



High-level conference
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Sustainable restart of the Cruise Industry includes Local Producers in the Supply Chain



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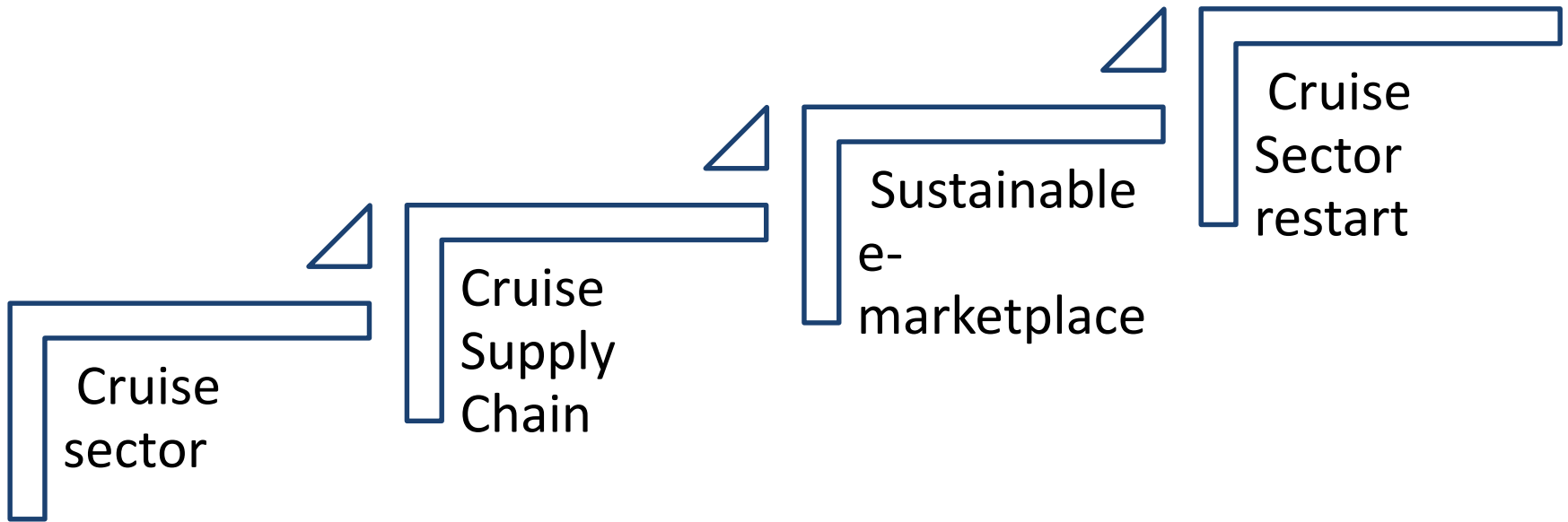
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Content





Cruise Sector

Cornerstone of the EU Blue Economy –
€47.86 billion

Europe is the world's 2nd biggest cruise
passenger market (7.7 million passengers
embarked on a cruise in 2019)

“In 2019, most European cruise
passengers traveled on routes around
Europe, particularly the Western and
Central Mediterranean. Roughly 2.4
million passengers from Europe were
recorded taking cruises around ports in
the Mediterranean, compared to 1.4
million in Northern Europe”.(statista 2021)



Greece

- 2019 15.64% increased compared 2018
- 2019 - 5,537,500 passengers
- Piraeus welcomed 622 cruise liners in 2019 carrying 1,098,091 passengers compared to 524 and 961,632 travelers in 2018.

