

NEWS

THEME Cruises

Royal inauguration

Teamwork delivers results

Cruises expanding in Malmö

NEWS FROM COPENHAGEN MALMÖ PORT ● No 2 2014





PHOTO: DENNIS ROSENFELDT

"Legend of the Seas" was the first ship at Ocean Quay when Queen Margrethe opened the new cruise terminal.

Important ambassadors

Tourism is providing jobs and growth in Copenhagen. This applies not least to cruise tourism, with satisfied passengers also helping to elevate the city's brand.

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New cruise ship quay

Our new cruise terminal was opened in Copenhagen in May. The expansion paves the way for continued development in Northern Harbour, where major changes are now awaited.

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Royal inauguration

There was a royal sheen when the cruise terminal was put into operation. With three strikes on the ship's bell, Denmark's Queen Margrethe marked the terminal's opening.

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The gateway to Copenhagen

The cruise terminal at Ocean Quay will welcome millions of passengers to Copenhagen. The quay is 1,100 metres long and accommodates an ultramodern facility.

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Teamwork is the key

The Danish capital is a popular cruise destination. One explanation for this is teamwork, with the tourism industry having united to establish a successful collaboration.

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Royal Caribbean

Copenhagen is a favourite destination for the Royal Caribbean Cruise Line. The shipping company is appreciative of the new cruise terminal, which improves passenger service.

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Malmö – growing cruise city

Cruise traffic was established in Malmö last year and 40,000 passengers are expected to visit the city this year. A new terminal and joint initiatives from the tourism industry are awaiting the visitors.

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Profile: Rebecca meets and greets

Rebecca Persson works with cars, but she was also involved during last year's cruise season in Malmö. She welcomed passengers and ensured that the service functioned smoothly at the terminal.

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Royal inauguration in Copenhagen

THOSE OF YOU WHO ARE FAMILIAR with CMP and read our magazine regularly know that the spring issue always focuses on cruises. This year it feels particularly gratifying to be able to present this operation in a number of articles. Obviously, the reason for is that a week or so ago we opened the new cruise terminal in Copenhagen. We can accordingly say that CMP is taking its cruise traffic to new levels. The quay is 1,100 metres long, enabling us to receive three large cruise ships at the same time. The new Oceankaj also has ultramodern terminal buildings which provide increased convenience for our passengers and generally improve the service compared with before. This will enable us to continue developing our cruises, which have long been one of CMP's most rapidly growing and successful operations.

THE GRAND CEREMONY IN MAY was given a royal sheen through the participation of Denmark's H.M. Queen Margrethe, who officially opened the new quay through symbolically sounding the ship's bell three times. From CMP's side, we are extremely proud that the Queen chose to attend on this day, when owners, customers and business associates were also present at our new cruise quay. The inauguration is presented in a special photographic report in the magazine. We also offer an interview with Copenhagen's Lord Mayor Frank Jensen, who stresses how significant cruise tourism is for the city and its brand. The work being performed within Cruise Copenhagen Network is described in another article. In addition, we provide more information about cruise traffic in Malmö, which was established last year and which means that CMP is now able to offer the cruise lines two destinations in Scandinavia.

OUR NEW CRUISE QUAY IS LOCATED in Northern Harbour in Copenhagen – an area where major changes will be taking place in years to come. In line with port activities moving further out towards the sea, space is being created for Copenhagen to develop housing, offices and thousands of new workplaces in what was previously the port area. These future plans are also presented in one of the articles in this issue of CMP News.

Pleasant reading!

Johan Röstin, CEO of CMP

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Distributor: Johan Röstin.

Authors: Nils Francke, Kajsa Jacobsson, Fredrik Lilieblad and Lotta Solding.

Contact address: CMP, Terminalgatan 18, Box 566, 201 25 Malmö, Sweden.

CMP, Containervej 9, Box 900, 2150 Nordhavn, Copenhagen, Denmark.

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PHOTO: DENNIS ROSENHELDT

The many awards and acknowledgements that CMP has received, including Europe's best cruise destination, clearly indicate the quality of the product, and that it has a very high marketing value", says Frank Jensen

Copenhagen's Lord Mayor Frank Jensen:

Satisfied cruise visitors are good ambassadors

Copenhagen is a popular destination for cruise visitors, and the Lord Mayor Frank Jensen sees a clear correlation between an initiative to increase tourism, increased job creation and the branding of Copenhagen as a modern capital.

