Alma Prins
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BIOGRAPHY

Alma Prins' address, entitled 'Growth of cruise: blessing or curse' will take a snapshot of the benefits for the city and region, whilst also taking into consideration the challenges for sustainable development, that this continued growth brings.

With Amsterdam being named 'Port of the year 2015' and 'Destination of the year 2016', its cruise team are ideally placed to highlight to participants the opportunities that the cruise sector can bring to ports. Never far from mind, though, is the need to develop the cruise sector sustainably and to involve all stakeholders in that development to ensure buy-in and the consideration of all aspects for not only the port but also the city and the passengers participating.

GROWTH OF THE CRUISE INDUSTRY – BLESSING OR CURSE?

Good morning ladies and gentlemen,

Welcome to Amsterdam! I hope you had a good journey to the capital of the Netherlands. A capital with a long and entrepreneurial history. A city which arose and developed because of its port. This makes Amsterdam a crossroads between a living and an industrial environment. It is therefore the perfect location for the GreenPort Congress. Port of Amsterdam is honoured to welcome you for its 12th edition.

My name is Alma Prins and I am the Commercial Manager Cruise at Port of Amsterdam. Together with Passenger Terminal Amsterdam, our cruise terminal, we promote and provide the cruise business in Amsterdam. Port of Amsterdam focuses on both types of cruising: sea and river cruise. We distinguish ourselves by having terminal and docking facilities in the very heart of the city centre. As many of you know, the cruise business is growing every year. We see an increase in number of calls and passengers, bigger ships and many new builds for the future. This is also the case in Amsterdam. We are very happy with this development.

I believe that cruise passengers are the ideal tourists for a city. They are very interested in the history and culture of a city and spend a lot of time and money visiting museums and other

sights. Besides that, they often know exactly where the best shops are and they do not give the city nuisance in terms of crime. This part is definitely the 'blessing' of the business. The growth in the cruise business amplifies this blessing.

But this blessing has a downside as well: the rising number of ships and passengers can cause difficulties for a port or a city. Maybe you can call it 'curse', but I will opt for 'challenges'. All of you have to deal with adapting and improving sustainable port infrastructure to welcome even bigger and more ships, to deal with the emissions of cruise vessels, and the number of tourists a city is able to welcome. A port and the adjacent city have to focus on all important stakeholders involved in the cruise business.

These are not always easy topics to deal with. Therefore, I am glad that these topics will be covered during this congress. It is always useful to share information and to learn from each other's experiences.

I wish you a pleasant and an instructive day. At the end of the day I will invite and welcome you at our office to have a drink together!