Cyprus

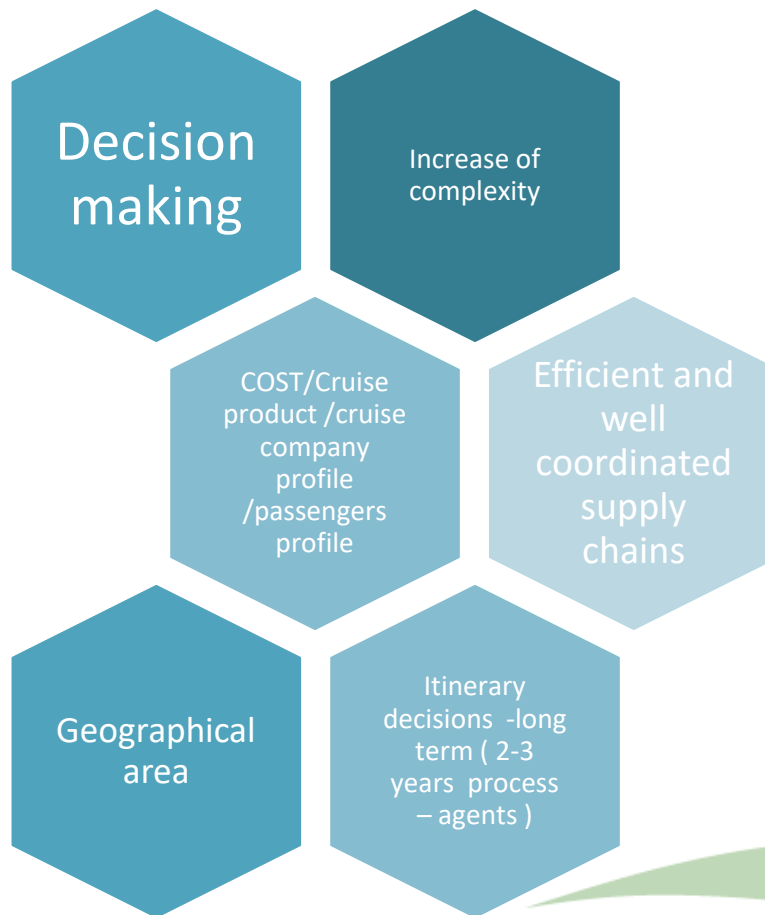
- Drop of up to 90% in the Cypriot cruise industry over the past 15 year
- DP World Limassol, which holds a 25-year concession contract(PPP)
- 250 cruise ships
- over 400 thousand passengers
- Royal Caribbean – summer 2021



Cruise Trends

- Greater accessibility of almost all income levels to cruising, which may further widen passengers' preferences and needs
- Cruise passengers going beyond sightseeing, looking for transformational experiences that will make their journey more memorable
- Cruise vessels transforming into smart cities, ensuring on-board internet connectivity and providing highly personalized experiences through smart-tech devices (e.g. keychains, bracelets, etc.) and applications
- Generation Z (i.e. birth years starting from mid to late 1990s) set to become the largest cruise generation outpacing Millennials. This generation proves to be more interested in the appeal of multiple destinations and new experiences increasing demand of off-peak cruises, for passengers looking to escape the cold in their home town or seeking to gain unique experiences during the winter
- Increase of solo travelers, since cruising often facilitates to connect with other passengers and form community bonds.

Sdoukopoulos E., Perra VM., Boile M., Efthymiou L., Dekoulou E., Orphanidou Y. (2021) Connecting Cruise Lines with Local Supply Chains for Enhancing Customer Experience: A Platform Application in Greece. In: Nathanail E.G., Adamos G., Karakikes I. (eds) Advances in Mobility-as-a-Service Systems. CSUM 2020. Advances in Intelligent Systems and Computing, vol 1278. Springer, Cham. https://doi.org/10.1007/978-3-030-61075-3_104





Data Collection

- 2 Workshops-Focus groups with all stakeholders (Cruise liners, producers , cruise operators , port authorities)- Greece and Cyprus
- Greece Sample 43 local producers and suppliers (LPS) and 13 cruise companies (CC)
- Cyprus 8 Interviews (1 port operators , 2 port authorities , 2 cruise operators , 3 producers)
- Platform Pilot test-on going (7 ports – 2 cruise liners – 56 local producers Greece & Cyprus)

