe to review their joint initiatives and discuss next steps. Looking forward, they confirmed their determination to continue working together on key areas such as environmental performance, data sharing, and community engagement — ensuring that Europe’s cruise destinations remain competitive, attractive, and sustainable.