



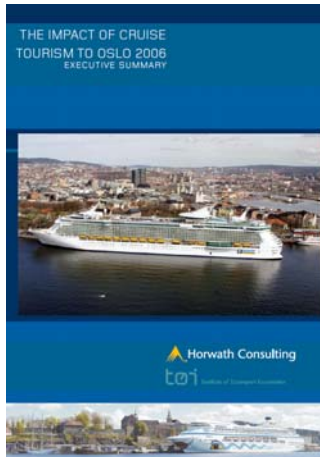
CRUISE NETWORK

# CRUISE NEWS

• March 2007

## CRUISE IMPACT STUDY FOR OSLO

**The cruise industry in Europe is booming. The annual growth in passengers is expected to continue with a rate of 8-10 percent.**



Norway is one of Europe's largest cruise destinations. Along Norway's long and indented coastline about 30 harbours received cruise vessels last year. Cruise ships made last year around 1500 calls with ca. 350.000 passengers to Norway.

Oslo has for some years experienced considerable growth both in number of cruise ship calls and number of passengers.

On the initiative of Oslo Cruise Network the Municipality of Oslo conducted a survey on the impact of the cruise tourism to Oslo last summer. The main objective of the study is to show economic and other important impacts on Oslo resulting from cruise ship arrivals. Furthermore the study does describe the market situation with strengths, weaknesses, opportunities and threats.

This will help us increase our knowledge about our guests' visits to Oslo, and to develop the city to become an even more attractive cruise venue for passengers, crew and vessels.

An executive summary in English of the cruise impact study on Oslo is available in the Oslo booth no. 610 and on our website [www.oslocruisenetwork.no](http://www.oslocruisenetwork.no).

## OSLO SETS CRUISE RECORD – AGAIN!

**Oslo experienced a new record cruise season in 2006 with 206 233 passengers from 156 visiting ships (calls up 7,6% .and passengers up 10,8% from 2005).**

Among these passengers, there are 126 different nationalities. The most important nations were USA/Canada (26% of the passengers in 2006), Great Britain (22%), Germany (19%), Italy (5%) and Spain (5%).

The main attractions in Oslo also see an increase in visitors – mainly due to the many cruise passengers sightseeing in Oslo. At the largest attraction in Oslo, the Ski jump / Ski Museum in Holmenkollen, cruise passengers did account for approx. 14% of the visitors this year.

The highlight spring 2006 was when RCCLs Freedom of the Seas called at Oslo on her maiden voyage in April.

For 2007 144 cruise vessels have so far announced their call at Oslo.



Queen Mary II on an early morning arrival in Oslo. Photo: Per-Erik Winther

## OSLO MAP FOR CRUISE PASSENGERS

On [www.oslocruisenetwork.no](http://www.oslocruisenetwork.no) you will find a map specially designed for cruise passengers.

Would you like to have copies of the map onboard your ship calling at Oslo, please send a mail to: [post@oslocruisenetwork.no](mailto:post@oslocruisenetwork.no)

## PICTURES FROM OSLO?

**Visit OSLO provides a free image service to all Tour Operators, Travel Agents and Travel Press. All our images are in high resolution printing quality, and can be accessed through our web-page.**

Please go to: [www.visitoslo.com](http://www.visitoslo.com)

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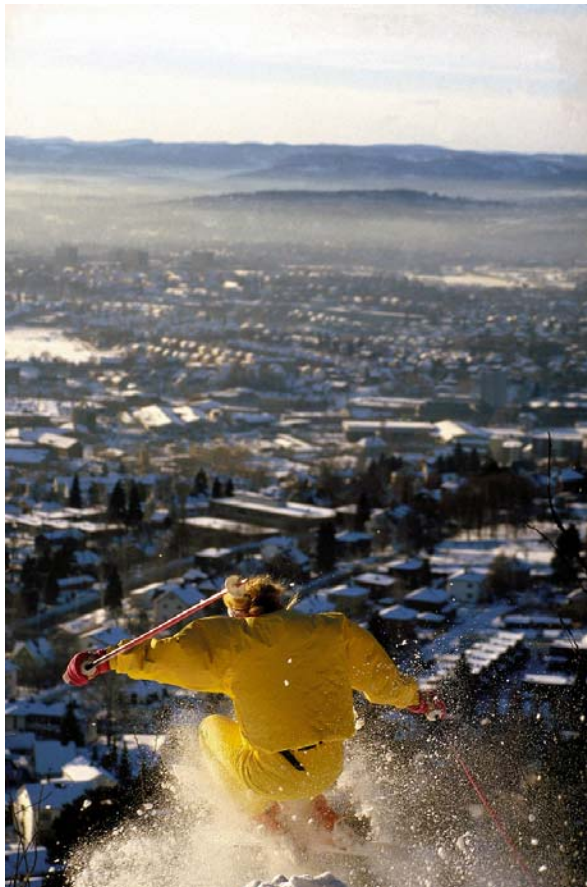


