

## European cruise associations bring over 400 ports and destinations into strategic alliance

Five European port and destination cruise associations have announced a strategic alliance marking a significant step forward in regional and international collaboration focussed on developing sustainable solutions to tourism and environmental challenges. Cruise Baltic, Cruise Britain, Cruise Europe, Cruise Norway and MedCruise bring over 400 ports, destinations and industry service providers into a collaborative new initiative designed to support the continuing sustainable development of the European cruise industry.

As leaders in the European cruise port community, the associations recognize the importance of working together to create innovative and sustainable solutions that ensure the long-term viability of European ports and destinations while protecting the environments and communities that are key to cruise tourism.

By pooling resources, expertise and experiences, this strategic alliance aims to promote best practices across the region and strengthen collective efforts to minimise environmental impacts and develop cruise tourism responsibly. The alliance looks to increase work with key stakeholders both within the wider cruise community and externally, and to support all members in their work across the European cruising areas.

The alliance will initially focus on two primary areas that together can support the creation of a model of sustainable tourism.

- Developing strategies to better manage the flow of cruise passengers in popular destinations, ensuring that cruise tourism remains a positive force for local economies and cultures while minimizing pressure on infrastructure and ecosystems.
- Sharing best practices on the adoption of greener technologies such as shore power, alternative fuels and waste management solutions, that can further reduce the environmental footprint of cruise tourism.

The alliance is committed to advocating for a responsible approach to cruising. An approach that delivers for guests, respects communities, protects natural heritage and fragile environments and contributes positively to local economies.

Klaus Bondam, Chair, Cruise Baltic said: "Cruise Baltic is proud to be a part of this new and strong alliance in Europe. An alliance that will set new standards for the dialogue and cooperation within cruise tourism. For us, responsible cruising is a given. So is realizing that we share challenges with colleagues all over Europe. This is an important step to find solutions to these challenges, and hopefully, we can serve as an example for other cruise destinations all over the world."

Ian McQuade, Chair, Cruise Britain said: "Cruise Britain is proud to be a part of this new initiative that will support the sustainable growth of the cruise sector in the wider European cruise region. This alliance strengthens our collective ability to address our common challenges through shared best practice and transparent communication, and we look forward to working with our new partners."

Simone Maraschi, Chair, Cruise Europe said: "As Chair of Cruise Europe, I am proud to support the new alliance between European cruise port associations, focused on advancing sustainable cruising. This partnership is a crucial step in addressing the environmental challenges of our industry, driving innovation, and sharing best practices to reduce our impact on the planet. This alliance strengthens our collective commitment to making cruising a model of sustainable tourism across Europe."

Together, the five associations have made this comment: "As an alliance of European and Mediterranean cruise ports and destinations represented by Cruise Baltic, Cruise Britain, Cruise Europe, Cruise Norway and MedCruise, we're focused on promoting sustainable growth within the cruise industry. We understand the common challenges our members and partners face and we believe that we can find innovative solutions by working together with all stakeholders in a transparent fashion; these solutions will work to ensure that the cruise industry and all our environments from urban to rural can coexist in harmony with other forms of tourism.

Acknowledging the current concerns about overtourism in some European destinations, our priority is to develop and promote strategies and messaging that facilitate the cruise sector in striking a successful balance between tourism and communities. By joining forces and working together with cruise lines and other key stakeholders, we are committed to advocating for a responsible approach to cruising - one that delivers for our guests, respects our communities, protects our natural heritage and fragile environments, and contributes positively to local economies."