

WP4 Pilot actions

Sustainable Tourism Plan for Cruise Tourism in Pilot Area 4: Valencia

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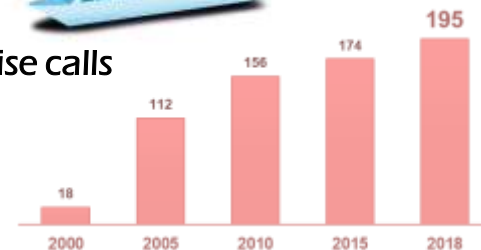
CO-EVOLVE Dissemination event
Barcelona (Spain), 5th June 2019



Cruise passengers



Cruise calls



4.83 millions TEU

VALENCIAPORT:



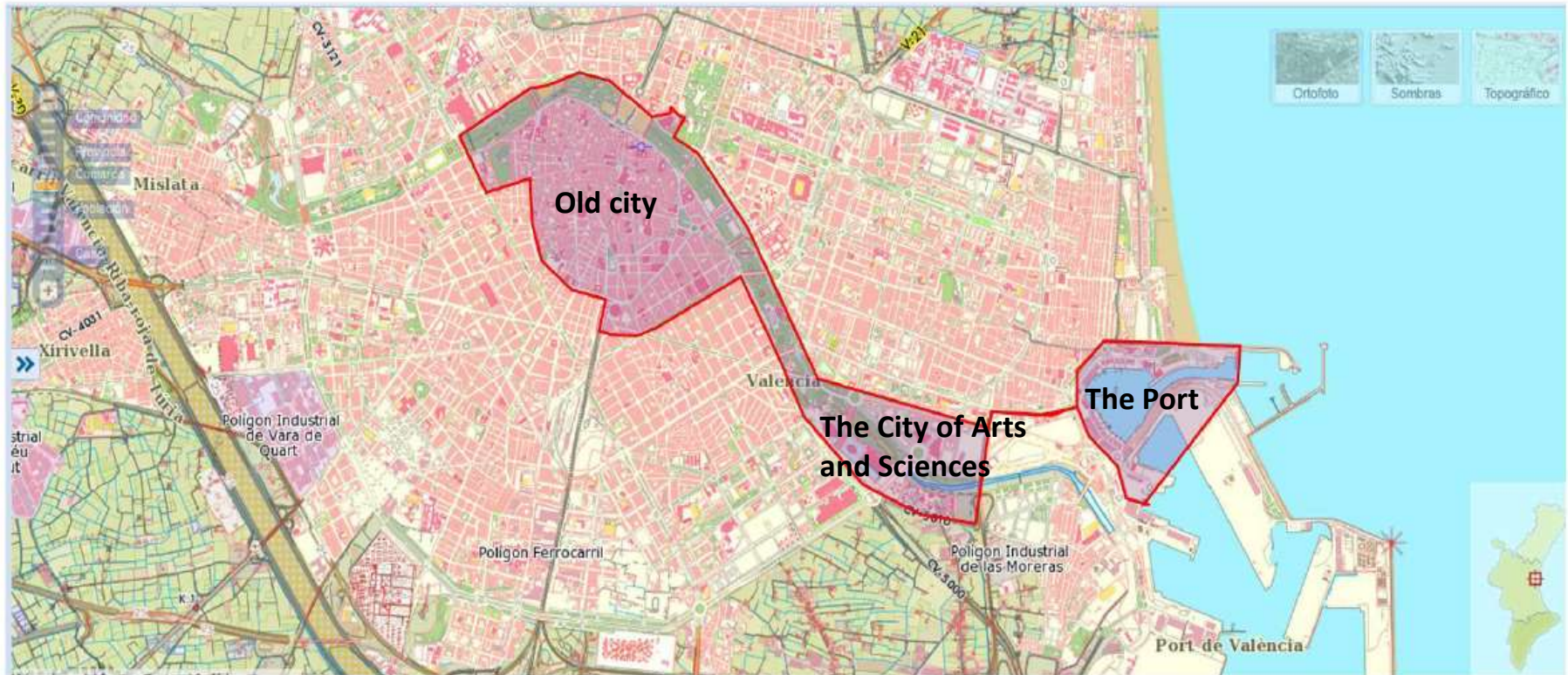
Spain
and Med



Europe



Background: Valencia (Port-City)