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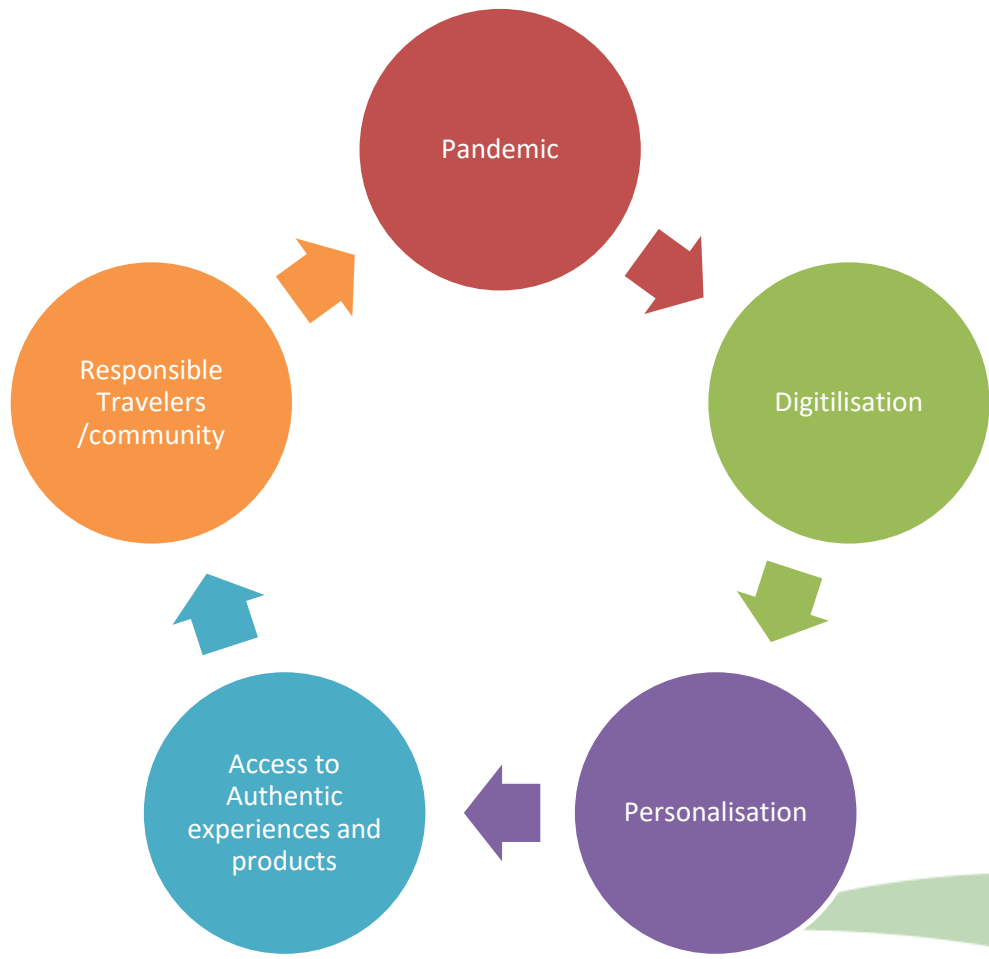
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Moving Forward



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Sustainable Supply Chain



integrating into cruise supply chains, local products which are unique and of incomparable quality



MARKETPLACE

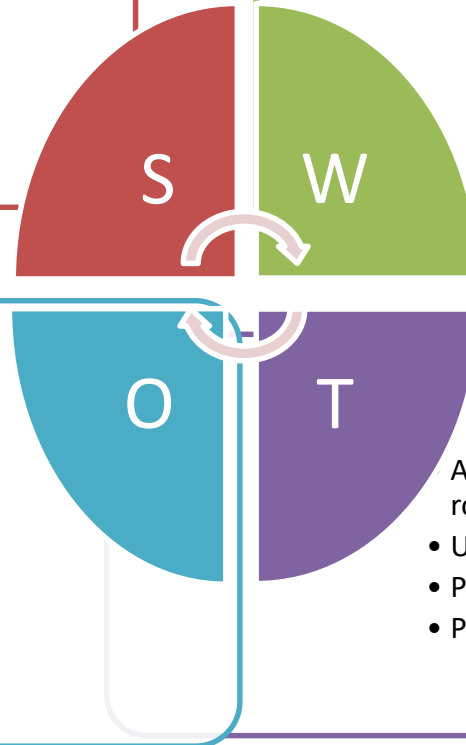
Local producers / suppliers should be better connected with cruise companies



e-marketplace

- Innovative application
- Possibility of co-operation with other systems
- Covers gap in Greece and Cyprus
- Enhances networking between stakeholders
- Promotes local products
- User friendly

