

ΔΙΗΜΕΡΙΔΑ ΤΗΣ ΠΡΑΞΗ «ΝΑΥΣ»

Η σύνδεση της τοπικής κοινωνίας με την κρουαζιέρα



Ψηφιοποίηση στον Τομέα της Ναυτιλίας:
Δημιουργία πλατφόρμας εφοδιαστικής
αλυσίδας για τη βιομηχανία της κρουαζιέρας



Λεμεσός 27-28 Φεβρουαρίου

“ I want the best
travel
experience ”



What is the travel experience



inspire

WHY



connect

WHEN
WHERE
WHO
HOW



experience

WHAT

Setting your Port Objective



“ Exceed
guest satisfaction on purpose,
every time... ”



Είμαι ο Γιάννης Μπρας

Founder and CEO Five Senses Consulting

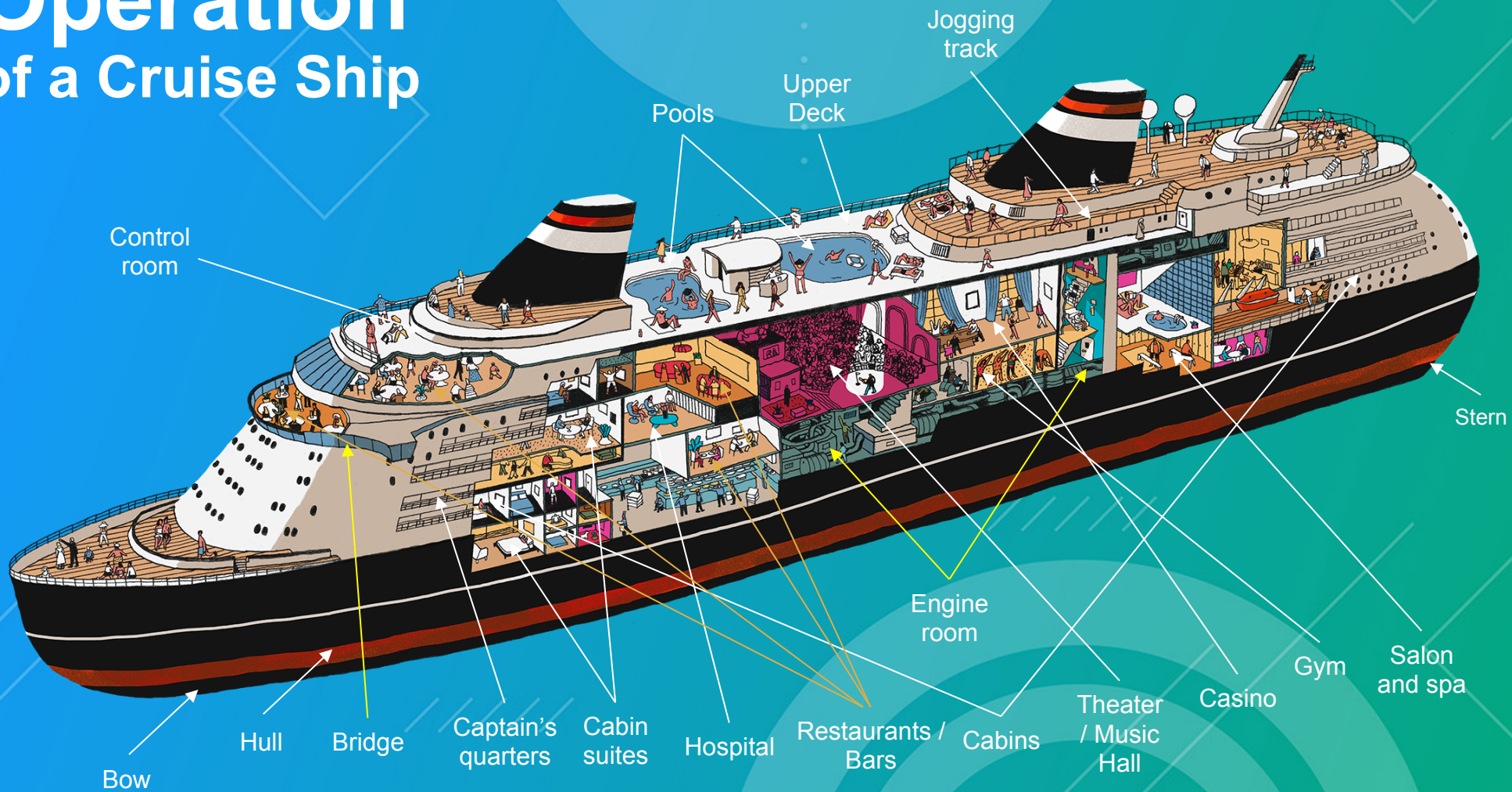
CRUISE TRENDS AND CRUISE COMPANIES



the most interesting
CRUISE TRENDS
today

- ⦿ Operation of a Cruise Ship
- ⦿ Different Cruise Companies
- ⦿ Cruise Market Segments

Operation of a Cruise Ship



Operation of a Cruise Ship

Staff Captain



Deck Department
Safety Officer
Environmental
Compliance Officer
Navigation Officer
2nd Officer
3rd Officer
Deck Cadet
ISM Officer
Security Guard

Medical Officer

Chief Engineer



Engine Department
1st Engineer
2nd Engineer
3rd Engineer
Chief (1st) Electrician
Electronic Engineer
2nd Electro-Technical Officer
Electro-Technical Cadet/
Engineering Cadet

Captain / Master



Hotel Director



Hotel Management Department
Guest Services Manager
Food & Beverage Director
Concession Partner Managers
Entertainment Director
Onboard Revenue Director