Photo: Glen Philip Hagen / VisitOslo

## OSLO CRUISE NETWORK

**Oslo Cruise Network was established in 2004. The main objective is to market and develop Oslo as a cruise destination.**

Participants in this cooperation come from Port of Oslo, tourist destination organizations, attractions, shops, tax-free shopping, hotels, cruise agents, transport, guide service and cruise lines.

Important focus areas for the network are marketing, product development and "governmenting". The latter meaning creating an understanding amongst politicians and other authorities for the cruise business and its commercial and reputational contribution to the city, and ensuring that enough berths are available for the many large vessels sailing to Oslo in the years to come.

## BALTIC AND NORWEGIAN

**Within just a few years cruises to the baltic region have become the fastest growing and most popular cruises in the world. Cruise Baltic Project is working to ensure the quality of individual destinations, and is now aiming to improve the infrastructure in each destination and establish more local networks.**

Oslo Cruise Network also participates in the Baltic Cruise Project which is a close cooperation between 10 countries, 16 destinations and 28 partners in the Baltic Sea Region. The aim is to integrate the region's international cruise tourism industry by exchange of knowledge and information. Through Cruise Baltic, all the participating countries are able to offer the same service, high standards and full integration between ports and cities for cruise lines that want to discover the unique possibilities of the Baltic Sea Region.

Since 2000 the number of cruise ship passengers in the Baltic region has increased by 15 per cent each year. As well as this the number of cruise ship companies offering Baltic cruises is growing. The Baltic region is the third most requested destination in the world, after the Caribbean and Mediterranean, and is the fastest growing.

Oslo is an attractive port for both Baltic and Norwegian cruises. In 2006 58% of the calls to Oslo were part of a Baltic cruise, and 42% of Norwegian fjords/NortCape/Spitsbergen cruises.

## EVENTS IN OSLO (VISITOSLO.COM)

### 17 - 18.03 Holmenkollen Skifestival: World Cup Nordic and World Ski Jumping

Holmenkollen Skifestival 2007 FIS World Cup Nordic Disciplines. The world's ski elite in nordic disciplines are gathered to participate in exciting competitions in the beautiful Holmenkollen area. This Sunday is the popular Holmenkollen Sunday where you can see World Cup Ski Jumpers compete in the 128m hill.

Web: [www.skiforeningen.no](http://www.skiforeningen.no)

### 17 - 26.03 Oslo International Church Music Festival

Annual church music festival in Oslo for the benefit of the public, the church in Oslo, the city of Oslo, the rest of the country and the international public.

Web: [www.kirkemusikkfestivalen.no/eng/index.html](http://www.kirkemusikkfestivalen.no/eng/index.html)

### 25.03 The Children's Holmenkollen Ski Event

The worlds largest ski event for children between 4 and 12 years of age. There will be no finish-time, the main thing is to participate and have fun, and everyone will receive a prize!

Web: [www.skiforeningen.no](http://www.skiforeningen.no)

### 12.05 Holmenkollenstafetten Relay Race

Annual Relay Race.

Web: [www.holmenkollstafetten.no](http://www.holmenkollstafetten.no)

### 17.05 Norway's Constitution Day

Experience the celebration of the Norwegian Constitution Day in the capital!

