

A large, multi-decked cruise ship is shown at sea, viewed from a distance. The ship is white with dark accents and has a prominent funnel. The background is a hazy, overcast sky and calm water.

# **The cruise and ferry market in the Port of Genoa Competitive position and future development**



# Highlights

- **The characteristics of the Cruise and Ferry Market in brief**
- **The competitive position of the Port of Genoa**
  - **Statistical data**
  - **Terminal facilities**
  - **The passenger service and its impact on the port-city environment**
- **Future developments and plans**



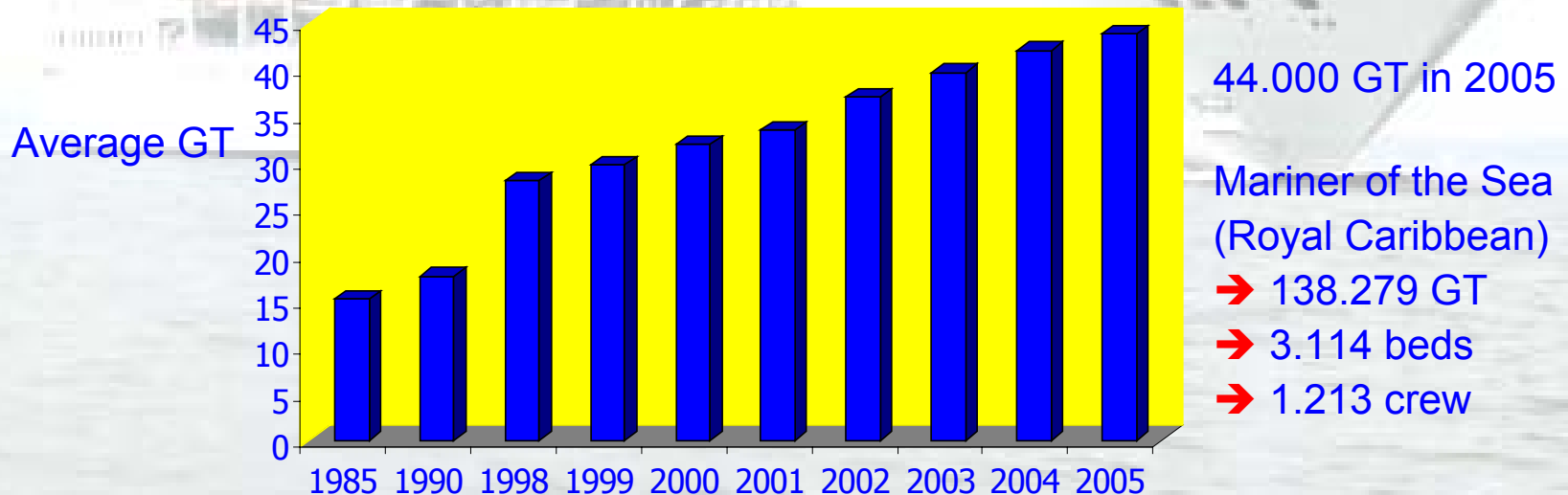
# The Cruise Market

- **The Mediterranean Cruise market has shown a considerable growth over the last 10 years**
- **The cruise product is developing with ships becoming bigger**
- **The international cruise business is becoming more concentrated every year**
  - **Three big cruise lines dominate more than 75% of the cruise market**



# Fleet development and size

	1985	1990	1998	1999	2000	2001	2002	2003	2004	2005	% yearly growth
N. of ships	147	170	225	235	243	254	257	258	266	263	3,0%
1,000 gt	2.241	3.013	6.307	6.987	7.772	8.505	9.529	10.246	11.188	11.544	9,4%
Average GT (in 1,000)	15	18	28	30	32	33	37	40	42	44	6,1%





# Destinations

DESTINATIONS	N. of Passengers
CARAIBI	5.800.000
MEXICO - HAWAY - CALIFORNIA	1.200.000
US EAST COAST	800.000
ALASKA	900.000
MEDITERRANEAN	1.800.000
NORTHERN EUROPE	700.000
REST OF THE WORLD	950.000