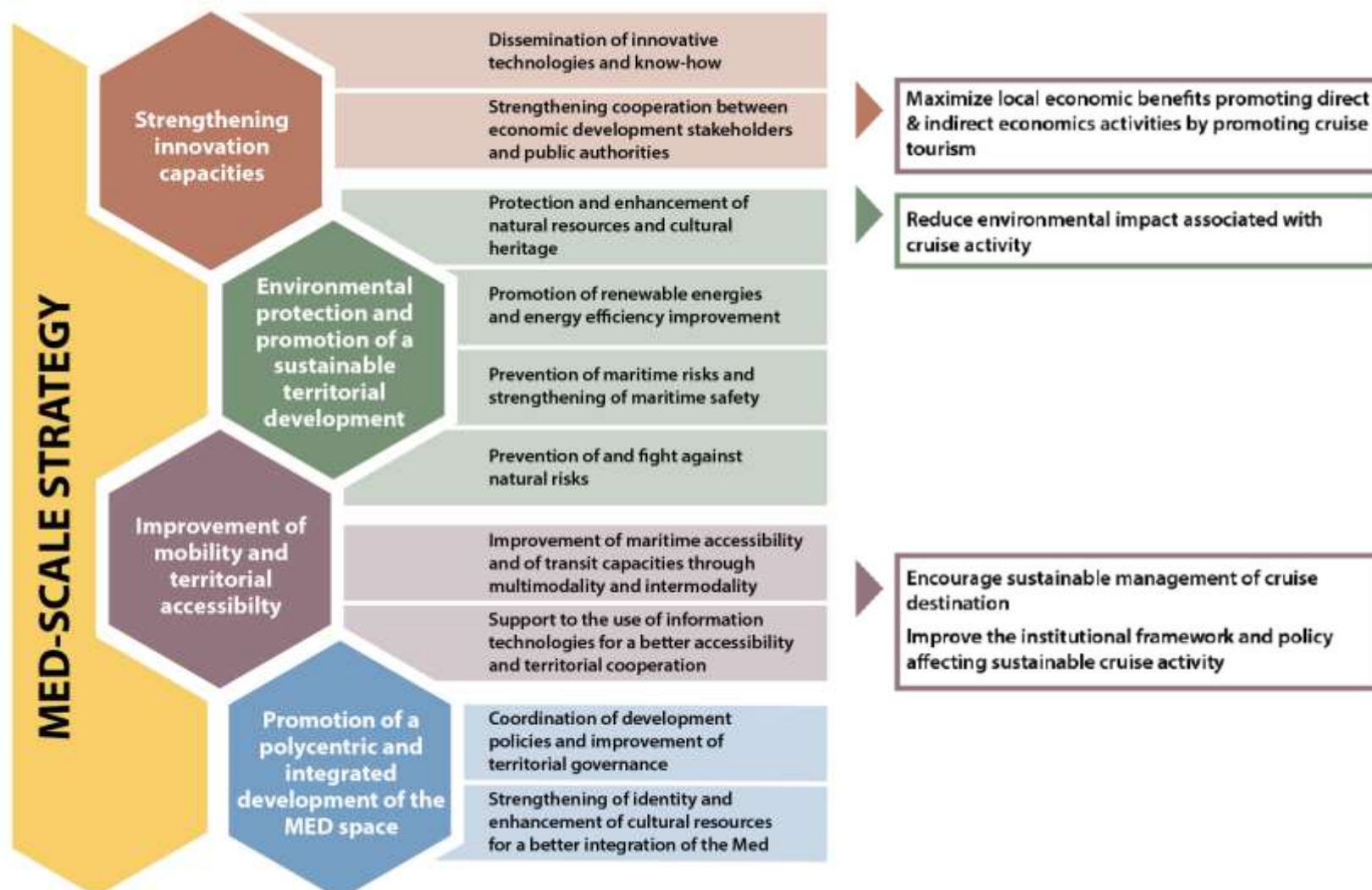
General considerations



Source: eluxemagazine.com

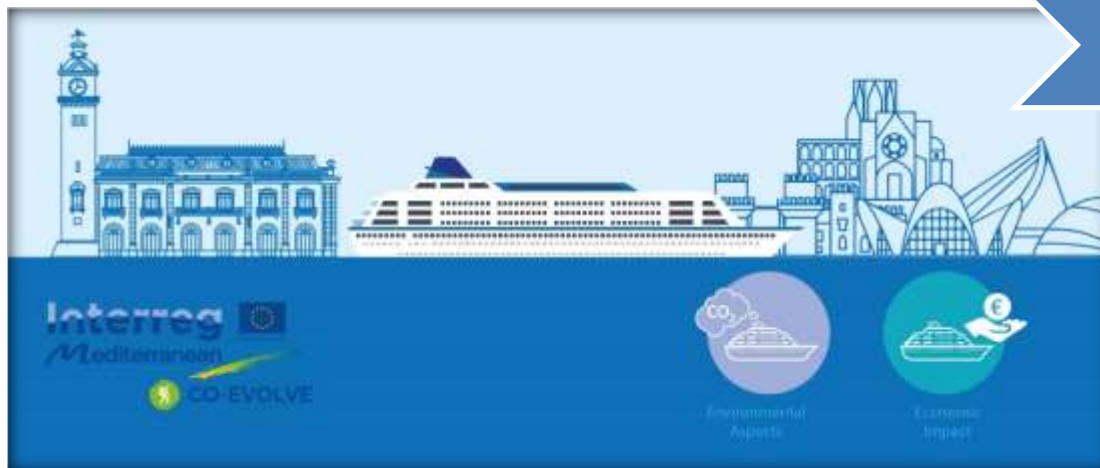
The **increasing cruise traffic** at Valenciaport would have a **significant economic impact** but it also generate **environmental and social pressures.**

Objectives of the pilot action



Objectives of the pilot action

- ✓ Identification and measuring of **socio-economic** and **environmental impacts** of **cruise tourism** at Valencia destination, increasing transparency and introducing mechanisms for a permanent dialogue among stakeholder groups.
- ✓ Defining short, medium and long term objectives/measures aimed at achieving sustainable development of cruise tourism activity in Valencia.



