

Panel discussion: Cruise 2.0, new possibilities for the industry?

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Port de Barcelona



Port innovation

What is innovation?

Innovation is to transform **new ideas** in **value** for the port community, its **clients** and the **society**



Port Innovation

Global trends affecting port innovation

Impact on port activity

- Infrastructure as a commodity
- Focus on information services (big data, analytics,...)
- New business models
- New governance model
- Collaboration
- New transport revolution



Port of Barcelona's mission and vision

Definition

MISSION

To **contribute** to the **competitiveness** of our **hinterland** by providing **efficient services** responding to its needs for **maritime transport, land transport** and **logistics services**.

VISION

Barcelona: the **European** port **solution** in the Mediterranean.



Sustainability

Economic, social and environmental sustainability

Guaranteeing **sustainable growth** from the **economic, social and environmental** point of view is a priority for the Port of Barcelona

Economic
sustainability



Social
Sustainability



Environmental
Sustainability





2,7

million cruise
passengers in 2017

The cruise sector at the Port of Barcelona

- The European leader cruise port
- The fourth World top cruise port
- The Mediterranean turnaround port par excellence



Use the **10%** of the berthing line of the Port



Generate **8%** of the port's income.

The city of Barcelona receives the main economic benefit.
The Port works closely with the city council and the Barcelona
Tourism Office



The Port of Barcelona cruise sector contribution to the economy



Generates annual **turnover of € 1,083 million** in Catalonia (2.2 million each day).

Generates **€ 227 million** in tax revenue.

Contributes **€ 562 million** to Catalonia's GDP

Maintains **9,000 full-time jobs**



THE ROLE OF BARCELONA AS A TURNAROUND PORT CONTRIBUTES TO ATTRACT INVESTMENTS AND PROMOTES INTERNATIONAL AIRPORT CONNECTIONS

