

SECTOR-SPECIFIC RECOMMENDATIONS – CRUISE

NEAR FUTURE: 2018-2019 – DRAFT ACTION PLAN

| Recommendations | Actions | Key Partners |
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| Fully understand the economic potential for the wider region from cruise arrivals at the expanded harbour. | <i>Commission an economic impact forecast study that focusses specifically on cruise.</i> | |
| Develop a marketing programme to help position Aberdeen as the premier port stop for cruises visiting Scotland. | <i>Develop the CruiseAberdeenshire programme as the lead organisation in coordinating marketing and product development in cruise tourism.</i> | |
| Develop shore excursion products that meet the needs of cruise operators and secures inclusion in cruise itineraries. | <i>Carry out research to assess benchmarks with competitors. Develop CruiseAberdeenshire programme with ongoing product and welcome review, and periodic product innovation.</i> | |
| Develop partnerships between public bodies, port authorities, handling agents, transport operators and other key stakeholders to ensure a carefully-coordinated, high-quality welcome for cruise passengers arriving in Aberdeen from the first cruise arrival at Aberdeen South Harbour. | <i>Dissemination and discussion of Cruise Aberdeen Business Opportunities Guide (Oct 2017)</i> <ul style="list-style-type: none"> ○ <i>Alignment with strategic recommendations set out in the Cruise Aberdeenshire Final Report</i> ○ <i>B2B events agenda to update businesses on progress</i> ○ <i>Public awareness campaign (to listen, learn and mitigate negative effects)</i> | |
| In partnership with cruise lines, handling agents and other key stakeholders, create a cruise-friendly business environment. | <i>Carry out training among local businesses in Aberdeen on cruise company and customer requirements.</i> | |

MID-TERM: 2020-2021 - RECOMMENDATIONS

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| Position Aberdeen and Aberdeenshire as the accessible cruise destination of choice for a compelling Scottish visitor experience. | <i>Carry out research to assess the economic impact of cruise tourism in Aberdeenshire.</i> <i>Develop programmes and initiatives to ensure that Aberdeen offers a high-quality experience in terms of</i> | |
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| | <i>visitor satisfaction, range of excursions and activities available, value for money and ease of movement around the destination.</i> | |
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