TOURISM MEANS A LOT to Copenhagen and Copenhagen's residents. It creates growth and lots of jobs, including jobs for many unskilled workers and for Danes with an immigrant background.

Tourism has been undergoing steady growth in Copenhagen in recent years. While the rest of Denmark has been experiencing a drop in tourism for a number of years, tourism in the capital has enjoyed an overall gain of 1.5 million overnight stays since 2010. This year the number of overnight stays is about 8.5 million, approximately 5% more than last year's record level.

2010 was the first year in which the tourist industry in the capital experienced a turnaround in the decline which followed the financial crisis. In that period tourism in the metropolitan area as a whole has had growth of 22%, with fully 400,000 more overnight stays in 2013 than in the previous record year of 2012.

I THINK THAT COPENHAGEN is attracting tourists because we are a small city and we have all of those things that characterise a city – culture, restaurants and cafés, music and night life – but at the same time we are a green city with canals, parks and short distances to everything. We are a green city, and one which is manageable.

We can observe that the cruise tourists who come to Copenhagen place particular significance on the fact that what is most positive about Copenhagen is the friendliness of Copenhageners. You could actually say that Copenhageners are Copenhagen's major attraction! In addition, the cruise tourists are pleased that there is a highly varied range of

experiences in Copenhagen, that the staff in the shops are accommodating and service-minded and that there are lots of historical sights and museums.

CRUISE TOURISM IS IMPORTANT for Copenhagen's economic life, generating a great deal of commerce and a lot of jobs. The retail trade in particular does well out of the cruise tourists, who often spend their time in Copenhagen buying "Danish Design" in the shops selling luxury goods on Strøget, the pedestrian street.

THE CRUISE ARRIVALS are important for Copenhagen's branding. If we ensure that the cruise visitors get a good impression of Copenhagen it can be very beneficial. Not just in relation to branding Copenhagen's tourism, but also Copenhagen in general. Passengers who have appreciated what they have found in Copenhagen are often good ambassadors, who recommend others to visit Copenhagen. The effect can also extend beyond tourism. If, for example, a chief executive of an American company is considering investing in operations in Scandinavia, a positive experience as a tourist in Copenhagen can contribute to directing attention towards Copenhagen. At the same time, foreigners might gain a preference for purchasing Danish products.

Fortunately, it seems that the overwhelming majority of cruise tourists have a positive experience in Copenhagen. Nine out of 10 cruise tourists feel that their stay in Copenhagen lived up to or surpassed their expectations of the visit.



PHOTO: BY & HAVN

CMP has asked Jens Kramer Mikkelsen, CEO of City & Port Development to put the new cruise terminals and future port area into perspective. Here is the status for the recently completed construction:

Land reclamation in Northern Harbour has created room for a **new cruise terminal**

On May 2 three terminal buildings and a 1,100 meter long cruise quay were opened on the eastern side of Northern Harbour. City & Port Development was responsible for the construction of the new cruise terminal, and in advance of the construction performed the largest single land reclamation in Copenhagen's history. As well as providing the many cruise tourists with an ultramodern cruise terminal, the land reclamation is creating space for Copenhagen's development.

A GIGANTIC LANDFILL PROJECT is underway along the north eastern corner of Northern Harbour. Earth from projects including construction of the Metro and Nordhavnsvej road is being used to create land, where one year ago there was water. In all Nordhavn will gain 100 hectares of new land, and when the landfill is completed in 2022, Copenhagen will be 1% bigger.

A part of this expansion is already completed, namely the part where space has been created for the 1,100 meter long cruise quay, which can receive up to three large cruise liners at a time. In comparison, Langelinie quay is 1,000 meters long. In tandem with the cruise quay, a 700 metre long container quay will be constructed and, ultimately, another 500 meter quay for general cargo.

Cruises ships will also berth at Langelinie. However, those ships which change crew and passengers will dock at the new cruise terminal, which will consequently receive the bulk of the 800,000 or so tourists arriving in Copenhagen every year by cruise liner. Each terminal building covers 3,300 m² and consists of 1,500 m² of passenger facilities 1,500 m² of baggage handling with the rest taken up by technical facilities. Around each terminal building is room for 28 coaches and 50 taxis.

