

# GREEN CRUISE PORT

## Sustainable Development of Cruise Port Locations

### Passenger Travel Behavior and Smart Traffic Links with the City and the Region

**Klaipėda / Lithuania, 17-19 October 2018**

Venue: AMBERTON HOTEL, N.Sodo 1, Klaipėda  
Room: Conference Hall VIVA La VITA (20 floor)

### Draft AGENDA

**WEDNESDAY, 17 OCTOBER 2018**

14:15	Arrival to Palanga International Airport (PLQ). Flight No SK2746
14:15–15:00	Transfer from Palanga (Palanga International Airport) - Klaipėda (the transfer is provided free of charged by hosting party)
15:00 -15:30	Arrival to AMBERTON HOTEL Klaipėda. Address: Naujojo sodo 1 a, Klaipėda <b>Check-in.</b> <b>Coffee and snacks.</b>
15:30 –17:00	<b>STEERING COMMITTEE MEETING</b> <ul style="list-style-type: none"><li>• Status of Work Plan</li><li>• Reporting and Financial Issues</li><li>• Conceptual Approach for the Green Cruise Port Action Plan 2030</li></ul>
17:00–18:30	Walking guided tour in Klaipėda downtown. <b>Old Town, Amber Museum “Amber Queen”.</b>
18:30 – 19.30	Free time
19:30 – 21:30	<b>Dinner AMBERTON HOTEL, VIVA LA VITA restaurant.</b>

**THURSDAY, 18 OCTOBER 2018**

09:00 – 09:15	<p><b>WELCOMING WORD</b> by Mr. Arturas Drungilas, Marketing Director, Klaipeda State Seaport Authority Ms. Romena Savickiene, Director, Klaipeda Tourism and Information Centre</p>
09:15 – 10:30	<p><i>Session I: Cruise Passenger Travel Behaviour and Challenges for the local and Regional Transport System – Different Perspectives</i></p> <ul style="list-style-type: none"> <li>• Concept Study of Klaipeda State Seaport Authority “Passenger Behaviour and Smart Traffic Links with the City and the near Hinterland of Cruise Ports” incl. Software Development”. <b>Mrs Kristina Gontier</b>, International Relations Manager; Klaipeda State Seaport Authority.</li> <li>• Results of the Case Study and Guest Survey in in Port of Rostock ROSTOCK PORT GmbH. <b>Mr. Mario Lembke</b>, Strategic development Manager, ROSTOCK PORT GmbH.</li> <li>• Results of the Cruise Passenger and Crew Survey in the Port of Hamburg. <b>Ms. Birte Pyczak, Project Manager</b>, Hamburg Cruise Net E.V.</li> </ul>
10:30 – 10:45	<p><b>Coffee break</b></p>
10:45 – 12:00	<p><i>Session II: Cruise Tourism Expansion and Environmental Challenges. Cooperation among Industry Stakeholders for Sustainable Development.</i></p> <ul style="list-style-type: none"> <li>• Experience of cruise passengers and crew members in Klaipėda city: survey results for Smooth Cooperation among Industry Stakeholders. <b>Mrs. Rima Kalinauskaite</b>, Public opinion and market research company UAB FACTUS Project Manager.</li> <li>• Noise Sources in Cruise Vessel Terminals and Measures for Noise Reduction. <b>Mrs. Linda Hastedt</b>, Hamburg Port Authority, Environmental Strategy.</li> </ul> <p><i>Discussion</i> on Cruise Tourism Expansion: comments on Port Pionersky cruise infrastructure development by <b>Mr. Dmitrii Serov</b>, CEO, Port Pionersky.</p>
12:00 – 13:00	<p><b>Lunch in VIVA La VITA restaurant.</b></p>

13:00 – 14:30	<p><b>Workshop (1<sup>st</sup> part): Marketing Tools to Redirect Cruise Passengers Flows and Influence their Behaviour</b></p> <p>Mr. Andrius Grigorjevas Partner, Strategist, Consulting Agency <i>BE&amp;DO AGENCY</i></p>
14:30 – 14:45	Coffee break
14:45 – 16.00	<p><b>Workshop (2<sup>nd</sup> part): Marketing Tools to Redirect Cruise Passengers Flows and Influence their Behaviour</b></p> <p>Mr. Andrius Grigorjevas Partner, Strategist, Consulting Agency <i>BE&amp;DO AGENCY</i></p>
16:00 – 16:30	Discussions. End of the Workshop.
19.00 – 21.00	Dinner in the Restaurant <i>FORTO DVARAS</i> (folk performance)

### FRIDAY, 19 OCTOBER 2018

8:00 - 12:30	<p><b>VISIT TO CRUISE VESSEL TERMINAL. SIGHTSEEING TOUR (by bus) TO NIDA / CURONIAN SPIT.</b> Walking guided tour on the Dues, visiting the Sun Dial, Ethnographic Fishermen Homesteads, Thomas Mann House-Museum. (including lunch)</p>
12:30–13:15	<p><b>Transfer from Klaipeda to Palanga (Palanga International Airport).</b> (the transfer is provided free of charged by hosting party)</p>
14:50 hrs	<p><b>Flight to Copenhagen (Flight No SK2747 14:50 hrs)</b></p>