



Cruise strategy for the Port of Tromsø

2023 - 2032

CREATING THE ARCTIC CRUISE FUTURE



Facilitate maritime business development

- Facilitate more dedicated areas for cruise
- Develop Tromsø as the preferred turnaround port for Arctic cruise
- Contribute to increased local value creation



Push for the green maritime shift in the north

- Set environmental requirements for the cruise industry
- Contribute to sustainable development of cruise tourism
- Contribute to the desired development of cruise in Arctic waters



Be committed, open to change and efficient

- Stimulate longer stays and year-round cruise traffic
- Quality assure the service provision to the cruise industry
- Obtain facts about Tromsø as a cruise port

LONG-TERM GOALS

Increased value creation from cruise

- Increase the gross annual turnover from cruise
- More that use Tromsø as a turnaround port
- Increased local value creation

Reduce the environmental impact of cruise

- Zero-emissions port
- The leading environmentally conscious port in the Arctic
- Safeguard the environmental perspective in the value chain

Be a profitable and attractive cruise port

- Increased profitability from cruise
- Increased attractiveness
- Increased knowledge about cruise

VALUES

COURAGEOUS

THOUGHTFUL

CREDIBLE



Facilitate maritime business development

GOAL: INCREASED VALUE CREATION FROM CRUISE

- Facilitate more dedicated areas for cruise
 - Better utilisation of infrastructure
 - Increase capacity in Breivika and the city centre
 - Develop port concepts that meet future customer needs
- Develop Tromsø as the preferred turnaround port for Arctic cruise
 - Cooperate with the local tourism industry and other authorities to differentiate Tromsø as a turnaround port
 - Develop infrastructure required for turnaround operations
- Contribute to increased local value creation
 - Facilitate offers for cruise through local providers

LONG-TERM GOALS





Facilitate maritime business development

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LONG-TERM GOALS





Push for the green maritime shift in the north

GOAL: REDUCE THE ENVIRONMENTAL IMPACT FROM CRUISE

- Set environmental requirements for the cruise industry
 - Develop green infrastructure
 - Differentiated port booking based on environmental criteria
 - More active use of Environmental Port Index (EPI)
 - Require use of shore power
- Contribute to sustainable development of cruise tourism
 - Join forces with public and private sector actors to achieve environmental requirements in the entire value chain
 - Collaborate with networks to set requirements and facilitate increased use of local suppliers
 - Promote “slow cruising” in Arctic waters
- Contribute to the desired development of cruise in Arctic waters
 - Work to achieve national regulations for conventional and expedition cruises

LONG-TERM GOALS





Be committed, open to change and efficient

GOAL: BE A PROFITABLE AND ATTRACTIVE CRUISE PORT

- Stimulate longer stays and year-round cruise traffic
 - Vurdere prissystem som virkemiddel for ønsket utvikling
- Quality assure the service provision to the cruise industry
 - Secure good direct and indirect services
- Obtain facts about Tromsø as a cruise port
 - Collaborate with networks to increased knowledge about local value creation and environmental impact
 - Promote facts about cruise in public forums