EVERY YEAR ABOUT 10,000 PEOPLE move to Copenhagen, and it is in order to create room for the city's growth and development that City & Port Development is expanding Northern Harbour. The expansion is enabling Copenhagen's commercial port to move northwards, so that the inner part of Northern Harbour can be developed.

"The expansion of Northern Harbour is an important part of the capital's development. It has provided room for the impressive new cruise terminals, which will ensure that Copenhagen can also remain one of the most popular cruise destinations in the world in the future, and in doing so made room for a completely new urban district in Northern Harbour," says Jens Kramer Mikkelsen, CEO of City & Port Development.

The Århusgade district, which the southernmost part of Northern Harbour is called, is currently being transformed into a modern urban district with housing and businesses accommodating some 3,000 residents and 7,000 jobs. During the course of the coming year development will also get under way in several of the somewhat more northerly districts such as Sundmolen, Trælastholmen and Levantkaj.



PHOTO: DENNIS ROSENFELDT

Royal inauguration of Oceankaj

The ceremonial opening of the new cruise terminal at Oceankaj marked the fact that CMP can offer shipping companies and passengers optimum conditions when they arrive in Copenhagen

"LEGEND OF THE SEAS" HAD THE HONOUR of being the first arrival at CMP's new Oceankaj, and the ship embellished the cruise terminal for the inauguration on May 2 2014.

Several hundred invited guests were present for H.M. Queen Margrethe II to mark the official opening with three strikes of a ship's bell in Terminal 2. The stylish new facility was thereby ready to receive the first of the season's many arrivals, and millions of prospective cruise passengers.

"With the three modern, new terminals and the stylish quay we can bid the passengers welcome when they arrive, and give them a good experience before they depart from here again," the Queen said.

PRIOR TO THAT, MINISTER OF TRANSPORT Magnus Heunicke and Copenhagen's Lord Mayor Frank Jensen had both congratulated the port and the city on the new cruise terminals.

"Copenhagen is achieving success as a tourist city and cruise destination, and this terminal is yet another contribution to Copenhagen's positive development. However, we have to constantly improve, to provide new experiences for the tourists. Langelinie and Oceankaj offer the cruise visitors the best conditions in Europe," Frank Jensen said.

He also predicted that the old industrial areas, through which you have to drive to the terminal, will become a green urban district in 20-40 years, a completely new area of Copenhagen with thousands of dwellings and jobs.

The Queen was welcomed to the opening by the Tivoli Gardens and a young sailor.



PHOTO: DENNIS ROSENFELDT



PHOTO: DENNIS ROSENFELDT

A worthy entrance to Copenhagen

Arnt Møller Pedersen
COO Cruise and Ferries

With its state-of-the-art facilities, CMP's Oceankaj is the new entrance to Copenhagen for the millions of cruise visitors who will be visiting the city in the future.

EVEN WITHOUT SHIPS ALONG THE QUAY, the new 1,100 meter long cruise quay is an impressive sight, with the three large passenger terminals and a line of yellow bollards awaiting the first arrival. The quay facility has been built on reclaimed land in the northern part of the Port, and will be the new entrance to Copenhagen for the millions of cruise visitors who will be visiting the city in the future.

Oceankaj is the name of the new facility, which was built to give the passengers top quality facilities for pro-

blem-free transit to and from Copenhagen, and to give the ships a number of benefits they did not previously have. Oceankaj will function together with the existing cruise dock at Langelinie, Ndr. Toldbod, and during busy periods also Orientkaj.

"Our first season of cruise arrivals at Oceanaj gives me an enormous amount of satisfaction," says Arnt Møller Pedersen, COO Cruise and Ferries, CMP. "We have been waiting for a long time and talked a lot about it, but now we can finally give a dignified welcome to Copen-



PHOTO: DENNIS ROSENFELDT



PHOTO: DENNIS ROSENFELDT



PHOTO: DENNIS ROSENFELDT



PHOTO: DENNIS ROSENFELDT

Construction manager Peter Landgren and project manager Erik Sander from CMP are proud of Oceankaj, and the first class facilities for both the cruise liners and the passengers. Those who are simply curious and who come to see the ships have also been catered for – they've got their own observation tower (top left) with a view over the quays and Copenhagen.

hagen to passengers and crews, who will be arriving on a daily basis throughout the season. It is a great boost, and will make it even easier for us to maintain the high level we have achieved together with our partners."