Short term
goals/
measures

Medium
term goals/
measures

Long term
goals/
measures



Stakeholder involvement

SKH GROUP

MONITORING COMMITTEE



Port operators

Shipping agents

Ship suppliers

Waste
managers

Tour operators

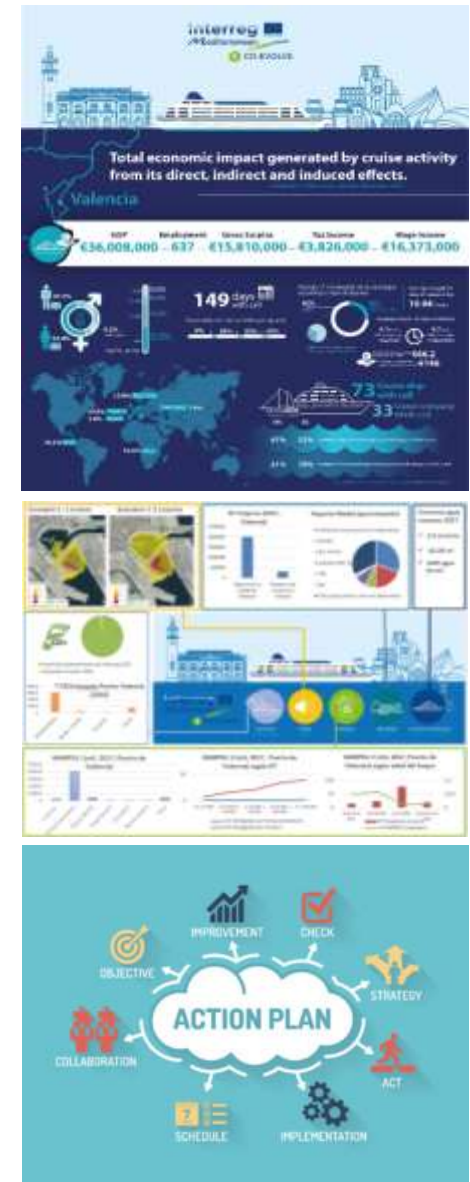
Ground
transportation
providers

Site attraction
operators

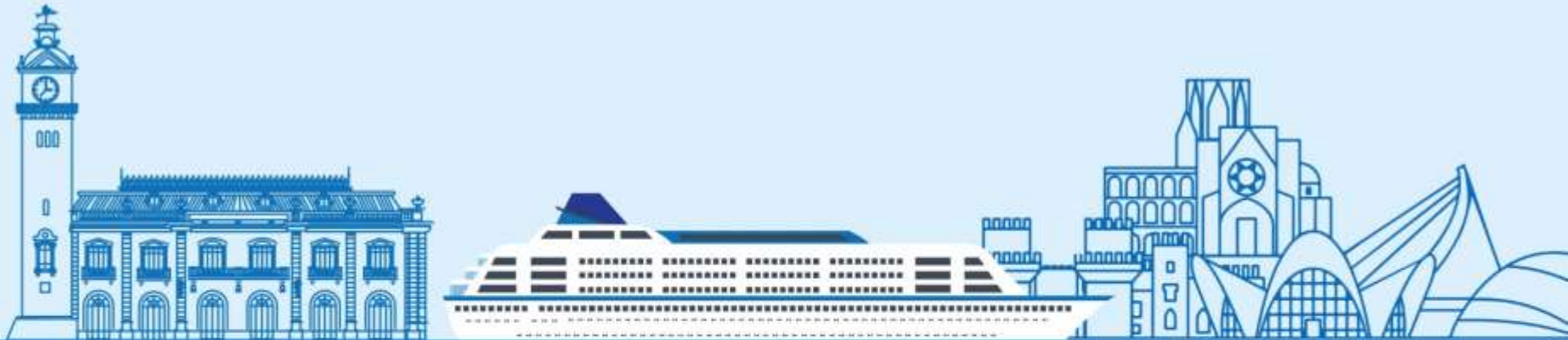
Host
community

Results of the pilot action

- **Economic impact** study of cruise ship tourism activity in Valencia.
- Characterization of the **environmental aspects** linked to cruise ship tourism in Valencia.
- **Indicators** to measure the sustainability of cruise ship tourism activity in Valencia (ECO-TOOL).
- First draft of the Action Plan.



