

SESSION THREE

IMPROVING CRUISE SHIP TERMINALS

Cruise facilities for Harlingen Port - a new cruise port

Anna Venema

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BIOGRAPHY

Anna Venema holds a double Master degree in European Studies, specialisation in regional marketing. She started her professional career in 2008 in the health industry as a policy advisor for a health insurance company in the cure (commercial) and care (non commercial) department. Main tasks were to draw up a total new strategy and policy for the integrated health care and to execute a market analysis of the 'care market' of the health sector plus execute an analysis of the several smaller sectors of the 'care market'. In 2009 she became an account manager at a large tourist information board. The tasks were very diverse from maintaining a good relationship with stakeholders such as tourism and recreation companies, National Defence Ministry, the Forestry Commission and inhabitants of the area to initiate and execute projects to being a press instructor. In 2010 she was asked to join the policy advisor team of the municipality of Harlingen to take care of the tourism and recreation affairs. And in 2012 she became the project leader of Cruise Port Harlingen. As a project leader she had one clear task. Set up Cruise Port Harlingen from being unknown in the cruise industry to an attractive port with several cruise calls a year. Therefore she outlined the necessary changes in the harbour (dredging, quay, cruise terminal, ISPS regulations, customs, etc.), set up conferences, formed the Cruise Council of Harlingen, set up several trainings and courses in (cruise) hospitality for entrepreneurs and became the person of contact for all cruise lines.

ABSTRACT

Cruise Port Harlingen is new to the cruise industry. Harlingen was exploring business diversification opportunities and, through knowledge exchange with Lo-Pinod partners, realised the potential of opportunities in the cruise industry and further investigated the possibilities. Cruise line representatives like Hapag Lloyd, Seabourn, Silversea, etc., were invited for a site inspection and, after they had shown and confirmed their interest, the next step was to investigate what necessary facilities should be developed. Even though this has been investigated, it is still hard to know what these facilities will look like. Also, even in developing them, there is no guarantee that cruise ships will come in the future. Despite these uncertainties it has been decided to go ahead with Cruise Port Harlingen.

The old industrial quay will be fully transformed into a tourist area with a clear link to the local history. The cruise ships will be given the best location in the harbour. A floating quay will be developed, especially for the cruise ships to solve the 'problem' of a tidal harbour. The other necessary facility is a cruise terminal. Even though a thorough investigation has taken place on what this terminal should look like, and even though a place has been allocated to build this terminal, construction has not yet started. The main reason for this is the big question for which Harlingen do not yet have an answer: 'What would make a sustainable cruise terminal which works perfectly for cruise lines and the port authority?'