AN IMPRESSIVE FACILITY

While engineers and craftsmen are putting the final touches to the facility for the arrival of the first cruise ship on May 2, construction and installation manager Peter Landgren and project manager Erik Sander from CMP are showing us around Oceankaj.

The three terminals are very striking, with large, sloping roofs. Indoors it is light and airy with high ceilings, and the materials are concrete and steel, elegant and functional, Danish architecture at its best.

"Each terminal has a capacity of 900 passengers at a time. That's sufficient for the flow of passengers for the largest ships, which typically takes a couple of hours," says Erik Sander.

The logistics are the same as in the terminal at Orientkaj, flexible with baggage handling at one end and spacious check-in facilities at the other, separated in the middle by staff areas, as well as toilets and rooms for technical equipment. Outside there is an area for taxis, excursion buses and hop-on hop-off buses, as well as parking for private cars. City bus 26 services Oceankaj.

The terminals were designed by Christensen & Co Arkitekter A/S, and built by Einar Kornerup A/S. Outside the cruise season there are plans to let the terminals out for various events.

OPTIMUM CONDITIONS

In distinction from the old cruise terminals in Frihavn, Oceankaj is located close to the harbour entrance and the Sound with easy access for the large cruise liners. There is room for three cruise ships at a time, giving them optimum conditions.

"We have put in a large water main to the quay, which has sufficient capacity to supply three cruise ships with high quality drinking water simultaneously, and we are talking about really large volumes," Peter Landgren says.

"When the ships discharge black- and grey water it also takes place via the pipelines that are built into the quay. It is a new technology, which has not been tested before in Copenhagen, where the water is simply conveyed directly via a pump to the Lynetten purification plant on the other side of the harbour entrance."

The ships can also be connected to the internet and there are power outlets for equipment such as baggage conveyors.

The quay facility was built by Joint Venture ZMM Nordhavnen (Züblin, Möbius, MJ Eriksson),

The general public who come to see the ships do not have access to the actual quays, but can nevertheless get closer to the ships from locations between the terminals. Furthermore a small observation tower has been built at the southern end of Ocean Quay, which will no doubt be popular. You can climb up and get a view over the quays and the ships, and in the other direction look out over Copenhagen and the skyline.

A first class product requires teamwork

Cruise Copenhagen Network is a unique industry collaboration, which is crucial for Copenhagen's success as a cruise destination



PHOTO: DENNIS ROSENFELDT

Hard work and lots of enthusiasm lie behind the many prizes and distinctions which CMP and Copenhagen have been awarded over the years, with CCN as an effective network for the actors in the industry.

THE NUMEROUS PRIZES AND DISTINCTIONS that Copenhagen and CMP have received for a first class cruise product in recent years were not awarded for nothing. They are the result of hard work from a lot of parties, and teamwork that the cruise visitors might not be aware of, but from which they derive great benefit when they are here in transit or turnaround.

Every time a cruise ship calls into CMP there are a large number of details that have to be in order to ensure that the visitors have a positive and unproblematic experience, all the way from a hospitable welcome at the quay to efficient taxis and buses, knowledgeable guides, good service in shops and hotels, and much more. The numerous organisations which take care of this are assembled in Cruise Copenhagen Network, which has been working to ensure the best possible product for cruises in Copenhagen since 1992.

"Cruises have developed fantastically in the last fifteen years, and it is therefore important to have a network for all the operators to ensure that we have a greater impact," says Søren Jespersen, chairman of Cruise Copenhagen Network (CCN).

"CCN is a one-stop-shop for the industry, and we all have the same focus on delivering an outstanding cruise product. It is unique, such a broad network is unusual, from bus companies to hotels and shops, everybody has an

interest in being able to receive the 3-4,000 visitors which arrive with each cruise ship."

DURING THE 2014 SEASON CMP will receive 315 cruises. This is equivalent to an estimated turnover from tourism of about DKK 1.3 billion and job creation representing 1,700 man years, according to CCN.