Economic Impact of Cruise Tourism in Valencia



Economic Impact of Cruise Tourism in Valencia

QUANTIFYING THE RELEVANCE AND
IMPORTANCE OF THE CRUISE SHIP INDUSTRY
IN VALENCIA

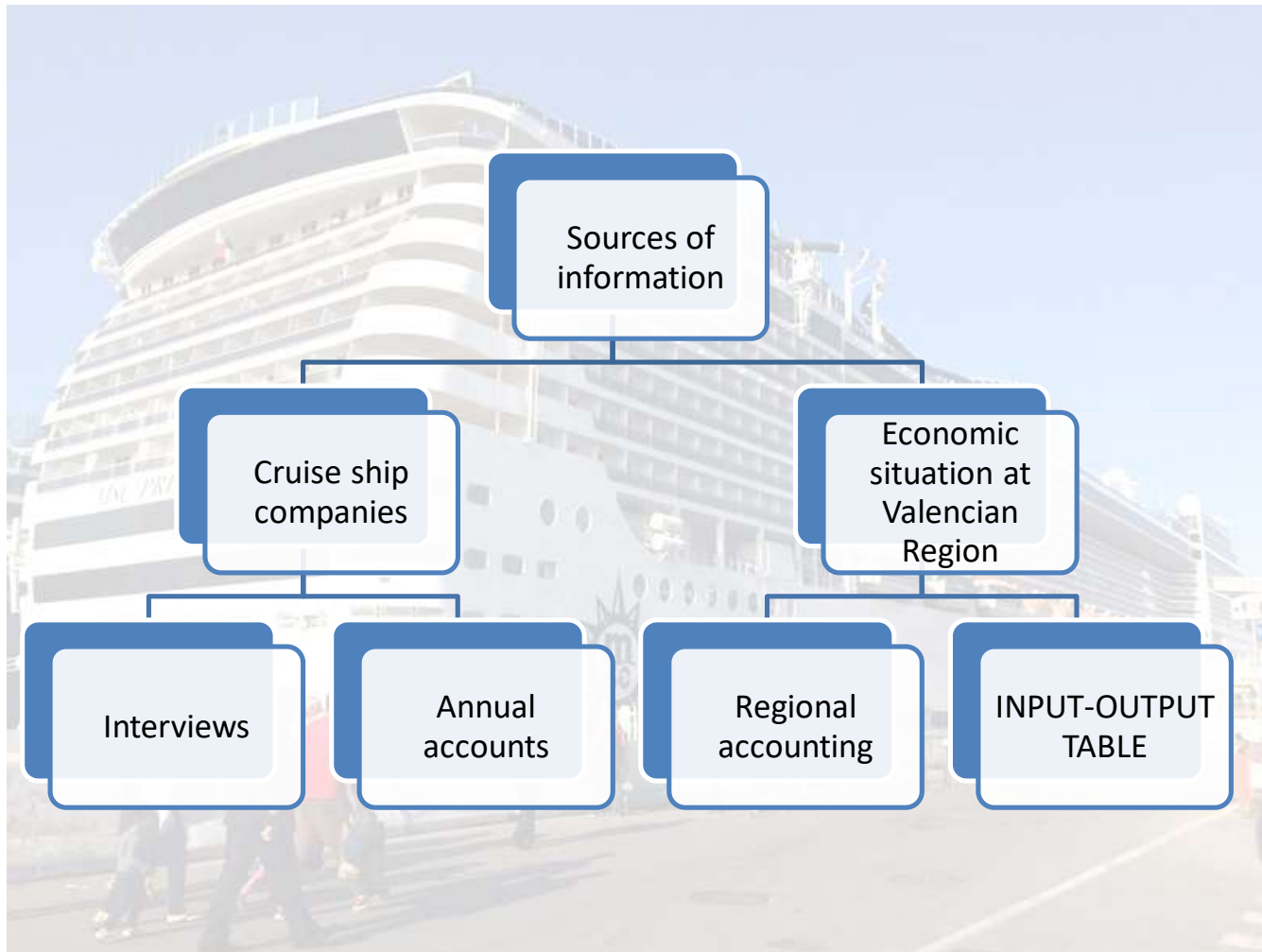
KIND OF IMPACT

IMPACT FROM THE WHOLE
CRUISE SHIP ACTIVITY

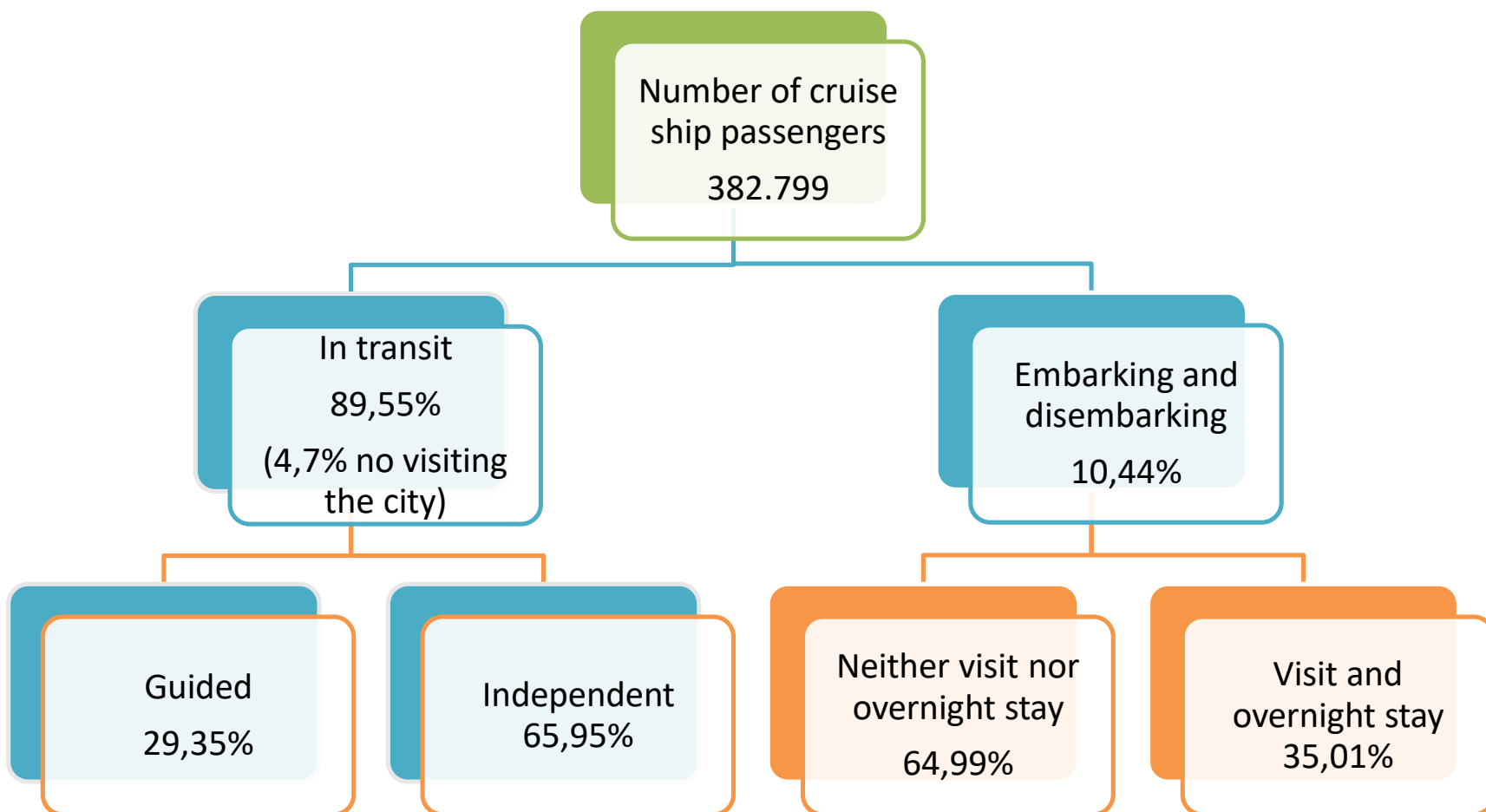


IMPACT FROM CRUISE
PASSENGERS

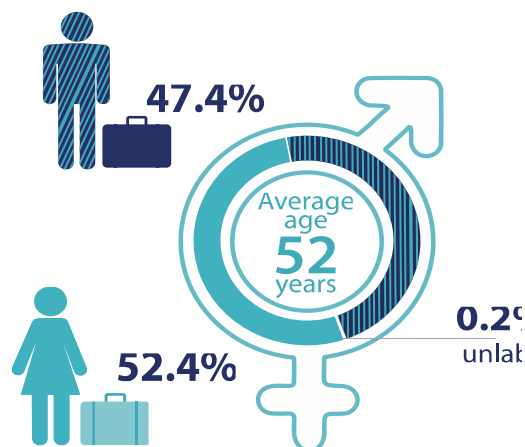
METHODOLOGY



ANALYSIS OF CRUISE SHIP PASSENGERS AT VALENCIAPORT IN 2017



AVERAGE PROFILE OF CRUISE SHIP PASSENGERS AT VALENCIAPORT



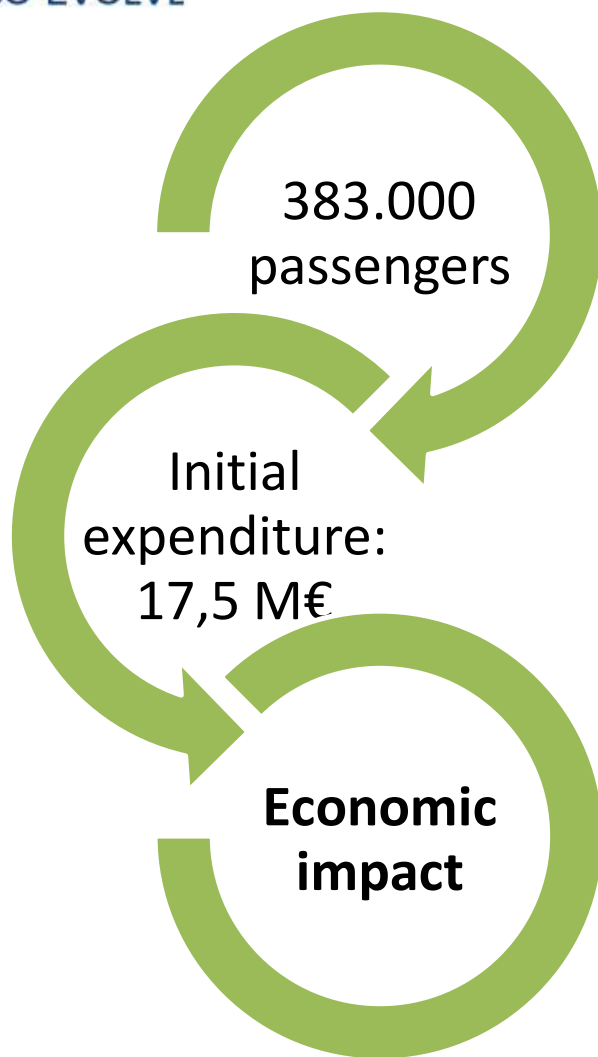
Average length of
stay of cruise ships
10.94 hours

Average length of stay of visitors

4.1 hours
With shoreside
organized



4.7 hours
With shoreside
