How do We Create Effective Dialogue amongst Cruise Lines, Ports and Cities – The Case of the North-Western European cruising region

Introduction
The North-Western European region includes areas such as the south of Brittany facing the English Channel, the German coastline facing the North Sea, The Netherlands, Belgium, The French Atlantic and North-Western Spain and Portugal.

The area offers unique experiences within a variety of area such as; history, culture, art, nature and gastronomy and includes more than 60 ports and destinations with a mix of marquee destinations, small and medium sized ports and destinations as well as boutique destinations.

List of ports and destinations considered to be part of the region:
- **Germany**: Hamburg, Emden, Bremen, Bremerhaven, Heligoland
- **The Netherlands**: Amsterdam, Rotterdam, The Hague, Oudeschild, Harlingen
- **Belgium**: Zeebrugge, Antwerp, Gent, Ostend
- **The French Atlantic**: Rouen, Honfleur, Cherbourg, St Malo, Brest, Lorient, Belle-Ile, Nantes St. Nazaire, La Rochelle, Bordeaux, Le Havre, Caen, Bayonne, Hendaye, Dunkirk, Île de Groix, St Jean de Luz
- **North-Western Spain and Portugal**: Aviles, Bilbao, Ferrol, Gijon, Marin, Santander, San Sebastian, La Coruna, Vigo, Vilagarcia de Arousa, Porto, Lisbon
- **English Channel UK**: Southampton, London, Dover, Guernsey, Jersey, Bristol, Cowes (Isle of Wight), Dartmouth, Falmouth, Isles of Scilly, Portland, Harwich, Great Yarmouth, Fowey, Penzance, Plymouth, Poole, Portsmouth, Southwold, Torbay

The area has seen an increase in cruise activity on a yearly basis, but although the area is most commonly used as a repositioning area for cruise lines there are plenty of options to develop entire itineraries within the area in itself as a consequence establish the North-Western European area as a cruising region in its own right.

Facts
- Access to the top 2 source markets in Europe (UK and Germany)
- Close proximity to several major airport hubs with great international connections for other source markets
- Southampton and Hamburg are major homeports in the Northern Europe
- However, depending on the cruise brand ports like Bremerhaven, Dover, Le Havre, Rotterdam and Amsterdam are also commonly used as homeports
Examples of itineraries in the region:

- **AIDA Cruises, 7 days, AIDAmar, November 2019**
  - Hamburg — Southampton — Rotterdam — Le Havre — Zeerugge — Brest — La Coruña — Gijon — Bilbao — Oporto — La Coruña — Le Havre — Southampton — Hamburg

- **TUI Cruises, 13 days, Mein Schiff 3, August 2019**
  - Hamburg — Le Havre — Paris — La Coruña — Leixões — Porto — Lisbon — Le Havre — Bremerhaven

- **Oceania Cruises, 12 days, Marina, August 2020**
  - Southampton — Zeebrugge — Le Havre — Paris — La Rochelle — Bordeaux — La Coruña — Gijon — Bilbao — Oporto — Lisbon — Le Havre — Southampton

- **Fred Olsen Cruise Line, 12 days, Balmoral, August 2019**
  - London (Southampton) — Gien — Guernsey — London (Southampton) — Brest — Saint-Malo — Paris (Honfleur) — Saint-Malo — Brest — Southampton

- **Cunard, 6 days, Britannia, March 2020**
  - Southampton — Zeebrugge — Le Havre (Paris) — Southampton

- **Regent Seven Seas Cruises, 13 days, Seven Seas Explorer, May 2020**
  - Southampton — Zeebrugge — Le Havre (Paris) — Southampton

- **MSC Cruises, 8 days, MSC Preziosa, August 2019**
  - Southampton — Zeebrugge — Le Havre (Paris) — Southampton

- **Phoenix Reisen, 15 days, Albatros, September 2020**
  - Southampton — Zeebrugge — Le Havre (Paris) — Southampton

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1 Sources: **AIDA**, Phoenix Reisen, Cunard, MSC Cruises, Regent Seven Seas Cruises, Fred Olsen Cruise Line, Oceania Cruises, TUI Cruises

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Information Classification: General