Source: G.P. Wild, 2004



# Concentration

<b>OWNER/OPERATOR</b>	<b>N. of Ships</b>	<b>1,000 GT</b>	<b>GT - % Share</b>
<b>Carnival Group</b>	<b>79</b>	<b>5.416</b>	<b>46,9%</b>
<b>Royal Caribbean</b>	<b>29</b>	<b>2.481</b>	<b>21,5%</b>
<b>Star Cruises</b>	<b>16</b>	<b>963</b>	<b>8,3%</b>
<b>Mediterranean Shipping Cruises</b>	<b>7</b>	<b>308</b>	<b>2,7%</b>
<b>N.Y.K. Cruises</b>	<b>4</b>	<b>197</b>	<b>1,7%</b>
<b>Radisson Seven Seas Cruises</b>	<b>5</b>	<b>181</b>	<b>1,6%</b>
<b>Disney Cruise Line</b>	<b>2</b>	<b>167</b>	<b>1,4%</b>
<b>Louis Cruise Lines</b>	<b>10</b>	<b>150</b>	<b>1,3%</b>
<b>Pullmantour</b>	<b>4</b>	<b>127</b>	<b>1,1%</b>
<b>Thomson Holidays</b>	<b>3</b>	<b>106</b>	<b>0,9%</b>
<b>Oceania Cruise</b>	<b>3</b>	<b>91</b>	<b>0,8%</b>
<b>Silversea</b>	<b>4</b>	<b>91</b>	<b>0,8%</b>
<b>Others</b>	<b>97</b>	<b>1.268</b>	<b>11,0%</b>
<b>TOTAL</b>	<b>263</b>	<b>11.546</b>	<b>100,0%</b>

Source: ISL Bremen, 2005; ships of 1,000 GT and over



# The Ferry Market

- **The Ferry Market is characterised by the short sea connections in the Mediterranean**
- **Within the Mediterranean Italy and in particular the port of Genoa are the major origins and destinations of ferry activity**
  - **Connections with the islands of Sardinia, Corsica, Sicily, Elba, etc.**
  - **Connections with the Western Mediterranean Ports of Call: Barcelona, Valencia, Marseilles, etc.**
  - **Connections with the Ports of the Southern Mediterranean**
- **The Ferry Market is a well-established one arising from the characteristics of market demand**



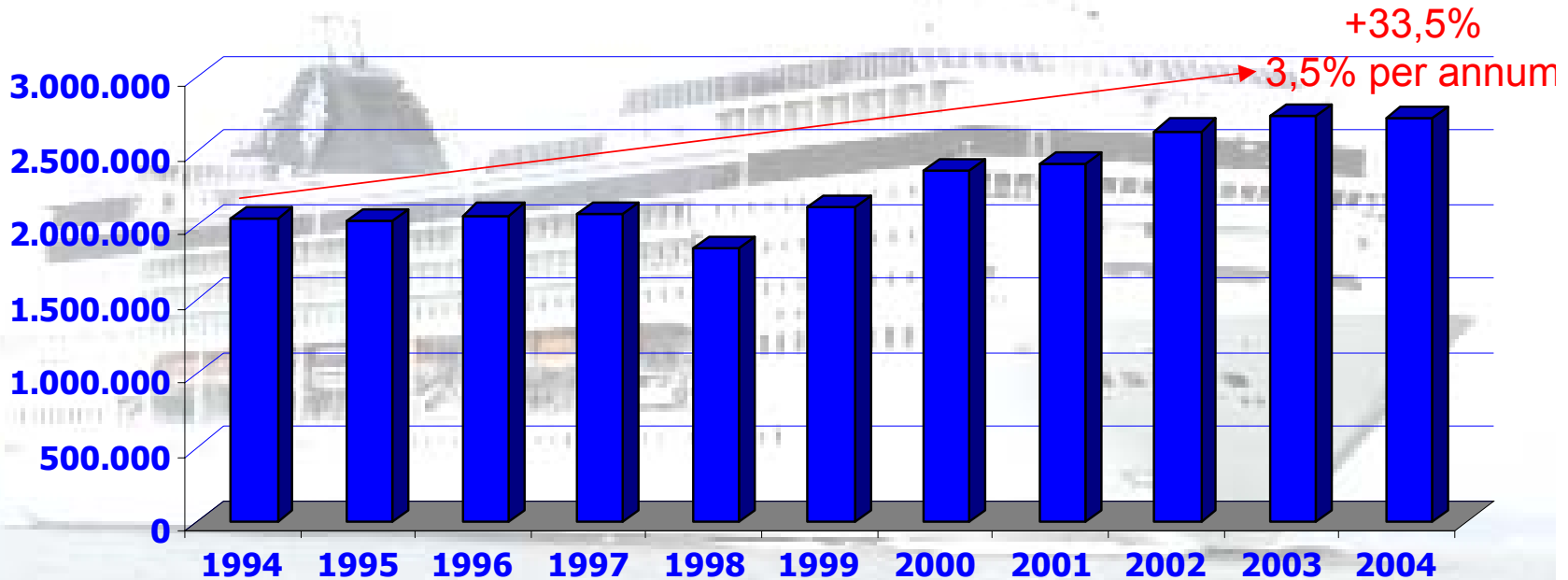
# The Ferry Market

- **From one side market demand is connected to the touristic attractiveness of the resort**
- **On the other hand the efforts of the shipping companies to attract new customers has been successful**
  - **Differentiation of services**
  - **The fast-ferry market**