independent



ECONOMIC EFFECTS FROM CRUISE SHIPS PASSENGERS

146,5 € /passenger

CONCLUSIONS

Expenditures 25M€ (69% cruise ship passengers; 28% companies; 2,4% crew)

Economic impact in GPV 36 M€

Each EURO has generated 1,21 € additional

Initial effect + Total effect = 146,5 € /passenger

637 jobs

SUMMARY OF THE ECONOMIC IMPACT EVALUATION

**Total economic impact generated by cruise activity
from its direct, indirect and induced effects.**

Completion of field work | January-December 2017

Valencia

GDP	Employment	Gross Surplus	Tax Income	Wage Income
€36,008,000	– 637	– €15,810,000	– €3,826,000	– €16,373,000

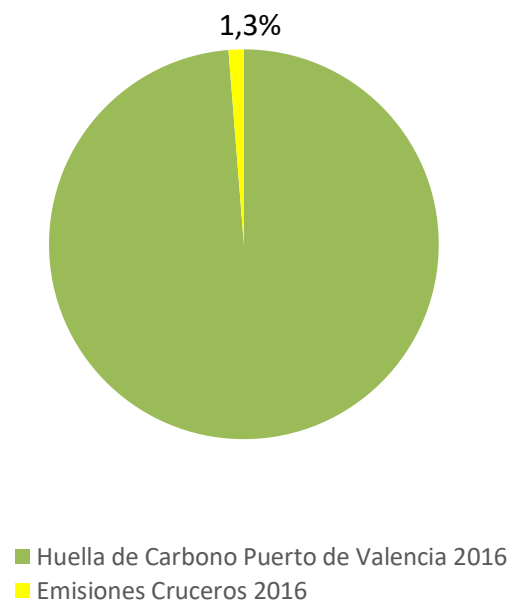
Analysis of the environmental impact of cruise ship industry in Valencia



