Small Cruise Ship tourism development as initial development impulse for port and Inner City centre

a joint path from joint historical heritage to joint new urban and maritime future in benefit of Baltic Sea city centre port areas
How to influence a growing big business by city administration power?
How to develop a new exclusive market segment?

Problem:

- inner Cities harbours suffer mainly in decrease of maritime functions
- large cruise ships anchor at cruise harbours, mainly fare from Inner Cities
- cruise business still only focus to large scale cruisers and full service
- medium sized cities and their ports not touched (enough) by cruise business
How to influence cruise business development by city administration power?

**Problem:**
- Operators (esp. larger) often **control the whole touristic packages**
  - Own arrangements for shore excursions (e.g. bus excursions)
  - Leaving little money in the visited cities
  - Smaller operators more often seem willing to cooperate with local service providers
  - Package solutions / offers for the shore excursions are important
- Very **strict in judging** which destination / shore excursion works (attracts passengers) and which not
  - If not successful, not selected next time

**Solution:** Wismar, Rostock, Sassnitz; Szczecin, Gdynia, Karlksrona, Kalma founded with strong associated partners like Union of Baltic Cities a development network
Are the cities prepared for Small Cruise ships?  
-the case Rostock-

Regiopolis Rostock prepares its quantum jump; potentials given, plan and budget are given, first actions finalized
Rostock got the national award „national gardener exhibition“ (central and federal states grants in amount of app. 150 Mio € up to 2025)
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So lively is the Rostock city harbor just under a week in the year. For commercial small cruise ships, but also mega yachts and tall ships, the mooring is prepared near the old blue bridge crane. In just over 5 years, the pier will have lost its "parking lot charm" there.
Small cruise ship business (+ mega yachts and tall ships) needs in future exclusivity in an inviting urban environment.

Maritime function should be used as initial impulse for development of the port as integral part of the city.
More information under www.smallships.eu

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