# Port of Genoa - Traffic development Ferry



X'1000 of units

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Ferry	2.044	2.029	2.068	2.080	1.846	2.118	2.368	2.410	2.640	2.734	2.728

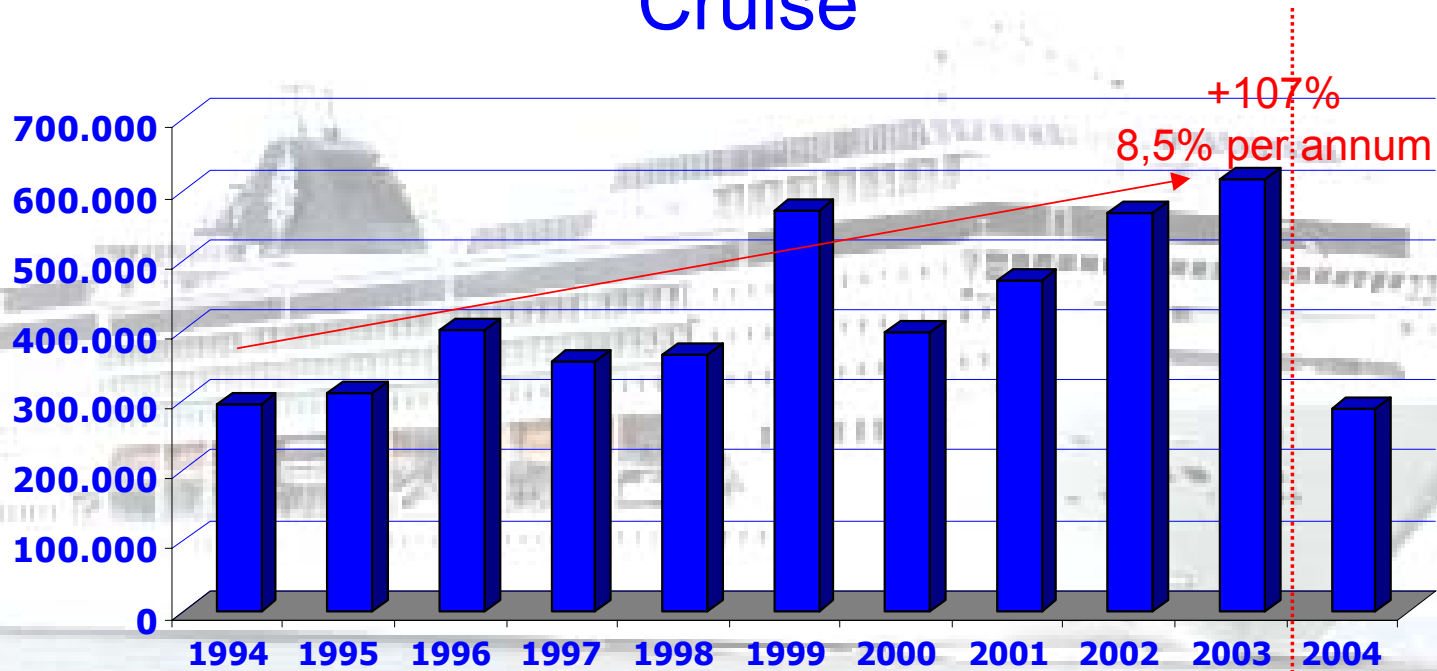


# Port of Genoa – Ferry Destinations





# Port of Genova - Traffic development Cruise



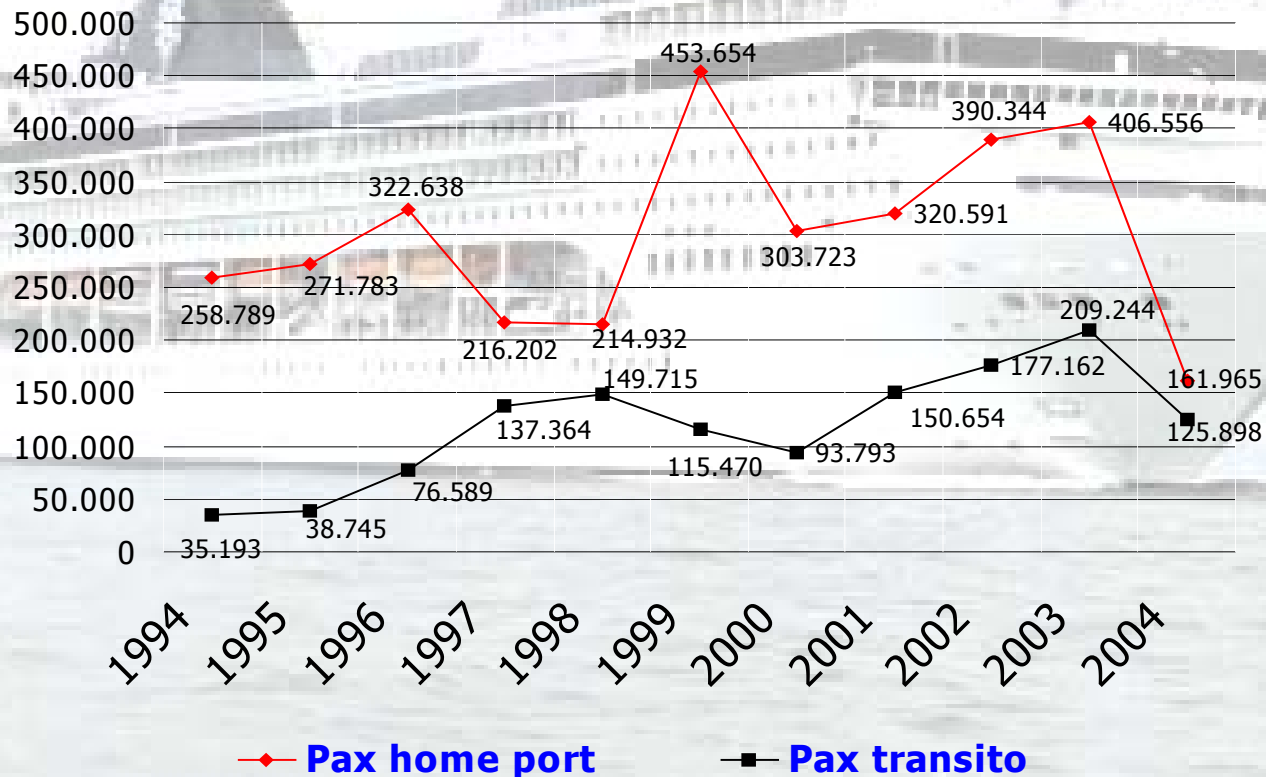
X'1000 of units

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Cruise	294	311	399	354	365	569	398	471	568	616	288



# Port of Genova - Traffic development Cruise

## CRUISE PASSENGERS - HOME & TRANSIT 1994 - 2004





# Cruise and Ferry Terminal



Stazioni Marittime S.p.A. is partially owned by the Port Authority of Genoa



“Ponte dei Mille”  
Cruise Terminal

“Terminal traghetti”  
Ferry Terminal

Is much more than a center for handling cruise passengers

It offers the facilities for use as an exhibition and conference center

Was conceived as a modern facility designed to handle large numbers of ferry passengers

With the added benefits of a commercial center





# Cruise and Ferry Terminal

## Ponte dei Mille

- 3 berths for cruise ships
- Length – 145-300 metres

## Ponte Doria

- 2 berths for cruise/ferry ships
- Length – 230 metres

## Ponte Carracciolo

- 12 berths for ferry ships

**Flexible use of terminal**



# The Cruise Market

## The Port of Genoa

### Strengths



- 👉 The development of the Cruise Market will have a strong positive impact on the shipyard sector
- 👉 Genoa and its port continue to be an important location for shipping companies