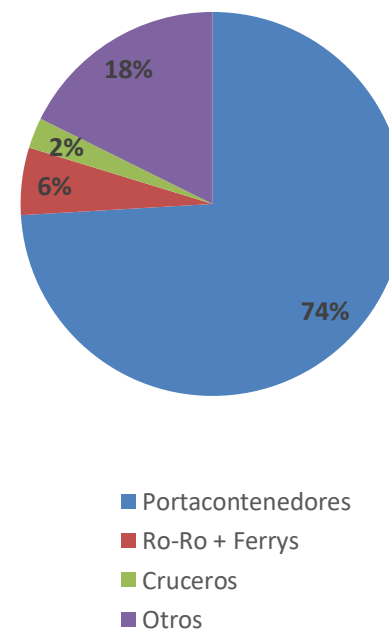


Valenciaport → GHG monitoring from 2008

GHG emissions at Valenciaport in 2016

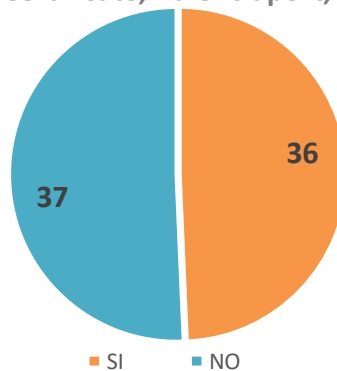


CO₂ emissions (tones) from ships calling at Valenciaport in 2016

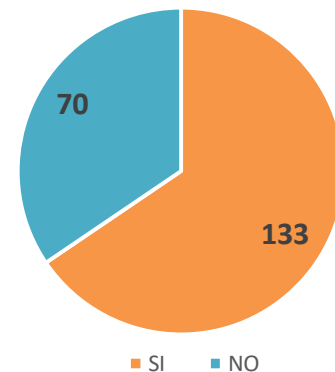




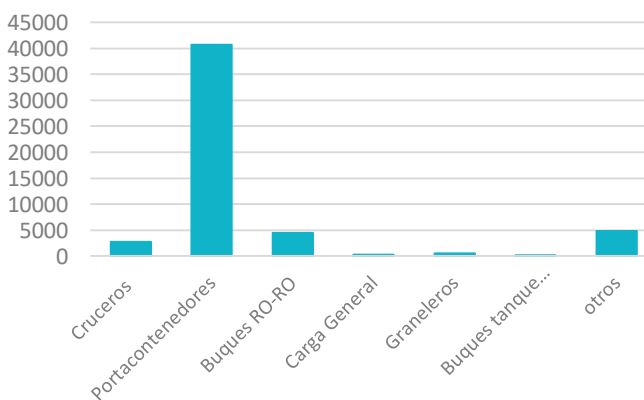
Number of cruise ships holding a
R Certificate, Valenciaport, 2017



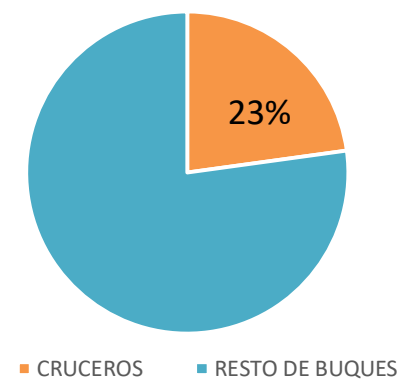
Number of calls holding a R
Certificate, Valenciaport, 2017



MARPOL I collected (m3)
Valenciaport, 2017



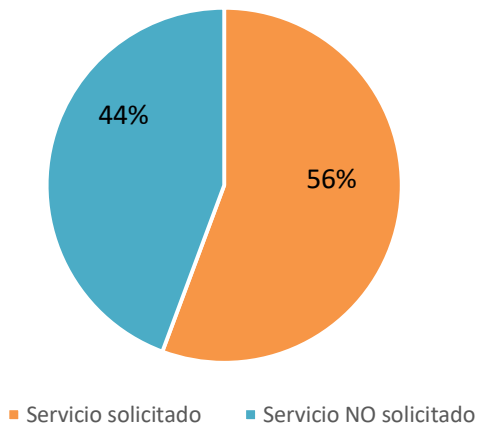
MARPOL V collected (m3)
Valenciaport, 2017



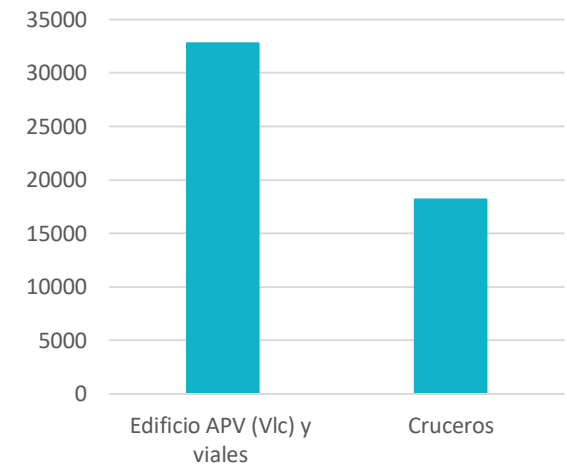
Water consumption



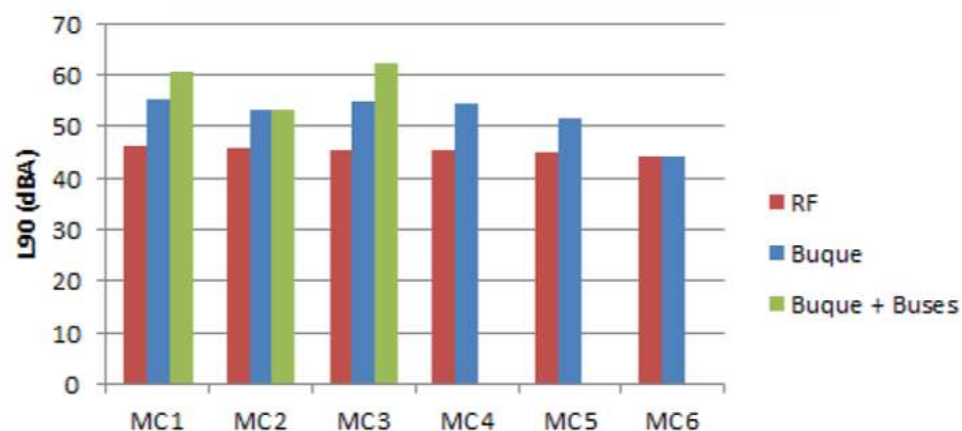
Water provision requested by cruise ships at Valenciaport in 2017