Information Technology
IT Officer
Computer System Specialist

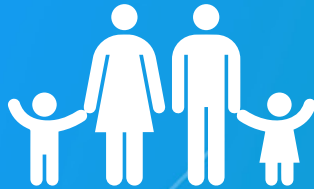
2019: Cruise industry Statistics



404 ships



70+ Cruise Brands



30,2m passengers



122 new vessels

Order Book March 19



41.6 billion revenue



+ 130 billion output

**Note: Statistics from Cruise Industry News

Overview the different cruise companies

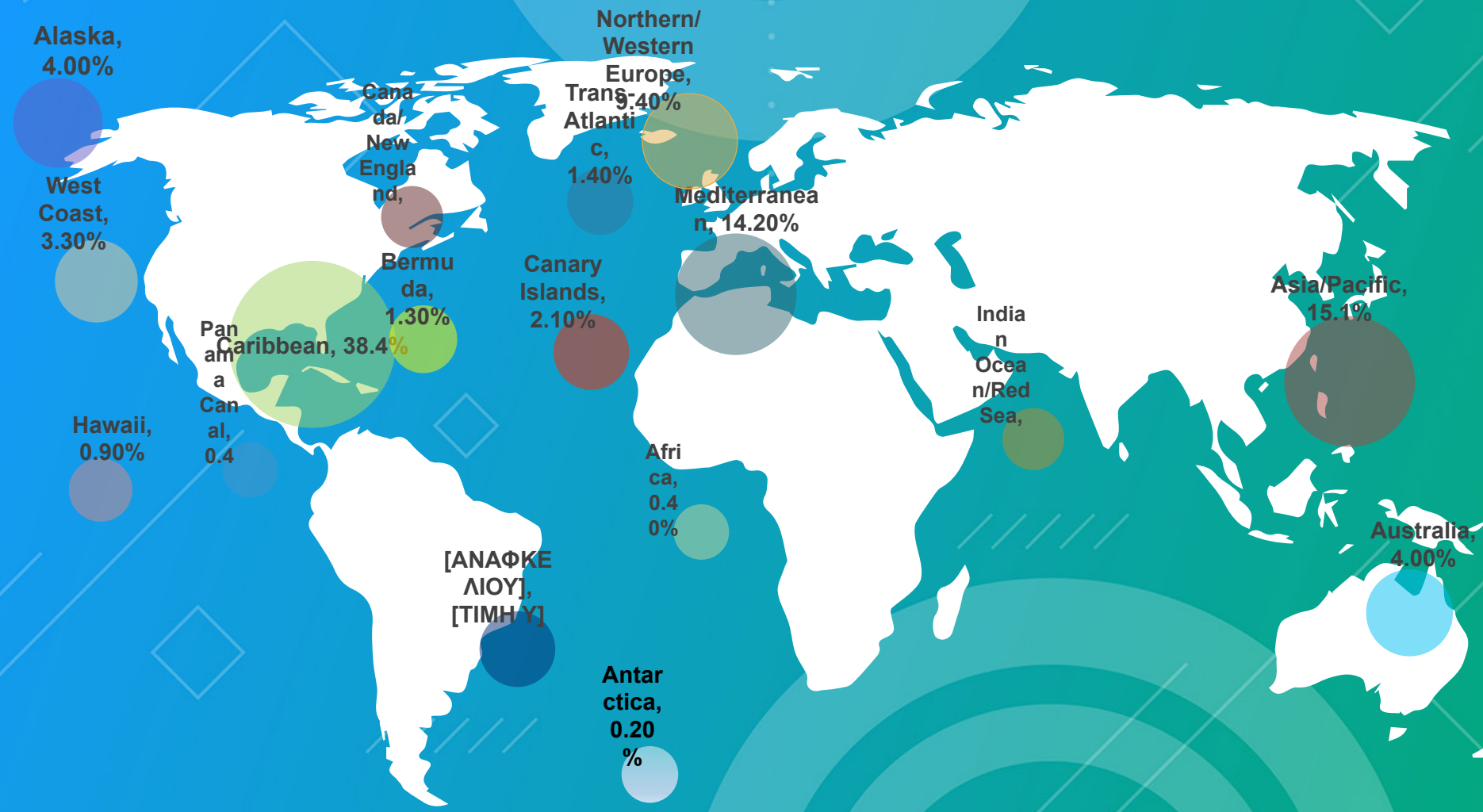
Area	Market share
Caribbean	38,40%
Asia/Pacific	15,10%
Mediterranean	14,20%
Northern/Western Europe	9,40%
Australia	4,00%
Alaska	4,00%
West Coast	3,30%

Area	Market share
Canary Islands	2,10%
South America	2,10%
Trans-Atlantic	1,40%
Bermuda	1,30%
Canada/New England	1,20%
Indian Ocean/Red Sea	1,20%

Area	Market share
Hawaii	0,90%
Panama Canal	0,40%
Africa	0,40%
Domestic Waterways (U.S.)	0,30%
Antarctica	0,20%
World	0,10%

**Note: Statistics from Cruise Industry News

Overview the different cruise companies



Cruise Conglomerates



CARNIVAL CORPORATION

105 ships, **41.8% Market**

- Carnival - 27
- Costa - 16
- Princess - 18
- AIDA - 13
- Holland America - 14
- P&O - 6
- P&O Australia - 3
- Cunard Line - 3
- Seabourn - 5



ROYAL CARIBBEAN

63 ships, **23.8% Market**

- Royal Caribbean - 26
- Celebrity - 14
- TUI - 7
- Pullmantur - 4
- Silversea - 9
- Azamara - 3



