

## SECTOR-SPECIFIC RECOMMENDATIONS – CRUISE

### NEAR FUTURE: 2018-2019 – DRAFT ACTION PLAN

Recommendations	Actions	Key Partners
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"> <li>○ <i>Alignment with strategic recommendations set out in the Cruise Aberdeenshire Final Report</i></li> <li>○ <i>B2B events agenda to update businesses on progress</i></li> <li>○ <i>Public awareness campaign (to listen, learn and mitigate negative effects)</i></li> </ul>	
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

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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