- Supply chain platforms already
- Risk of imitation by competitors

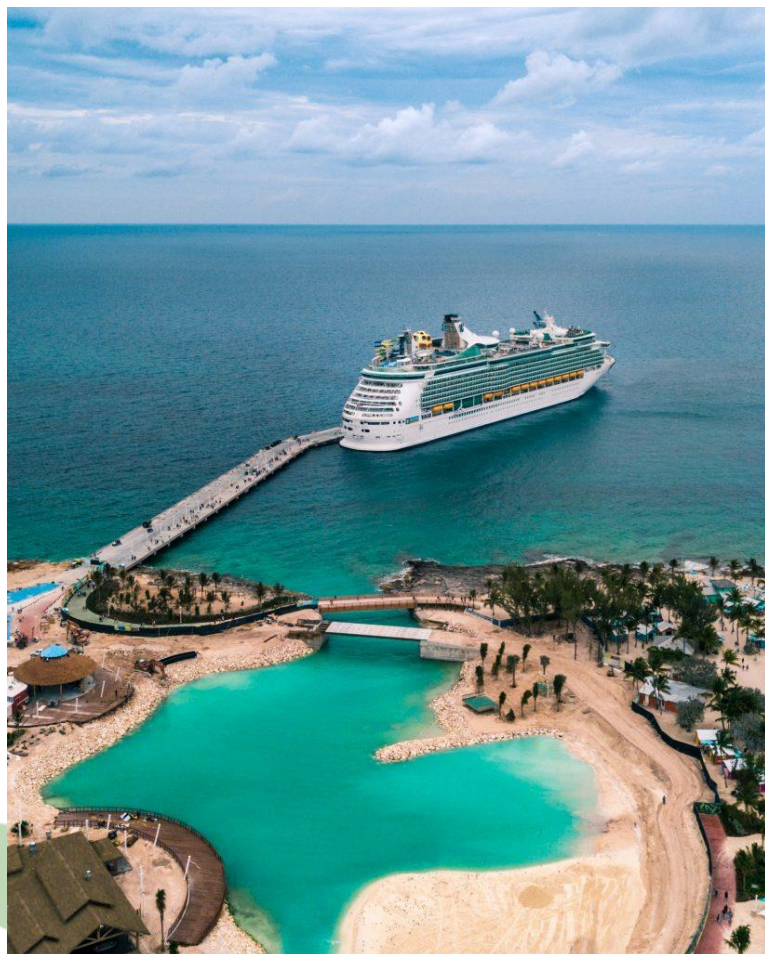


- Creating a SSCM) sustainable
- Related to the vision of the Cypriot /Greece government
- Keeps pace with the wishes of stakeholders
- Support from the Ports
- Pandemic / new specifications

- Application time / cruise companies plan their routes and supplies 2 years in advance
- Utilization of platform
- Pandemic / new specifications
- Possible resistance from agents



Sustainable Cruise Sector



Access to a wide variety of local “traditional” products of high quality

Opportunities for networking and direct communication with verified, certified and reliable producers and suppliers of food and drinks from Greece and Cyprus

Easy search of demanded products through user-friendly search filters

Support of products’ reception at cruise ports of Greece and Cyprus

NAYS Platform

<https://naus-project.eu/>

Interreg VA Cooperation Program (PS) "Greece - Cyprus 2014-2020"

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SSC- Platform







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Επιλογές προβολής ▾

Πίνακας Ελέγχου

- Orders
- Reports
- Πολυμέσα
- Προϊόντα
- Store Settings
- Support
- Προφίλ
- Σύμπτυξη μενού

Sales Summary

 €0 net sales this month	 N/A top seller this month (sold 0)
 €0 commission this month	 0 products awaiting fulfillment
 0 products low in stock	 0 products out of stock



Thyme in a jar
SUNFLOWER Cretan
herbs

★★★★★ (1 customer review)

€3

Thyme "Solstice" with rich aroma & taste is one of the best antiseptic and tonic herbs and one of the best spices for grilled meats.

9 in stock

1

Add to basket



Research results



a decentralised supply chain system for the cruise sector as a major pillar towards cruise sustainable development



The introduction and usage of local products reveals a positive impact on cruise liners product



enhancement and a strong correlation with the cruise passengers



positive experience



significant increase on guest satisfaction levels

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Cruise Sector Restart

- Covid19 allows to rethink and reposition tourism impact in local communities
- Sustainability is the ONLY way forward
- Research results aligned with CLIA strategy in promoting Sustainable practices
- Greece and Cyprus Tourism Strategy emphasizing the importance of becoming Sustainable tourism destinations
- Cruise Tourism sustainable actions have a direct impact to the local community !!!

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**THANK YOU FOR YOUR ATTENTION
QUESTIONS?**



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