NORWEGIAN CRUISE LINE

27 Ships, **9.0% Market**

- Norwegian - 17
- Oceania - 6
- Regent - 4



MSC CRUISES

17 Ships, **8.6% Market**



GENTING HONG-KONG

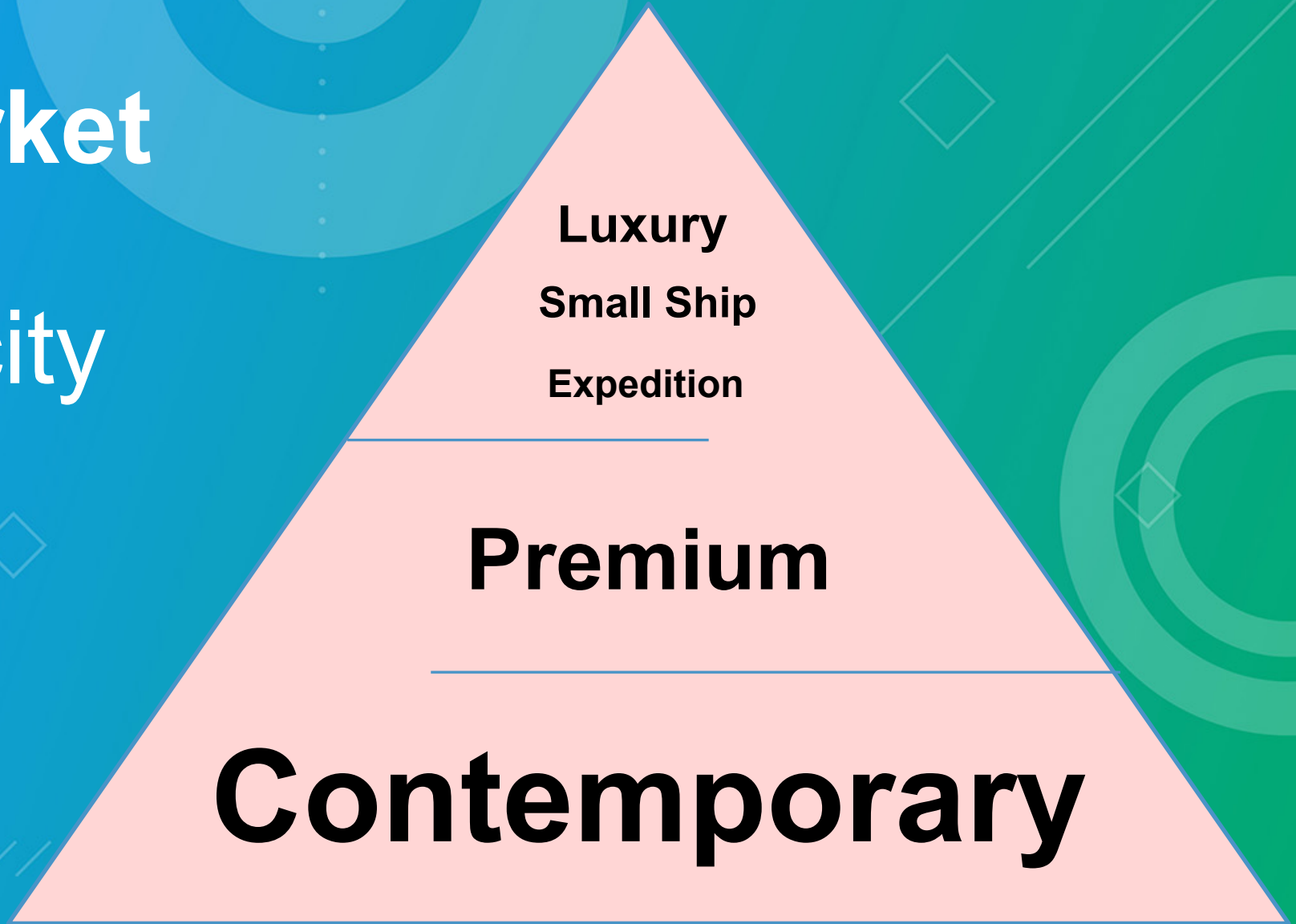
8 Ships, **3.7% Market**

- Star Cruises - 2
- Dream Cruises - 3
- Crystal - 3

Cruise Market Segments

- ⦿ **Contemporary** – Large vessels that appeal to the mass market
- ⦿ **Premium** – Large vessels that appeal to a mass market with higher service levels and premium ticket price
- ⦿ **Luxury** – Smaller vessels with superior levels of service
- ⦿ **Small-ship** – Small vessels with under 400 pax that call on both popular ports and more “off the main path” destinations
- ⦿ **Adventure / Expedition** - Small vessels which offer exclusive experiences geared around learning and adventure, usually to remote destinations

Cruise Market Segments PAX Capacity



Different Cruise Companies



CRUISE DESTINATION MARKETING

1. Preparing a three year cruise strategy
2. Creation of a cruise marketing plan
3. Preparing a port presentation
4. Shore Excursions and the development of a Destination Excursion Book
5. **Working together with the Port, City and Cruise Lines**
6. Relationships with the cruise media and magazines
7. Key elements - a good port brochure
8. Importance of a port web site and social media
9. Smart Signs and Mobile apps
10. Worldwide cruise exhibitions

Cruise Tourism

experiences

Culture/History

Adventures/Gastronomy



THE CRUISE LINES

DESIREABILITY & SAFETY

C_2

REVENUES

EXPERIENCE

THE CRUISE LINES

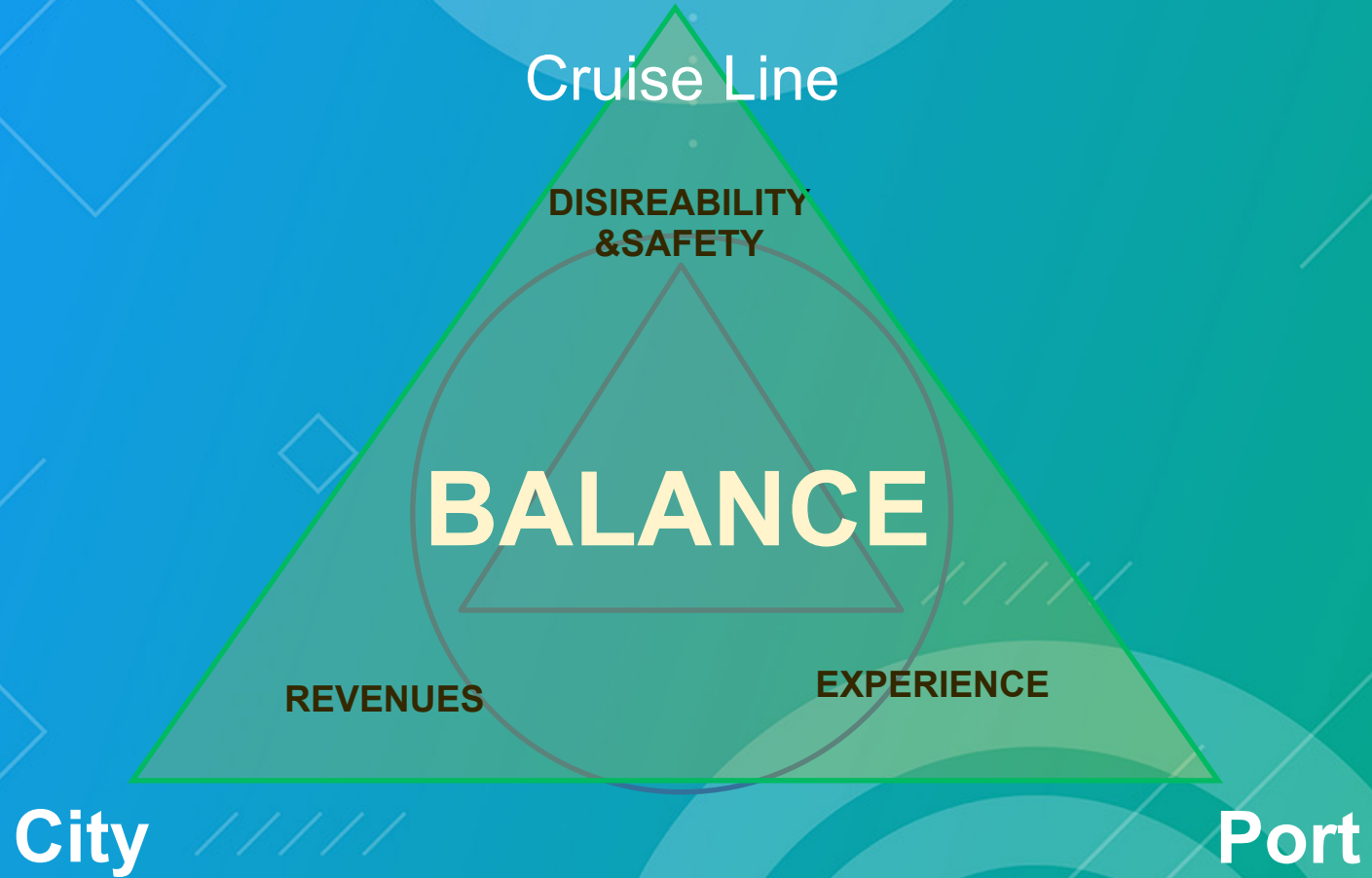
DESIREABILITY & SAFETY

BALANCE

REVENUES

EXPERIENCE

The Partnership



Shore Excursions: Part of the Port Presentation

- For Contemporary and Premium cruise lines, Shore X revenues are often the number one revenue generator
- For Luxury, Small ship and Expedition brands, Shore X is the reason guests book their cruise and it drives ticket yields
- Shore X revenues are a large part of your port value
- Know the penetration rates for Shore X in your port
- Know the quantity of guests that can be accommodated on tour on any given day in port
- Note: Collaborate with your local shore excursion stakeholders.



