



strategy

cruise
port
amsterdam

2020/2030

Introduction

Cruise Port Amsterdam is responsible for handling sea and river cruises in Amsterdam.

Since January 1st, 2022, Cruise Port Amsterdam has been operational. However, this is not the beginning of its history, as it is already a lot richer under the name Passenger Terminal Amsterdam.

In the year 2000, Passenger Terminal Amsterdam was opened as the first multipurpose cruise terminal in Europe. Built as both a passenger terminal for sea cruise, and a venue for business events.

After the opening, Passenger Terminal Amsterdam started with about 75 calls per year. These were mainly seasonal and came between 09:00 and 17:00. Over the years, the number of calls gradually increased and arrival and departure times became much more variable.

Rebranding

Since 2022, river cruise has been added as a business unit. Because river cruise passengers do not use the terminal, it was decided to work with a new universal name; Cruise Port Amsterdam. This will be used for all cruise-related business. However, the building and event venue will keep the name Passenger Terminal Amsterdam.

Steady course

The rebranding will not affect the strategic course set in 2020. This has been complemented by the river cruise strategy and now forms a single entity.

Recovery after pandemic

The short term is all about recovering after the corona pandemic. This has had a major financial impact on the entire tourism industry, including Cruise Port Amsterdam.

Bookmark

In this document you will read the strategy of Cruise Port Amsterdam for the period 2020 to 2030.

The strategic direction is set every ten years - or earlier if necessary. Due to the arrival of river cruise, adjustments to the current strategy were necessary.

The strategy is intended for the organization, supervisory board and shareholder to monitor ambitions and give direction on sustainable development, hospitality and adding value to the capital of the Netherlands and the region.

Cruise Port Amsterdam is responsible for handling ocean and river cruise in Amsterdam. We provide quality service and superior hospitality.

We stand for future-proof cruise tourism in Amsterdam by focusing on sustainable growth, hospitality and ecological responsibility in order to add value to the Capital of the Netherlands and the region.

Strategic pillars

The strategy of Cruise Port Amsterdam is based on three pillars. These have been formulated to monitor ambitions and give direction.



Adding value

Actively create conditions that add value to the economy, social environments and accessibility within Amsterdam and the region.



Sustainable development

Develop the building, facilities, processes and staff with a focus on sustainability, environment and fitting in the public space.



Hospitality

Creating optimal conditions for the shipping companies, their guests, crew and suppliers. By having a flexible attitude and by being a reliable business partner.

Adding value

This pillar focuses on creating added value to the economy, social environment and accessibility within Amsterdam and the region.

Active partner in dialogue

An important factor in this is investing in a good relationship with our stakeholders. Cruise Port Amsterdam positions itself as an active partner in the dialogue regarding (cruise) tourism, clean shipping and the development of the environment, has a flexible and open attitude and is always willing to think along.

Economy & Social environment

Cruise Port Amsterdam provides added value to the economy: through the spending of passengers, shipping companies and crew; the tourist tax and the creation of employment.

Some of Cruise Port Amsterdam's operations take place in areas around the city center. Cruise Port Amsterdam carries out its activities in such a way that both residents of berths and users of public space are not inconvenienced by the Cruise operation .

Accessibility

The activities of Cruise Port Amsterdam make partial use of public space. Cruise Port Amsterdam wants to work with the other users of public space to find sustainable solutions, to improve accessibility and reduce the pressure on public space.

Focus on turn-arounds

Turn-around visits provide more added value, especially through pre- and post-around stays.



Sustainable development

This pillar focuses on making Cruise Port Amsterdam future proof. The ambition for attracting tourism to Amsterdam has shifted from quantity to quality. Tourism brings pressure on public space in addition to added value. This pillar revolves around the balance between business development and pressure on the surrounding area and environment.

Capacity & selective growth

One factor in sustainable development is the limitation of growth. Cruise Port Amsterdam has to deal with available berths and a passenger terminal.

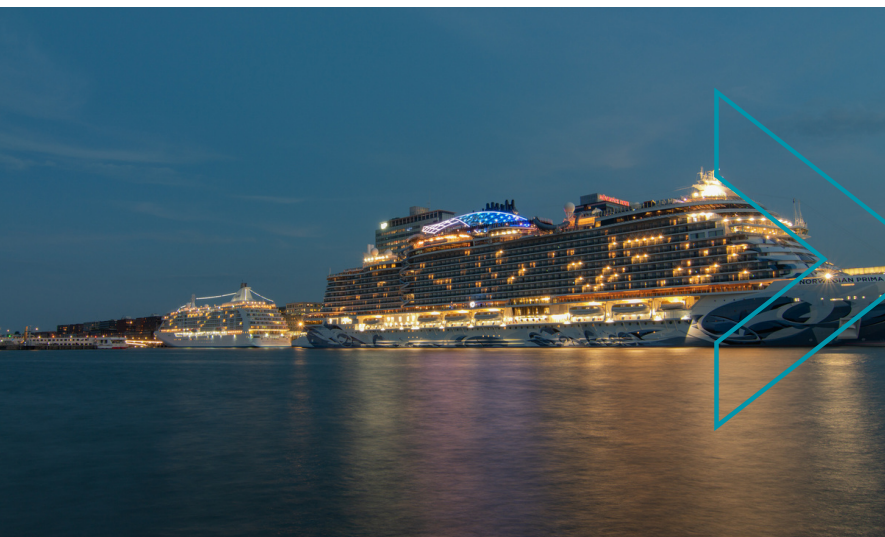
When deciding on growth and development, Cruise Port Amsterdam will respect this framework and use it as a starting point. In addition to capacity, selective growth will fulfill the pillar of sustainable development. This means that berths will be allocated on the basis of sustainability certifications and the ability to connect to shore power. This selection procedure is part of Port of Amsterdam's "Vision clean shipping".

Ecological responsibility

Cruise Port Amsterdam puts the development of the premises, services and process along the yardstick of ecological responsibility. This means working, within the circle of influence, from the idea of "clean" shipping and operating facilities that contribute to a sustainable character of the terminal and its surroundings.

Shore power

Cruise Port Amsterdam has the ambition to be able to offer shore power at the passenger terminal quay.



Hospitality

This pillar puts the focus on creating optimal conditions for shipping companies, their guests and suppliers. By having a flexible attitude and being reliable business partner.

Hospitality is the intrinsic value of Cruise Port Amsterdam and is the bottom line for the activities that are carried out and developed. It is the starting point for the experience for parties visiting or cooperating with Cruise Port Amsterdam. Hospitality is a given fact for current operations and one of the criteria in the development of new products and services.

Experience

The experience of the guests is paramount in hospitality, after all, when the guests experience the visit as pleasant, the cruise business is best served. Moreover, when the destination Amsterdam (region) is highly appreciated by the guests, attracting the desired target groups is better realized.

Reliable business partner

Hospitality is not only created by the experience. Keeping promises and providing clarity about the possibilities in order to be a reliable business partner is just as important. Fulfilling expectations to the business is just as much a part of hospitality.