BENEFITS SECTORS LINKED TO TOURISM AND TO OTHER INDUSTRIAL AND SERVICE SECTORS

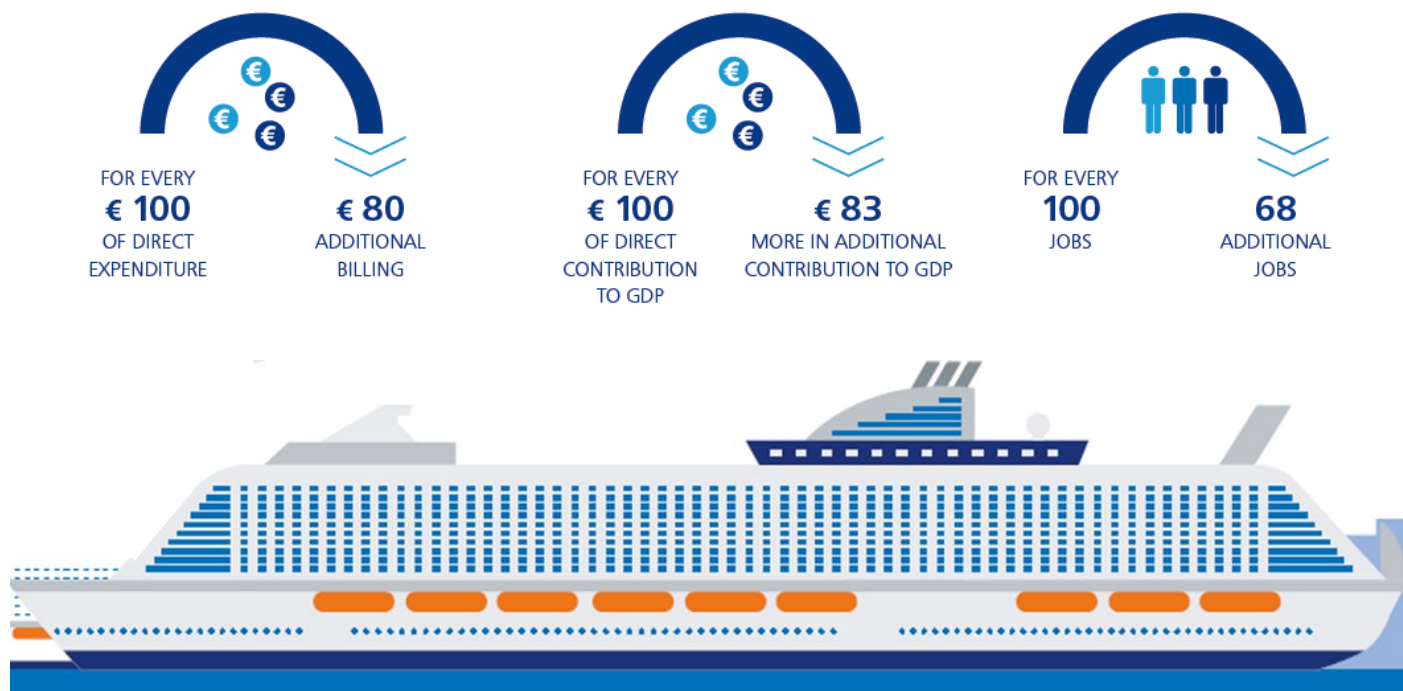


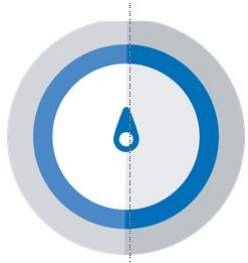
PROVIDES FLIGHT CONNECTIVITY TO BARCELONA AIRPORT



The Port of Barcelona cruise sector contribution to the economy

The multiplier effects arising from cruise activity almost double the economic impact attributed to the three main spending agents.





The Port of Barcelona cruise sector contribution to the social sustainability

The cruise sector generates **9,000 full-time jobs**, including sectors **not directly involved in the tourist sector**.

Impact in transport sector: **land transport** (taxi, car hire,...) **and airport** (connections and attraction of investments)

Cruise companies' **social projects** to improve the situation of people at risk of social exclusion.