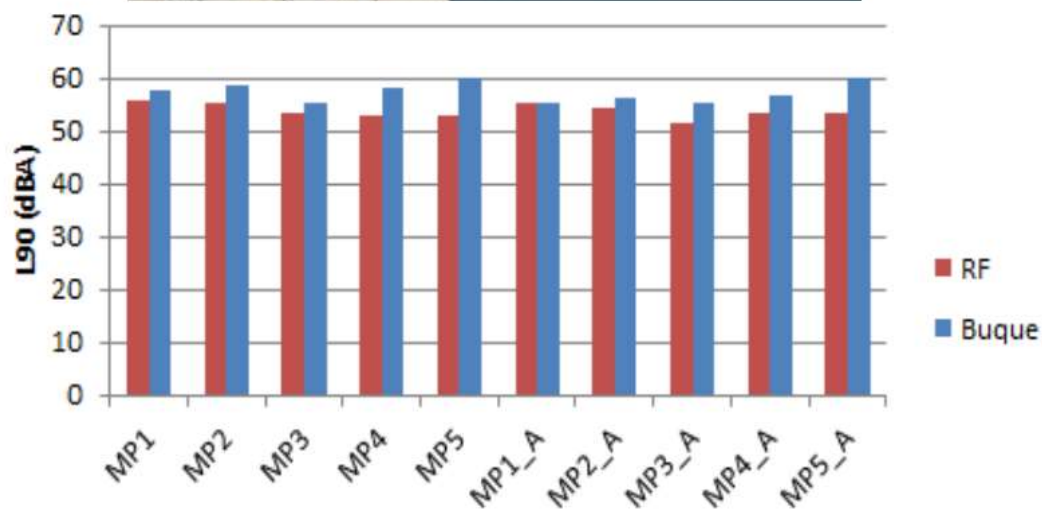
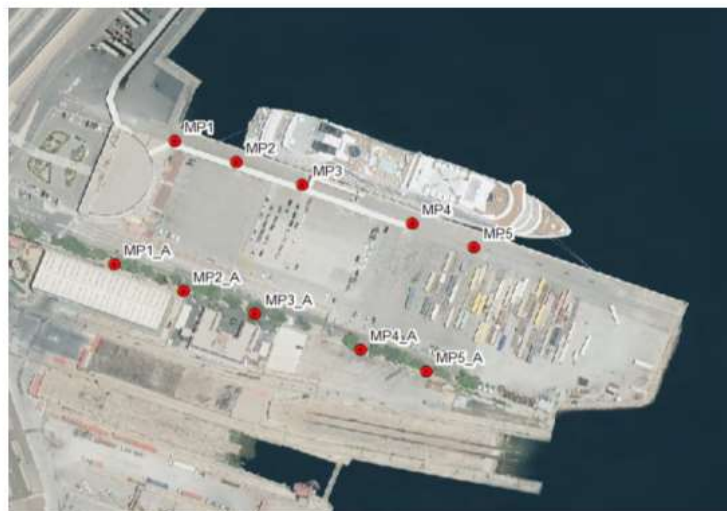
Water consumption comparison (m3), 2017



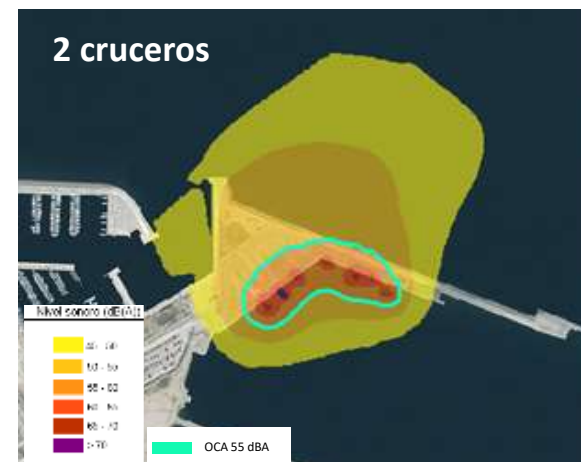
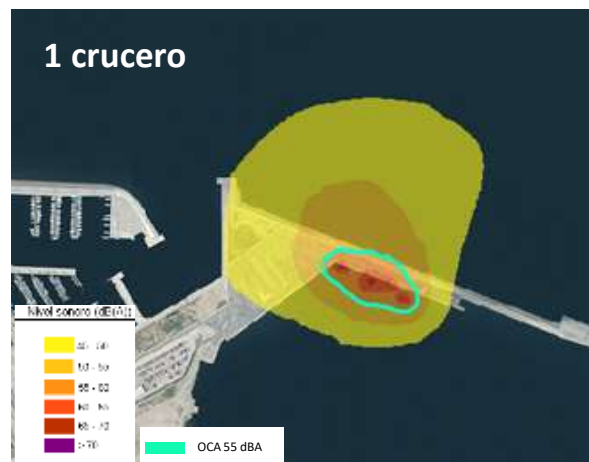
Measurements at Cruise ships berth