- 👉 Stazioni Marittime is a company partially owned by the Port Authority of Genoa and passenger handling is considered to be part of its public service mandate
- 👉 Stazioni Marittime operates to a very high standard
- 👉 The entire operation is part of an integrated service system and area

### Weaknesses



- 👉 The percentage of “home-passengers” is still high compared to the “transit”
- 👉 This means that Genova is not yet perceived as a “tourist destination” like Rome, Venice, Naples
- 👉 The strategy of shipping companies towards the passenger
- 👉 There is the need of thinking a new strategic approach



# The Cruise Market

## Future developments for the Mediterranean and for the Port of Genoa

- **Within the Mediterranean market Italy today is the prime cruise destination**
- **In the past cruise destinations in the Mediterranean grew at a very high rate**
  - **4.252.000 passengers handled in 2004**
  - **an estimated growth of up to 5 million in 2005**
- **Genoa is among the most important ports of call which include Civitavecchia, Venezia, Napoli, etc.**





# The Cruise Market

## Future developments and plans

**Ponte Parodi**  
**“La piazza sul mare”**





# The “Ponte Parodi” project

- The “Ponte Parodi Project” is an integral part of the waterfront development plan
- The Development Committee launched an “Open Competition” for a design of the territory
- On the base of the “winner concept” we are now at the financial planning stage
- Included in the new design there is the development of a new cruise terminal