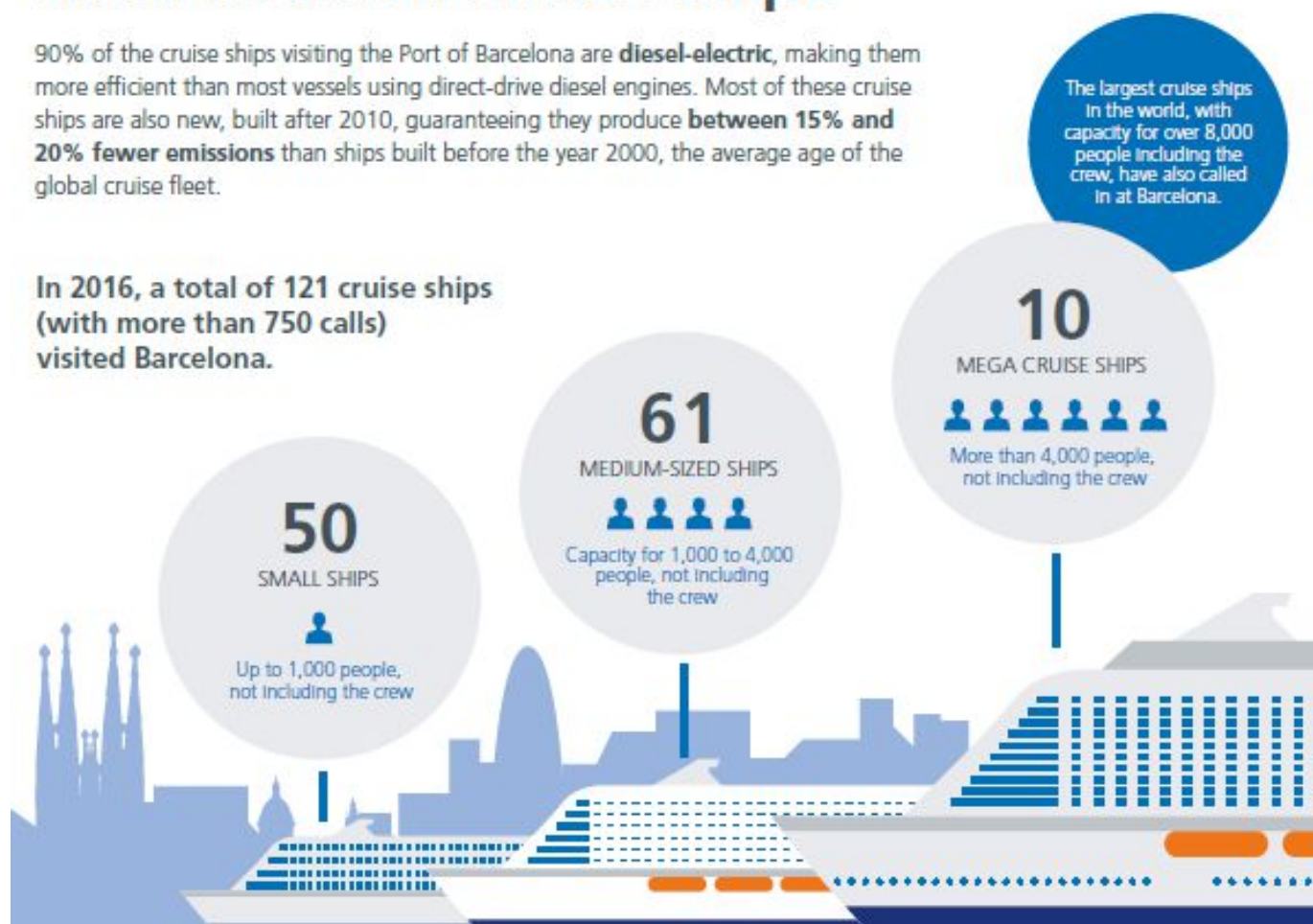


Heading for sustainability

Increasingly less contamination from modern cruise ships

90% of the cruise ships visiting the Port of Barcelona are **diesel-electric**, making them more efficient than most vessels using direct-drive diesel engines. Most of these cruise ships are also new, built after 2010, guaranteeing they produce **between 15% and 20% fewer emissions** than ships built before the year 2000, the average age of the global cruise fleet.

In 2016, a total of 121 cruise ships (with more than 750 calls) visited Barcelona.



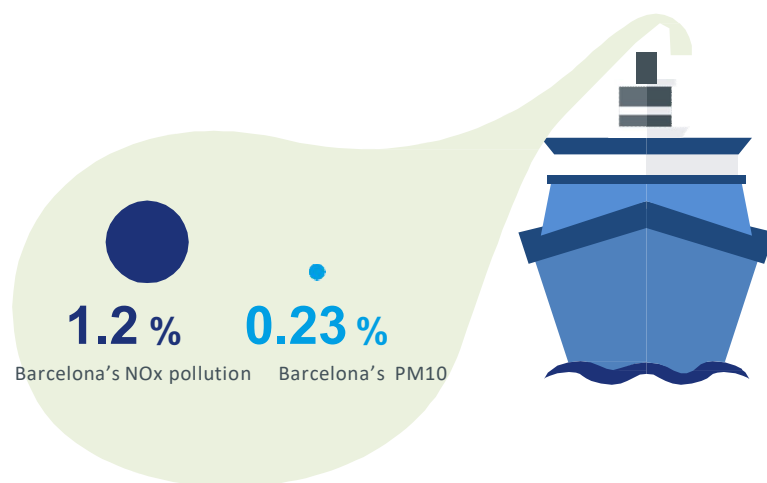


Heading for sustainability

Cruise ships have **little impact** on the city's air pollution levels

Cruise ships emissions are responsible for **1.2%** of Barcelona's air pollution by **NOx** and **0.23 %** of its **PM10** levels.

On an annual basis, cruise ships emit around 700t of NOx and 60t of PM10 and therefore account for **12%** of the emissions from all Barcelona's port activity.





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Thank you