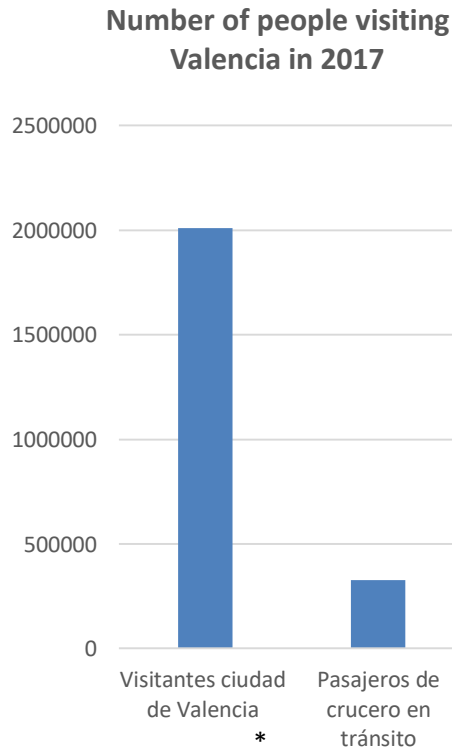


Measurements at Western berth



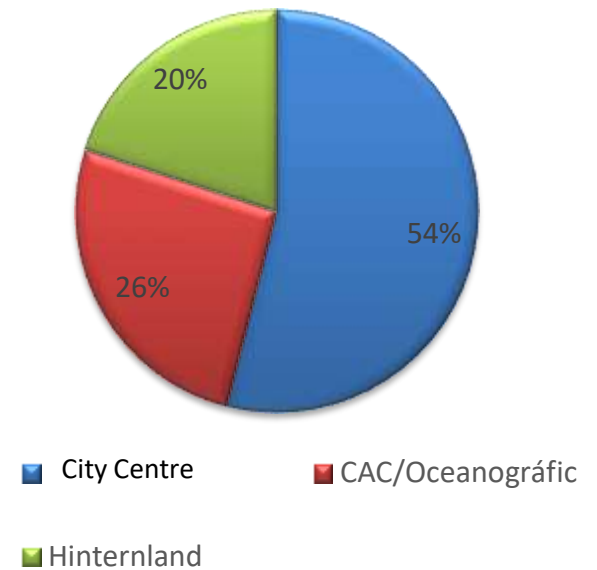
Noise impact simulations





*(Fuente: [Estadísticas de Turismo 2017. Turismo Valencia](#))

Cruise ship passengers destinations



INDICATORS CONSIDERED IN THE ECO-CRUISE PORT/CITY TOOL

A) ECONOMIC IMPACT (EXAMPLE)

Section B: Economic Value			
Criteria	Indicator Ref. #	Indicator description	2017
B.1 Volume of cruise tourism at destination	B.1.1	Movement and Number of cruise passengers	412.328; 382.799
	B.1.2	Number of cruise ship calls	203
	B.1.3	Movement and Number of home in/out cruise passengers	69.509; 39.980
	B.1.4	Number of transit cruise passengers	342.819
	B.1.4.1	Average of cruise passenger, according to type of stopover. Embar-Desembar/Transit.	18%-82%
	B.1.5	Seasonality of cruise activities per quarter	5%;29%;33%;34%
		Number of days with call	149
	B.1.6	Average length of stay of cruise ships	10,94
	B.1.7	Number of cruise company with call	33
	B.1.8	Number of Cruise Ship with call	73
	B.1.9	Number of Days with cruise call	149
B.2 Value of cruise tourism at destination	B.2.1	Initial outline per cruise passenger per visit (€)	66,2
	B.2.2	Average spending of a cruise passenger per visit (€)	45,7
	B.2.3	Economic Impact of a cruise passenger per visit	146,5
	B.2.3	Average spending of a cruise ship per stop over (€)	35.508
	B.2.4	Each ship cruise ship that stop over in Valencia generated a billing of (€)	349.754
	B.2.5.1	Direct Economic Impact GDP	19.981.000
	B.2.5.2	Direct Economic Impact Employment	393
	B.2.5.3	Direct Economic Impact Tax Revenues	2.090.000
	B.2.5.4	Direct Economic Impact Wage Income	9.207.000
	B.2.5.5	Total Economic Impact GDP	36.008.000
	B.2.5.6	Total Economic Impact Employment	637
	B.2.5.7	Total Economic Impact Tax Revenues	3.825.000
	B.2.5.8	Total Economic Impact Wage Income	16.373.000
	B.2.5.9	Billing	70.996.000
	B.2.6	Average of stopover according to type of category of the cruise (Budget, Contemporary, EPL)	9%; 44%; 7%; 13%; 11%; 16%
	B.2.7	Average of cruise passenger according to type of category of the cruise (Budget, Contemporary, EPL)	7%; 72%; 1%; 13%; 4%; 3%
	B.2.8	Average length of stay of visitors shoreside organized	4,10
	B.2.9	Average length of stay of visitors shoreside independent	4,70
	B.2.10	% number transit cruise passenger taking organized shoreside tour	26
	B.3.1	Gender (women: men)	52.4%; 47.4%; 0.2%

INDICATORS CONSIDERED IN THE ECO-CRUISE PORT/CITY TOOL

B) ENVIRONMENTAL IMPACT (WASTE MANAGEMENT EXAMPLE)

Indicator Ref. #	Indicator description	Assessment type	2017	Data Source / Collection Method	Actor Involved
C.5.1	Availability of port reception facilities for MARPOL waste	Yes/No	Yes	Interview	Port Authority
C.5.2	Annual MARPOL I waste provided by cruise ships	m ³	2.765 m ³	APV data	Port Authority
C.5.3	m ³ MARPOL I / cruise passenger	m ³ /cruise passenger	0,007 m ³ /cruise passenger	APV data	Port Authority
C.5.4	% of MARPOL I from cruise ships / total MARPOL I waste from ships calling at port	%	5,16%	APV data	Port Authority
C.5.5	Total capacity of port reception facilities for MARPOL I waste	m ³	1950 m ³	APV data/ Interview	Port Authority/ MARPOL waste service provider
C.5.6	Annual MARPOL V waste provided by cruise ships	m ³	4009 m ³	APV data	Port Authority
C.5.7	m ³ MARPOL V waste /cruise passenger	m ³ /cruise passenger	0,01 m ³ /cruise passenger	APV data	Port Authority



Strategic goal:
Maximizing local
economic benefits from
cruise tourism

Strategic goal: Improving
the institutional
framework and policies
affecting sustainable
cruise activity

Strategic goal: Reducing
the environmental
impact caused by cruise
shipping industry

Thank you for your attention!



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