Søren Jespersen is pleased that the first ships are beginning to arrive at the new terminals at Oertholmsvej, which will secure growth into the future. The terminals provide better conditions for the passengers, in transit or turnaround, but there are still things that could be improved:

"Being further out from Copenhagen's centre is a challenge, even though the city will be expanding rapidly in this direction. It is not sufficient to have a few smart terminals, the infrastructure must also be effective. Together with CMP and Copenhagen municipality, which are also members of CCN, we are working to ensure that everything functions optimally. There are also things which can be done better. And in this context I am gratified and proud that we represent such a broad group in CCN, all of whom are pulling in the same direction" says Søren Jespersen.

70 businesses and organisations are members of Cruise Copenhagen Network, the first network to gather together all parties which service the cruise industry.

www.visitcopenhagen.com/copenhagen/cruise-copenhagen-network



PHOTO: DENNIS ROSENFELDT

Royal Caribbean perceives new opportunities in Copenhagen

The prize-winning shipping company Royal Caribbean International has often been a leader in the cruise industry and did not miss out on the opportunity to be present at the opening of the new cruise quay in Copenhagen. "Nothing beats a tailor made cruise terminal", says Adam Sharp from Royal Caribbean.

COPENHAGEN IS A WELL-KNOWN DESTINATION for the global shipping company and the new facilities will represent a substantial boost, feels Adam Sharp, manager for Port Operations & Port Services in the UK and Northern Europe.

"We are pleased to be pioneers for the new quay", he says. "It will probably require a few cruises to get used to the new environment, but we already know that it will represent an enormous improvement".

"Nothing beats a tailor made cruise terminal and for us it has arrived at the right time. Our ships are getting bigger and bigger and we are constantly adding more lines".

COPENHAGEN HAS LONG BEEN A FAVOURITE destination for Royal Caribbean International in Northern Europe. The cruise company has a lot of variations in routes and ports of departure in the Baltic, but always returns to Copenhagen.

"Our guests are very keen to visit Copenhagen and its fantastic attractions. Scandinavia, and Denmark in particular, has been very good at marketing itself to an international public and it makes our job so much easier",

Adam Sharp observes.

For the company's ship Legend of the Seas to be based in Copenhagen requires a infrastructure that is attractive for the international market. Half of the guests come from North America so first-rate connections are a must. Moreover, there has to be continuity, so that the port can deliver the same reliable service week after week.

"We are proud to be able to invite our guests on board within an hour after arriving at Copenhagen Airport, which has become much easier to achieve thanks to the investments in the new terminals and quays", Adam Sharp says.

THE RELATIONSHIP WITH COPENHAGEN has developed over time and has become increasingly strong thanks to the shipping company's guests.

"We always listen to our guests and more than ever before they are saying that Copenhagen is the port in the Baltic from which they would prefer to depart. And when we ask them to grade the ports, Copenhagen always ends up the most popular in Northern Europe, so the Danes can be very proud", says Adam Sharp.



PHOTO: ROYAL CARIBBEAN INTERNATIONAL

Adam Scharp, Manager Port Operations & Port Services, Royal Caribbean International



PHOTO: JOHAN RAMBERG

Katarina Olsson, Malmö Tourism:

“More cruise arrivals this year”

“This year around 40,000 cruise passengers will come to Malmö. This is thanks to the Spanish cruise line Pullmantur decided to use Malmö for turn arounds in summer 2014”, says Katarina Olsson, business area manager for leisure travel at Malmö Turism.



PHOTO: JOHAN RAMBERG

Katarina Olsson is a key figure in the investment that Malmö is making in cruise tourism

KATARINA OLSSON TALKS RAPIDLY and absorbingly about her job. She knows just about everything about the cruise segment.

“Being able to handle the cruise traffic and the passengers as efficiently as possible entails cooperation between the city and the port, as well as the airport for turn arounds. On our own we wouldn't have managed it. All parties are demonstrating a great interest in the collaboration, for satisfied customers are obviously more likely to come back.

She also highlights Region Skåne's initiative to train guides as an invaluable element in the focus on cruise passengers.

“The new cruise terminal in Frihamnen in Malmö has involved major investments on the part of the port. The walking and cycling path from the port to the city was also completed in spring 2013. This suddenly makes the port a part of the city”, observes Katarina Olsson.

THE CRUISE SEASON STARTS in May. This year Pullmantur will assign ten turn arounds to Malmö, primarily with Spanish speaking passengers. One ship from the German shipping company Passat Kreuzfahrten will also come to Malmö, plus a transit arrival with the ship Horizon, primarily with French speaking guests, this ship is also owned by Pullmantur.

