

## MEDIA RELEASE

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# A cruise shipping strategy for Dublin

The International Transport Forum (ITF) releases a new study today on the impacts of cruise shipping on urban development in the case of the city of Dublin, Ireland.

Cruise passengers now represent 7% to 8% of the total number of tourists coming to Dublin, a share that has increased rapidly over the last decade. The value cruise tourism brings could be further increased by developing Dublin into a cruise home port.

The report's recommendations include:

- ▶ **Implement the Alexandra Basin Redevelopment Project:** This project will provide new berths for cruise shipping. Developing more adapted infrastructure for cruise ships and passengers is the primary concern to improve Dublin's success as a cruise port. With approval from the national planning authority granted, implementation could go ahead at full speed.
- ▶ **Develop a joint cruise strategy for the whole city of Dublin:** As part of such a strategy Cruise Dublin could be promoted through joint marketing and communication of Dublin as a cruise destination.
- ▶ **Better exploit Dublin's asset as a potential home port:** In order to increase local economic impacts of cruise shipping, Dublin's assets as a potential cruise home port could be leveraged and the facilities needed for realising such an ambition provided, including a cruise terminal building structure.
- ▶ **Resolve constraints related to cruise passenger flows:** Solutions for alleviating constraints include more parking spots for coaches and planning to ease passenger traffic flows between the new cruise terminal and the city centre. The ambition should be to have these measures implemented when the new cruise terminal becomes operational.
- ▶ **Develop a green cruise port policy:** This could start with a systematic monitoring of environmental impacts of cruise ships, including air emissions, to be extended with mitigation measures, such as incentive schemes for cleaner cruise ships.

The report "Cruise Shipping and Urban Development: The Case of Dublin" can be viewed online and downloaded from <http://www.itf-oecd.org/cruise-shipping-dublin>. The study was carried out as part of a programme on cruise shipping and urban development at the ITF and was made possible by a voluntary contribution of Dublin Port Company.

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**ABOUT THE INTERNATIONAL TRANSPORT FORUM****Who we are**

The International Transport Forum is an intergovernmental organisation with 57 member countries. It acts as a think tank for transport policy and organises the Annual Summit of transport ministers. ITF is the only global body that covers all transport modes. The ITF is administratively integrated with the OECD, yet politically autonomous.

**What we do**

ITF works for transport policies that improve peoples' lives. Our mission is to foster a deeper understanding of the role of transport in economic growth, environmental sustainability and social inclusion and to raise the public profile of transport policy.

**How we do it**

ITF organises global dialogue for better transport. We act as a platform for discussion and pre-negotiation of policy issues across all transport modes. We analyse trends, share knowledge and promote exchange among transport decision-makers and civil society. ITF's Annual Summit is the world's largest gathering of transport ministers and the leading global platform for dialogue on transport policy.

**Learn more:** [www.itf-oecd.org](http://www.itf-oecd.org)