Note: Collaborate with your local shore excursion stakeholders

Shore Excursions: Part of the Port Presentation

2 Cruise Excursions Agios Nikolaos

Knossos - Winery - Monastery
Duration: 6 Hours

1. Knossos. The Palace of Knossos, the capital of King Minos and the center of the magnificent Minoan civilization. Imagine life in a palace 5000 years ago where the population was estimated at around 15,000 people. It is a true archaeological masterpiece that will take you on a tour of what life was like in Minoan Crete. This is where European civilization began, an era ruled by powerful King Minos, a place full of myths and legends, (think about the myth of Theseus, the Minotaur and the Labyrinth). The palace contained rooms that might have been suitable for a royal family. Most of the structures, however, were designed as a civic, religious and economic center. You can still see evidence of how the palace was decorated with bright colors, admire the mixed stone and wood architecture and feel the energy of the ancient world. The Minoan civilization flourished between 3,000BC and 1400BC, it strangely disappeared, only to be discovered again by the English archeologist Sir Arthur Evans at the turn of the century. The Minoan architecture differs radically from that of Antiquity, which is defined by harmony, simplicity and the clarity of outline. It is thought that Minoans traveled all over the Mediterranean Sea and through commerce advanced their understanding of science and arts.



2. Winery Travelling deep down the centuries we submerge in the fertile soils of Cretan land. Where the roots of ancient vineyards embrace the soil which supported and raised civilizations of unforgettably eras. Their fruits, their essences have created the name of a powerful product. The Cretan Wine. In the Minoan era it was stored in clay jars and ended up in lavish feasts of noblemen and kings. Then, wine used to be poured into the barrels at the cellars of the Venetians and the Ottomans. The roots of the winemakers of Crete are as deep as those of their vines as they have been producing authentic Cretan varieties (Romeiko, Vidiano, Kotsifali, Pluto, Mantilar, Vlan a, Dafni, Liatiko, Muscat of Spina and others) for centuries, having nothing to covet those of central Europe and the rest of the world.



3. The Keras Monastery is an Eastern Orthodox monastery dedicated to Virgin Mary that is situated near the village of Kera at an altitude of 650 m on the north slopes of Mt. Dikti. This is a very old convent that became renowned thanks to the 'miraculous' icon of Panagia Kardiotessa, to which reference is made in manuscripts from 1333. The convent is linked to a legend that attracts many worshippers. According to tradition, the icon of Panagia Kardiotessa – for which the convent is named and which is considered miraculous – was stolen three times by the Ottomans and it returned 'on its own' all three times. In fact, according to the legend, the third time it was chained to a marble column, which it brought back with it upon its return.