“Cruises are a bit sexy, they arouse something in people. Cruise passenger sounds a lot cooler than bus passenger.

It is no longer luxury to go on a cruise”. According to Katarina Olsson, today's cruise passengers consist of a large middle class segment. However, cruise passengers still only comprise a small proportion of tourism in Malmö.

“But they are important, not least because they drive the export maturity of a destination. We need our hinterland, a creative tourism industry is needed which develops its activities in accordance with what the target groups demand, e.g. retailing and attractions”.

She mentions so-called “Soft Adventures” such as experiences of the natural world, where demand is growing fast. In this case it concerns less advanced experiences such as cycling and canoeing.

“We sell destinations! We collect up what the destination can offer and take it out to the customers”, Katarina Olsson says. For our part, it concerns incoming operators, the shipping companies and the tour operators, we very rarely meet the end customer. In terms of the cruises, we have a tourist office in the cruise terminal in Malmö. And we adapt the staff's language skills according to the ship's passengers.

“I love the proximity in Malmö, it is a small city. It is a green city, a friendly city. And the proximity to the sea. There is a bit of everything here. A lot of visitors want to see palaces, Vikings and the cathedral and culture in Lund. Our aim is to always exceed the visitors' expectations”.

The new superbuses are arriving via CMP

The first of a total of 15 superbuses have arrived at Frihamnen in Malmö. The new environmentally friendly buses will be in service on the streets of Malmö as early as the summer.

- At CMP we have all the facilities and space required to receive vehicles within what we call "High and Heavy", observes Johan Ullenby, COO for Port & Terminal Operations at CMP.

High and Heavy is an apt description. For example, it might be buses, as well as lorries, excavators, tracked vehicles or other large vehicles.

- Our car handling operation maintains very high quality, regardless of whether it involves passenger cars or larger vehicles, says Johan Ullenby. Our employees are extremely careful with the vehicles, resulting in a top quality service and a very low level of damage. Moreover, we have quays, surfaces and tracks which together provide a first-rate solution for our vehicle customers.

The new bus, which is called the Malmö-Express, is a good example within the category of High and Heavy. Each bus is 24 metres long, bi-articulated and powered by a hybrid gas/electric technology. The plan is for the buses to be in service on line 5 and part of line 8, i.e. from Stenkällan to Västra Hamnen via Amiralsgatan and Malmö Central Station, as early as the summer. The line is currently Skåne's major city bus route. To cut times at the bus stops, boarding will take place at all doors and passengers will buy tickets on board themselves.

Besides Malmö Stad, Skånetrafiken and the bus contractor Nobina are behind the superbus initiative.

Seeing the long, green buses gives a sense of the future. Johan Ullenby describes them as like trains or trams.

- Naturally, it's great that Malmö City is using us at CMP to transport the buses, he comments.

Every year over 460,000 new cars arrive at the port in Malmö, making CMP Scandinavia's largest port for cars.

New cruise awards for CMP at Seatrade Miami

CMP has been successful in its efforts to make the experience of utilising Copenhagen for turnaround as problem-free as possible.

CMP has once again had its status as a leading cruise port underlined. As part of the recent Seatrade Miami event, a jury consisting of representatives from the cruise operators presented CMP with: "Best Turnaround Port Operations" and "Best Turnaround Destina-



PHOTO: JOHAN RAMBERG

It was CMP which received the new buses which will enter regular service in Malmö in the summer.

tion" at the Cruise Insight 2013 Awards.

CMP also received the "Highest Rating for First Turns" award in connection with Azamara Club Cruises arrivals, an award based on cruise passengers' assessments.

"About 45% of our arrivals are turnaround, so this is yet more evidence that we are succeeding in our efforts to make the experience of utilizing Copenhagen for turnaround as problem-free as possible", says Arnt Møller Pedersen, COO Cruise and Ferries, CMP.

The awards at Seatrade Miami are not an exception. Throughout the last ten years Copenhagen has received a large range of international awards and distinctions, including Copenhagen being designated "Europe's Leading Cruise Destination" five times at the World Travel Awards, most recently in 2012, and receiving the award for "World's Leading Cruise Destination" in 2005.

CMP can raise the quality level even higher from May 2014, with the port's new cruise quay coming into operation. It is 1,100 metres long and has room for three cruise liners at a time, each with its own terminal for the passengers.

