

Scottish politicians hosted on Fred. Olsen's Balmoral

Cruise Britain joined Cruise Lines International Association and Fred. Olsen Cruise Lines when they hosted a delegation of Scottish politicians on board Balmoral last week to highlight the benefits of cruising to Scotland.

The visit, in partnership with the Cross-Party Group for Maritime and Shipbuilding from the Scottish Parliament, saw the Members of the Scottish Parliament (MSP) receive a tour of the vessel in Rosyth, Edinburgh. They met with representatives of CLIA, Fred. Olsen, Cruise Britain and Cruise Scotland and discussed the work of the industry in bringing tourism to Scotland.

The visit also marked an opportunity to discuss the work that the cruise industry is doing as part of its pursuit of net zero by 2050.

'We were delighted to welcome the delegation of MSPs on board Balmoral in Rosyth, where she will be spending most of her summer season,' commented Peter Deer, MD, Fred. Olsen Cruise Lines. 'Scotland has long been an important area for Fred. Olsen, with Scottish ports continuing to be popular destinations with our guests. It was a pleasure to showcase our relationship with the region...'

Chair of the Cross-Party Group for Maritime and Shipbuilding Paul Sweeney MSP, said, 'The cruise industry has played a vital role in bringing tourists to Scotland for decades, and its fast growth in recent years has cemented it as a key part of Scotland's tourism economy.'

He described the programme on board the ship, stating, '...we discussed a number of ways in which we could deepen the value of the cruise supply chain in Scotland, from improving port facilities with green shore-side power, to winning more cruise ship refit and conversion work, promoting Glasgow as a world-leading centre of crew training for cruise lines, and using the marine engineering research base of our universities for the development of zero-emission ship propulsion systems.'

Andy Harmer, CLIA MD for UK and Ireland, said, 'The economic impact of cruise can be seen across the UK, and it was a pleasure to meet with MSPs on the Balmoral to highlight how our industry benefits Scotland.'

He added, 'Scotland is an extremely attractive country to visit due to the diversity of the country, its vibrant cities and its natural beauty. Cruise passengers often visit parts of the country that are rarely reached by other tourists, and it was a pleasure to meet with the MSPs to discuss the benefits that this brings to Scotland.'