PORT OF AGIOS NIKOLAOS



Suitable for Families



Moderate Walking



Walking



Walking with stairs



Hiking



Wheelchair friendly



Cave visit friendly



Ancient monument



Castle



Church/Monastery



Local Village



Organized beach



Windsurfing facilities



Bus transport



Boat transport



4x4 Jeep



Traditional



Shopping
Olive oil factory



Wine tasting



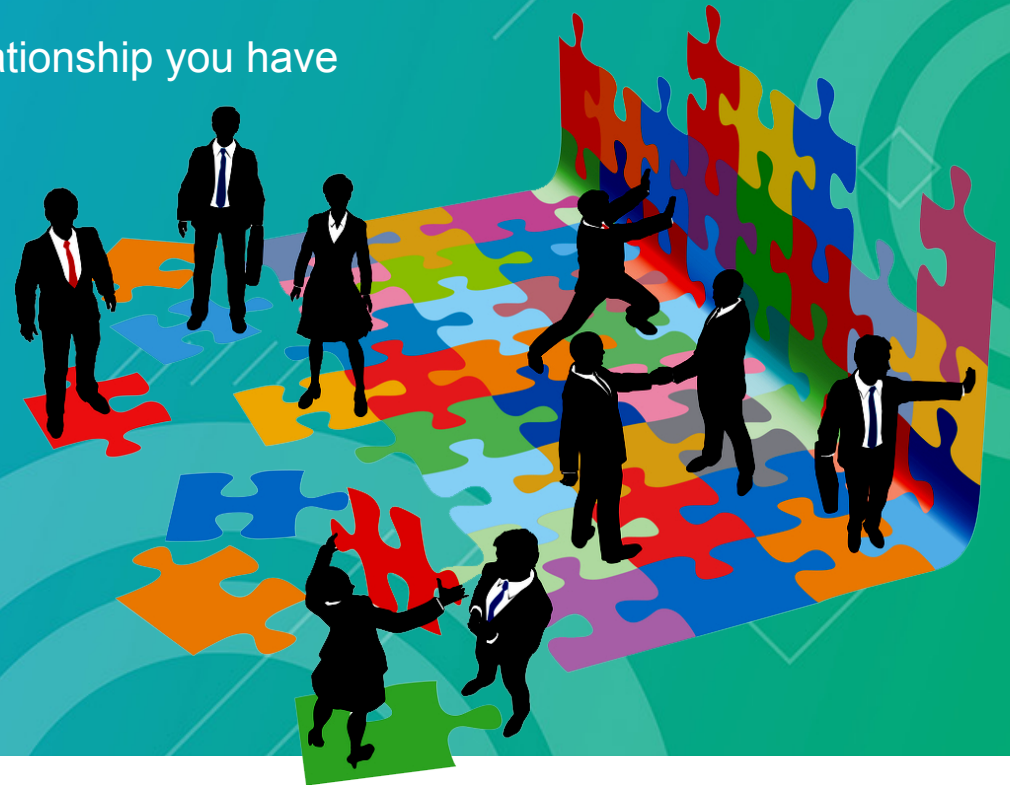
Local food Tasting



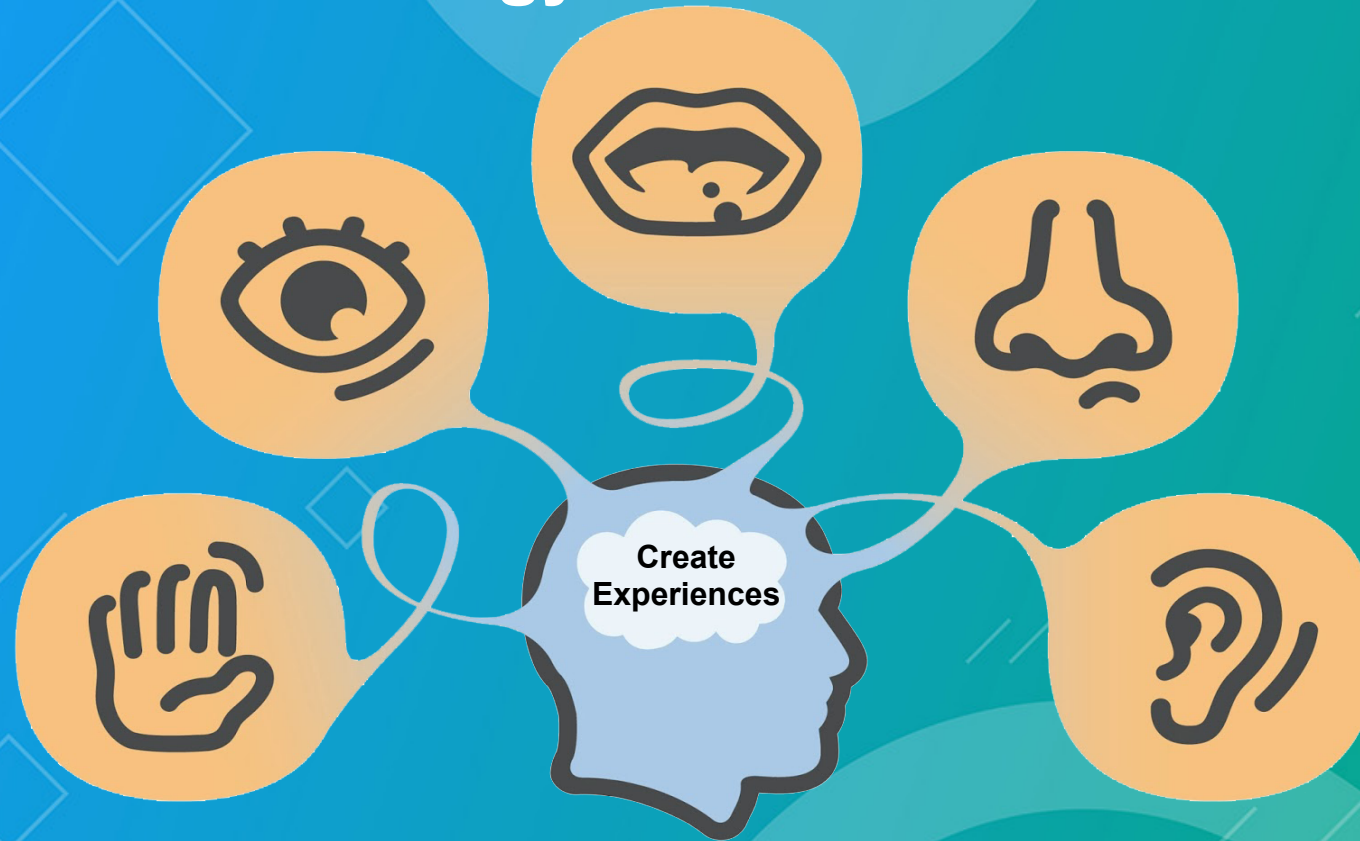
Golf course

Working Together: Port, City and Cruise Lines

- Collaborate with your local stakeholders to be more effective
 - Port Agents
 - Tour Operators
- The cruise lines want to hear from you about the relationship you have with the local stakeholders
- Stakeholders sell the port too!



Port/Destination Strategy



Any destination need projects that will improve the passengers experience in all their Five Senses

Smart Signs



Destination Heraklion

Koules

Castello del Molo

Κούλε

το φρούριο της θάλασσας

2014 Άποψη του λιμανιού (φωτογραφία: Γεώργιος Παπαδόπουλος - Αρχείο ΟΑΗ)
View of the harbor (photo: Giorgos Papadopoulos - H.P.A. Archive)

1932 Άποψη του λιμανιού το 1932 (φωτογραφία Πατρικής Γραμματείας/Βιβλιοθήκη Αρχαίου Μουσείου Μινωικής)
View of the harbor in 1932 (photo by Patrikís Graphothésis: Benaki Museum Archive)

a travel throughout time...
ταξίδι στο χρόνο...

Το Φρούριο της Θάλασσας

Το λιμάνι του Ηρακλείου ήρθε από τους ελληνογενείς χρόνους να προστατεύεται από ένα τετραγωνικό πύργο με δύο Στόλες. Σήμερα διατηρούν ίσως τον καλύτερο χαρακτήρα του αρχαίου φρουρίου. Ο πύργος ανακατασκευάστηκε στην αρχή του 16ου αιώνα μετά τη θύελλα επιδρομών (αδελφός του σουλτάνου Καϊταχάν Καπουρού). Έπειτα από τους γερμανικούς κατακτητές του 18ου αιώνα, απορροπήθηκε το 1812 η γενναίοτητα του από τη νεοκλασική αρχιτεκτονική, το Castello del Molo, Rocca al Mare (Castello del Molo, Rocca al Mare) και τη θύελλα του 1822, που έφερε γρήγορα τις «Κούλες» από τη θύελλα στην οροσειρά του Σαλίου (Φρούριο του Σαλίου).

Επίσης, οι τριάντα αλληλικά που αργότερα σφαιρήσαν στην αρχαία Βελλήραση και από αρχαία, προέρχονται από την οροσειρά του Αλκάνταρα φρούριου.

Οι παρατηρητές του φρουρίου εδρεύουν με διαστήματα στην οροσειρά του φρουρίου, οι οποίοι σε μέγεθος είναι 11 τετραγωνικά μέτρα. Η αρχαία οροσειρά του φρουρίου είναι 11 τετραγωνικά μέτρα. Η αρχαία οροσειρά του φρουρίου είναι 11 τετραγωνικά μέτρα. Η αρχαία οροσειρά του φρουρίου είναι 11 τετραγωνικά μέτρα.

The Fortress of the Sea

Even since the Hellenistic times, the part of Heraklion most which there were cannon ports of various sizes and an elevated dry building. The tower was rebuilt in the 16th or 16th century and after the Venetian conquest it received the name Castello del Molo. Following the 18th century large earthquakes, the castle was decided to replace it with the existing fortifications, the Castello del Molo, Rocca al Mare or Castello, which remained known as "Koules" by its ottoman name Su Kuleli (Fortress of the Sea).

In order to expand the foundations of the new fortress, the Venetians used the foundations of the Venetian tower and the Venetian tower used in the foundation of the Venetian tower and the Venetian tower used in the foundation of the Venetian tower.

HERAKLION PORT
Usefull info for your stay in the city

Follow the yellow line
Starting from this info sign, you can follow the yellow line on the pavement and find your way to the city center.