"The new quay will represent a significant boost for both the cruise operators and the passengers, who will have an even better experience when they arrive at or depart from Copenhagen, and I am certain that it will contribute to enabling us to retain our position in the competition with other ports and destinations", says Arnt Møller Pedersen.

The 2014 cruise season has started, and CMP is expecting 315 arrivals in Copenhagen and Malmö, with more than 750,000 passengers.

Disney selects Copenhagen for turnaround in 2015

"Disney Magic" is going to become well-known to CMP in the 2015 season, with five turnarounds and visits as part of two other cruises

The Disney Cruise Lines programme for 2015 includes a range of new cruises to the Norwegian Fjords and the Baltic States, and Disney has selected Copenhagen as turn-

around port for five cruises, as well as a starting point for two others.

The five turnarounds are on the Norwegian Fjords programme, for 7 and 9 nights respectively. The ship then departs on an 11 night cruise to the Norwegian Fjords and Iceland with a final call at Dover. In total the ship, "Disney Magic", will be visiting Copenhagen on seven cruises in 2015.

"It is great that many years of persistent and targeted work from both CMP and the agent Bella Vista Travel is now delivering results, and we are delighted to provide a quay and a terminal to handle Disney's turnaround," says Arnt Møller Pedersen, COO Cruise & Ferries in CMP.

"Copenhagen, Tivoli and Disney are a supreme cocktail, and will without doubt appeal to Disney's largest group of customers, namely families with children, who are getting the ultimate cruise product with Disney Cruise Line. Even though the vast majority of customers come from the USA, with their starting point in Copenhagen, Disney's cruises also have the potential to tempt Scandinavian families."

Disney Cruise Line has cultivated themed cruises, with the focus on the needs of families with children. Disney's universe – the popular Disney characters, superheroes and play and fun – is all over the ship, and the trips to the Norwegian fjords also relate to Disney's latest animated film, Frozen, which takes place in a landscape inspired by Norway.

"Disney Magic" is moving from the Mediterranean to Copenhagen so that it can start the first cruise to the Norwegian Fjords on 6 June, but Copenhagen will be the starting point as early as 30 May for a cruise with "Disney Magic" to the Baltic States, with Stockholm as the final port of call. The ship dates from 1998, and was the first ship in Disney Cruise Line's fleet, which now comprises four cruise liners. It has a capacity of 2,700 passengers and a crew of 950.

Would you like to receive news by e-mail? Send an e-mail, with your name, to cmport@cmport.com. Write "Yes please to e-mail news" in the subject heading.

PROFILE: REBECCA PERSSON

She stands firm among cars and passengers

REBECCA PERSSON IS CHEERFUL, calm, sociable and able to withstand pressure. Qualities which stand her in good stead in her job in CMP's car department. Last summer she worked every other Saturday with the cruise traffic in Malmö, something which she looks back on with pleasure.

"It was really enjoyable last year. Those of us who were involved with the cruise ships became a closely knit team", she says.

Before the passengers disembark the ship in the morning the terminal has to be prepared: flags hoisted, toilets freshened up and the luggage conveyor put in place.

"We got started promptly in the morning and ensured that everything went smoothly. Some passengers stay in Malmö, others go home. During the morning we loaded luggage onto lorries, which were driven out to the airport, returning later in the afternoon with luggage for the passengers who were going to embark in the evening", Rebecca recounts.

AS AN "EXTRA" IN CMP'S car department, Rebecca has tried lots of different jobs. She really likes working as a stower, which involves directing colleagues as they drive cars off and on the ships.

Being a young girl in "male environments" is nothing new. Rebecca grew up in Ängelholm with two hockey playing brothers, who finally got her to change figure skating for ice hockey. After playing with the lads in Rögge, Malmö's women's team was the next stop. Today it's all about crossfit.

"I'm a young sportswoman and have been team captain in both football and hockey. I have also worked as a gym instructor and have some experience of leading people", she says.

REBECCA HAS TWO DREAMS for the future. In part she would like to travel as much as possible, in part she would like to work as a police officer.

"If I get into the police training college, in the long run I would like to work as a chief investigator and solve murders. But I know that's a long way off.



Rebecca Persson works with a closely knit team who receive cars in Malmö.

PHOTO: JOHAN RAMBERG