Free maps of the city can be found at the port passenger station info desk.

INFO SIGN i5

- Distance to city center (to) 1059m
- Distance to next sign (to) 372m
- Total distance (to) 1600m

Photo tour

Floor Plans

Terrace

Ground Floor

HeraKlion Qty Guide

www.portheraclion.gr

this sign is sponsored by

Smart Signs



Smart Signs



Smart Signs



USEFUL INFO

Nearchus

Nearchus was probably born in Lato, an important city of ancient Crete, near the village of known today as Kriza of the Municipality of Agios Nikolaos. He originated from a family of sailors who migrated to Amphipolis around 344 BC. His father, Androtimos helped King Philip, father of Alexander the Great, in the construction of the Macedonian fleet. In the meantime, "little Nearchus joined the children of the Macedonian Nobles and he became one of the best friends and later on a General, of Alexander the Great. He took part in all Alexander's military actions before the conquest of the known at that time world. He participated in the great expedition in Asia as "Chief of Staff of the adjutants". The presence of the Cretan Nearchus may explain the large number of Cretan warriors, especially archers, who fought beside Alexander the Great. It is reported that half archers of Alexander the Great's army were Cretans. Alexander the Great appointed him as "Stabip of Lybia". He held that position for 5 years (until 328 B.C), but finally he returned to the army as General. Nearchos is more widely known for his great achievement, "The Periplus". That is, the maritime exploration of the Indian Ocean beaches (from the Hydaspes River -tributary of Indus River- to Sousa, where he was sailing against the flow of the Euphrates River). This is considered as an anteroom of the sanctuary of the great explorations according to a lot of historians.

Wine

The Cretans have been making wine for 4,000 years now, since the time of the Minoans, who were cultivating grapevines and then carried their famous wines in amphorae all over the Mediterranean. The Cretan vineyard has been classified since around 1600 to 1400 B.C. and it was the first vineyard in Europe and the only one in continuous use for so many centuries. This is revealed by discoveries like a cultivated vine at Kato Zakro (Sitia area), the 3500 years old wine-press at Vathyptero (Ierapetra area) -these two findings are amongst the earliest discoveries of their kind in the world as well as Arthur Evans's discovery, of the most ancient wine treading tank worldwide, in Knossos! The Minoans were organized wine producers as it is revealed by an ancient text ("The Code of Gortyn") since they had established written-rules on viticulture. So, the island's long periods of glorious history have always included wine as a product inextricably linked to every day life. Participation to viniculture events and wine festivals is part of a centuries-old tradition that has lived on to our times. Therefore, it would be only fair to say that the Minoan wine routes can still be traced here. The traditional varieties like Kotsifali (red), Romeiko (red), Mantilarí (red), Vilana (white), Dafni (white), Thrapspathiri (white), Malvasia di Candia/ Malvasia di Chandakas (white), Liatiko (red), Iardana (red), as well as certain forgotten ones, like the Vidiano (white), Phyto (white), and Moschato Spinas (white), survived. Now they are enjoying a revival, while being enriched with other domestic and international varieties (Cabernet Sauvignon, Grenache Rouge Merlot, Mouvedre, Sangiovese, Syrah, Chardonnay, Sauvignon Blanc). In the contemporary wineries of Crete, most of which are open to the public, the tradition of wine-making is aided by accumulated knowledge and technology. This is the way that Cretan wine is made today. So why not taste, high quality local labels here, in Agios Nikolaos! Take the chance and have the experience of tasting memorable wines that will offer new thrills to your taste pallet.



For more info visit:
www.agniosnikolaoscrete.com



USEFUL INFO

Olive oil

Olive cultivation is a rich and varied heritage stretching back to antiquity. Olive growing began around the Mediterranean more than six thousand years ago. In ancient Greece it was associated with the goddess Athena representing strength and victory, wisdom and fidelity, immortality and hope, wealth and abundance. In Crete, the history of olive cultivation dates back to the Minoans who produced olive oil for domestic use and for exports. Aside from being consumed as food, olive oil was also used in the production of perfumes and medicines. Since then, the trees have become associated with countless legends, traditions and customs, being an integral part of the Cretan lifestyle. Today the olive tree is a global symbol of peace, harmony, friendship and glory. In parallel olive oil is the heart of the Mediterranean diet. It has varied aromas and tastes, offering a myriad of gastronomic possibilities, in addition to proven therapeutic properties. In Lassithi, eastern Crete, olive oil and other olive oil products of finest quality are produced. Just 10 Km away from Agios Nikolaos are the facilities of Agricultural Cooperative of Kritsa. This Cooperative is one of the first (since 1937) industrialized olive oil producers in Crete. While the olive groves of the whole Mirabello area are some of the eldest in Crete. The area has a warm, dry, semi-mountainous climate, with much sunshine, as well as ideal soil conditions, factors which are ideal for olive tree cultivation. That's why the produced olive oil, belongs to the upper category of extra virgin olive oil with acidity of less than 0,3. Similarly fine olive oil is produced in other places of Lassithi prefecture as Toplou Monastery, Kato Zakros, etc. Don't miss the opportunity to taste or buy some fine quality packaged Cretan olive oil.

USEFUL INFO

Cheese products

The roots of sheep and goat farming in Crete are lost in the myths of antiquity. It is said that the dairy products of Crete nurtured the great god, Zeus, who was born in a cave, having companion and food from a goat, Amalthea. Since then, livestock farming in Crete has not changed character. It is based on free grazing and on small animals (goats, sheep), while the cows are minimal. The animals of Crete are free on the mountains all year round and feed almost exclusively on wild greens, with Cretan herbs and shrubs. This traditional form of livestock relies on the experience of many centuries. Dairy products are an important source of calcium and protein of high biological value. The vitamins contained in our cheeses are many (A, B1, B2, B3, B6, folic acid), as well as with basic minerals and amino acids. Cretan Graviera offers a delicious flavor, as is the case with the other varieties of cheese on the island (kefalotyri, Kefalograviera, Anthotiros, Xigala from Sitia, Staka, Mizithra, Galomizithra, Xinomizithra, Pichtogalo of Chania, Malaka/Soft of Chania, Tirozouli). The consumption of cheese plays a leading role in the Cretan diet since it is the highest worldwide! We hope that you will join us and get a bite of various different Cretan cheeses in one of the many Restaurants and tavernas in Agios Nikolaos.

TSIKOUDIA or Raki

Tsikoudia is the traditional Cretan spirit that is famous for its very high alcohol content and its richness of aromas. "Tsikoudia Crete", which has been established in the EU as a PGI (Protected Geographical Indication) product, is often served as an aperitif or with seafood or meze. At the end of summer, the vineyards of Crete generously offer their valuable harvest to wine production. The pulped grapes (leftovers from wine-pressing), called 'tsikouda' or 'strafylla', are stored to go through a process of fermentation for 20-40 days. They are subsequently poured into the cauldrons with water. Boiling, i.e. distillation, starts right away in front of your eyes! In just one hour the first-raki (protoraki) starts falling in small drops. It is very strong, almost pure alcohol! Little by little, distillation passes through several alcohol percentages to reach its minimum number at 37%-45% alcohol. This special century-old procedure, the Cauldron feasts, of making the renowned Cretan Tsikoudia (called 'kazanemata'), usually take place from mid-autumn to early winter and it's a time of family and friends celebrations. Cauldron feasts are a social activity that gathers together friends, guests, even passersby. Altogether well (is-igian) to e-

Cretan Honey

Honey is an excellent natural sweetener that contains sugars other than glucose, which makes it suitable for consumption from diabetics. It is a food rich in vitamins and anti-oxidants. The main vitamin present (vitamin E), in combination with other substances, is said to detox the body from various carcinogens. The Cretan honey is produced in a natural manner, without being exposed to high temperatures that destroy vitamins. Most of it is thyme-origin and pine-tree-origin, but there is also a combination of pine-tree and thyme origin and other varieties, since the bio-system of the island is rich in endemic plants, and especially in aromatic herbs. Approximately 2,000 species of plants are found on the island and 160 of them are endemic (thyme, sage, bramble, oregano, pine and acacia, arbutus, bush, cumara). These provide the Cretan bees with a unique blend of herbs. So, early in the spring the bee visits the blossoming almond tree and the orange groves. In the spring the bee visits the aromatic plants, such as rosemary, dittany, oregano, juvenile and other wild herbs of Crete. Later, in July, follows the thyme, and the pine-tree. This sequence gives the Cretan honey its unique characteristics. That's why it is distinguished by its aroma, taste and thickness and that explains the preference of the Cretan honey by consumers from all over the world. The "harvest" in Crete, takes place in July, August and September. Large quantities of pine-tree-honey are given by the areas of Anopolis Sfakia (Chania), Zaros (Heraklion) and Symi Viannou (Heraklion), while pine-tree-thyme honey is given by the area of the Selakano (Ierapetra) forest in the mountains of Lassithi. The Cretan bee belongs to the genus Apis, species Apis mellifica.



Project sample



The Olive Tree of Life

By showcasing local products produced in Greece and providing relevant product information, this will increase the understanding and immediate information on the existence of this particular product.

The way that particular information about the Olive tree and its products will be displayed and explained can trigger the subconscious mind and engage it in exploring the local shops and products.



The Olive Tree of Life



olive tree オリーブの木 ελιά olivenbaum
оливковое дерево zeytin ağacı olivier olivo
橄欖樹 olijfboom elia... the tree of life

“Our Olive Tree”
This olive tree has been planted around 450 years ago and weighs more than 7000 kg. It has produced more than 55000kg of organic virgin olive oil in its lifetime and has also topped more than 1.6 million Greek salads...

Oldest Olive Tree in Crete
Crete has the oldest olive tree designated as natural monument. It ages around 5,000 years old and the perimeter of the trunk reaches 12 meters. A branch of this tree was cut to create a wreath to crown the winner of the Olympic Marathon in the Olympic Games held in Beijing in 2008.

Cretean Olive Tree in Numbers

- Grown in Crete as long ago as 3000 B.C.
- 35,000,000 olive trees on the island
- Oldest 2,350,000,000 m² of Cretean land
- Produces over 100,000 tons of olive oil per year
- Produces 16,000 tons of biological olive oil per year
- Production is increased by 3.3% every year
- Annual olive oil consumption per capita is 23.7kg

Origin of “Our olive tree”
“Our olive tree” was likely brought to Crete by the Phoenicians in around 450 B.C. It is thought that Phoenicians brought it to Crete.

Production Process: harvesting, separation, production, consumption

Logos: EKO, The Olive, Olivenbaum, L'Olivier, Olio, Olio

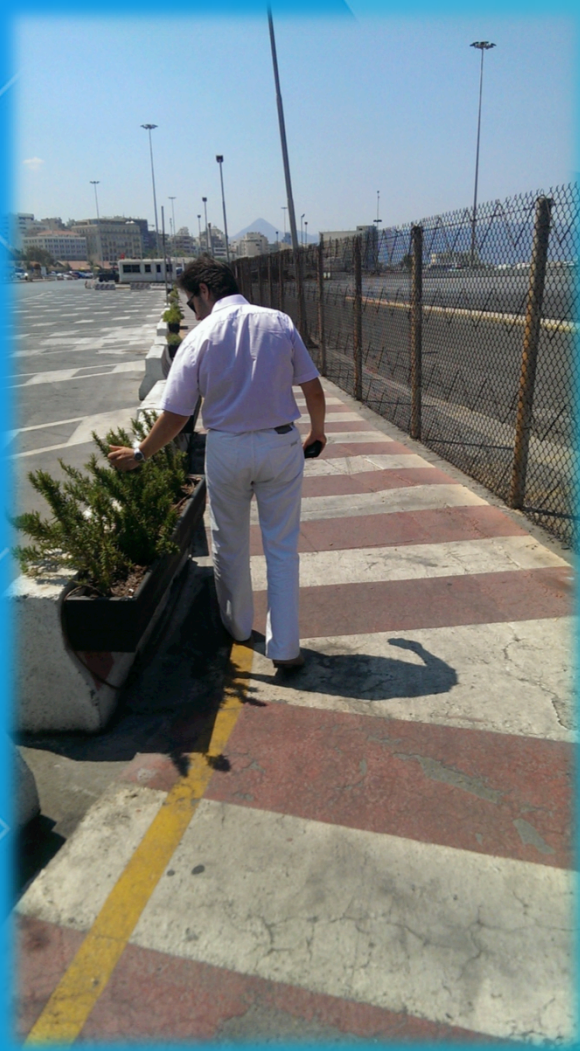
Organizers: O.H. HERSHILL, Hershill(Crete)Greece, amazon



The Hearbs of Life



The Hearbs of Life



011
HERAKLION
PORT
AUTHORITY S.A.

Δενδρολίβανο
Rosemary
Rosmarinus officinalis

GR
ΔΕΝΔΡΟΛΙΒΑΝΟ ή ροζμαριά (Κλημιά ή Κομάρια) (Rosmarinus ή φαρμακουλιά, λαϊκ. Κομάριας Οβελίας, Οβελιάς, ΛΑΒΑΤΙΑ)

GB
ROSEMARY or garden Cymel or lemon (Rosmarinus the pharmaceutical, λαϊκ. Κομάριας Οβελίας, Τριφύλι ΛΑΒΑΤΙΑ)

DE
ROSMARIN - Dendroliibanon oder Ailmar (Zypress) oder Lemmer (für Asiaten Officialis, Fam. LABIATA)

IT

See... Feel... Smell & Get to know the Cretan Nature!!!



Create your Story





Innovation – Innovation - Innovation



Free Mobility Vehicle

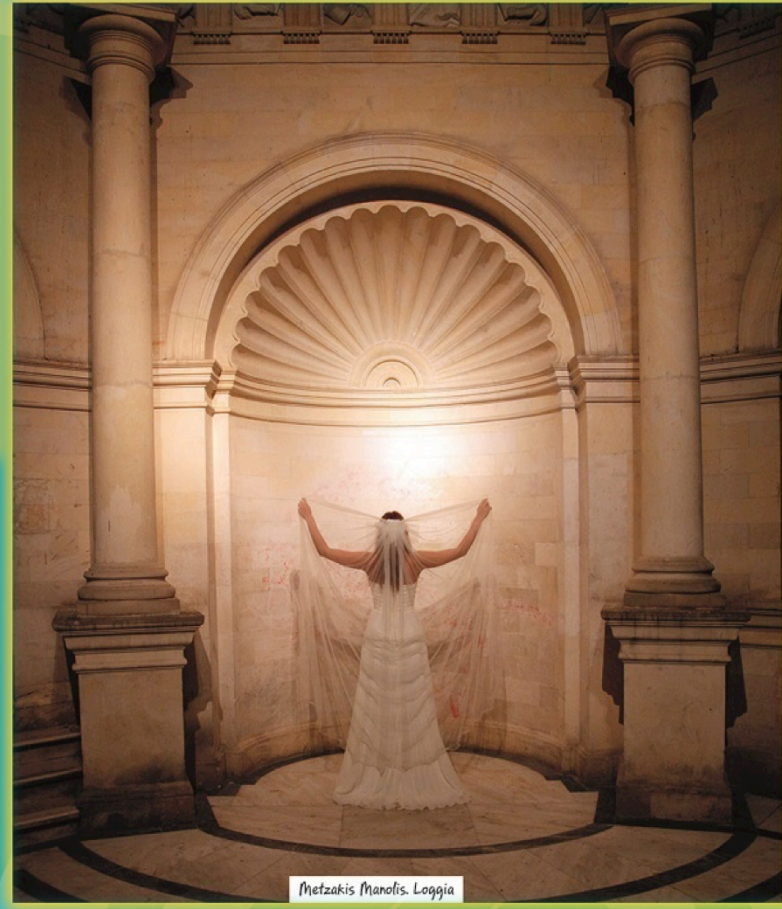


Gamification





Mikiforakis Polichronis, St. Minas Cathedral



Metzakis Manolis, Loggia





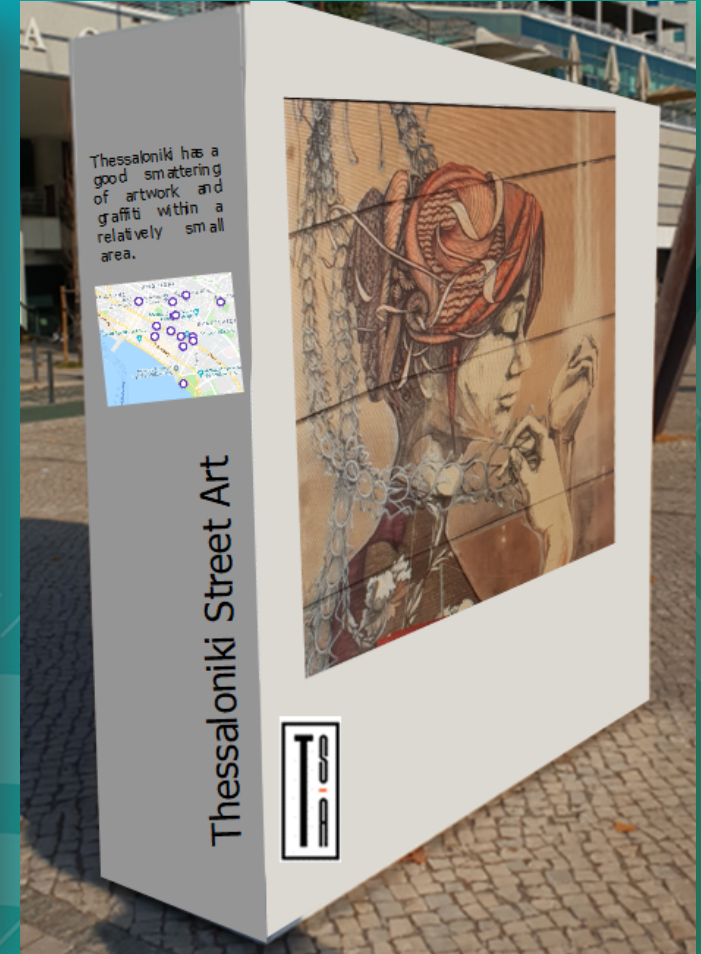
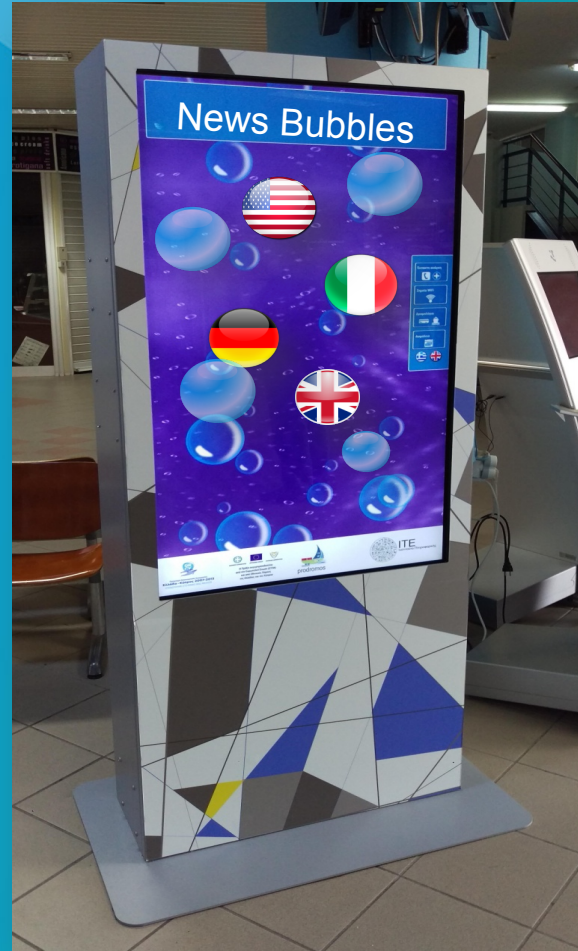




Visitor Experiences with Local Community



Port Improvement Projects



Port Improvement Projects

Kissing Spot

Thessaloniki
Kissing Spot

FRONT



Thank You
over & out