Web: [www.visitoslo.com](http://www.visitoslo.com)

### 01.03 – 27.05 2007 Exhibition: "Treasures from Shanghai"

The exhibition "Treasures from Shanghai" in the Museum of Decorative Arts and Design consists of 90 objects in gold, jade, agate, silver and bronze in addition to china. Several of the objects are new archaeological treasures that have never been displayed outside China before.



The exhibition will have character as a gold chamber and is a cooperation between Shanghai Museum, the Municipality of Oslo and the National Museum of Art, Architecture and Design. Shanghai will with this exhibition show their friendship town Oslo an amazing selection of their finest treasures.  
Web: [www.nasjonalmuseet.no](http://www.nasjonalmuseet.no)

### 19.01 – 09.04 Exhibition: "Munch-Drawings"

The exhibition in the Munch-museum shows a broad selection of Munch's drawings, in different techniques. Focus will be on the 1890s and subjects as "The Family", "Illness, disease and anxiety" and "Woman – Love". A selection of Munch's paintings and prints from the permanent collection will also be shown during this period.



Web: [www.munch.museum.no](http://www.munch.museum.no)

### September 2007 The Museum of Architecture reopens

The Museum of Architecture, which is part of the National Museum of Art, Architecture and Design, will reopen in September 2007 in a completely refurbished building at Bankplassen 3 in Oslo city centre.

Web: [www.nasjonalmuseet.no](http://www.nasjonalmuseet.no)

### 2007 60th Anniversary of the Kon-Tiki expedition

The Kon-Tiki Expedition is the enduring story of how, in 1947, Thor Heyerdahl and five companions crossed the Pacific Ocean on a balsa-wood raft in an extraordinary bid to prove Heyerdahl's theory that the Polynesians undertook the same on similar crafts over a thousand years ago. New exhibitions are on display this year. Reserve April 28<sup>th</sup>, the embarking day of the expedition! The anniversary day will be filled with entertainment at the Kon-Tiki Museum the entire day.

## WHAT'S NEW IN OSLO?

### DiN – Designed in Norway



The fashionable department store Steen & Strøm was refurbished in 2006, and on October 26<sup>th</sup> the new concept store DiN – Designed in Norway opened its doors, exclusively promoting Norwegian fashion design.

Clothes from nine Norwegian designers were presented at the opening, but the goal is to include collections from an ever growing group of innovative Norwegian designers.

Web: [www.steenogstrom.no](http://www.steenogstrom.no)

### House of Oslo – the best of Scandinavian and International design

**HOUSE OF OSLO**  
VIKA

House of Oslo – Norway's first and only department

store specialising in design interior and lifestyle – opened on November 16<sup>th</sup> 2006 at Vika near the Oslo harbour Aker Brygge.

Illums Bolighus – opening its first shop outside Denmark in House of Oslo – counts as maybe *the* top attraction in the new shopping centre. This exclusive interior shop is regarded as being one of the best and most interesting stores of its kind in the world.

Web: [www.houseofoslo.no](http://www.houseofoslo.no)

## NETWORK PARTICIPANTS

### Port authorities

[Oslo Port / Mrs. Margrethe Austad](#)

### Attractions/museums

[Holmenkollen, Ski Museum / Mr. Steinar Eidaker](#)

[Museum of Cultural History, University of Oslo / Mrs. Ellen Semb](#)

[Norwegian Maritime Museum / Mrs. Elizabeth Linder](#)

[The Kon-Tiki Museum / Mrs. Maja Bauge](#)

[The Viking Ship Museum / Mrs. Ellen Semb](#)

[Norsk Folkemuseum - Norwegian Museum of Cultural History / Mrs. Josephine Østern](#)

[The Fram Museum / Mrs. Anne Rief](#)

[Nobel Peace Center / Mrs. Inger Marie Bø](#)

### Hotels

[Grand Hotel / Mrs. Angelica Montez de Oca](#)

[Radisson SAS Plaza Hotel / Mr. Tarje Hellebust](#)

### Tax free

[Global Refund Norway / Mr. Geir Victor Svendsen](#)

### Shopping

[Oslo Cruise terminal / Mr. Tor Fredrik Frøberg](#)

[Norway Shop / Mr. Tom Grusd](#)

[William Schmidt / Mrs. Ellen F. Hauge](#)

[Aker Brygge / Mrs. Marit Østmoe](#)

### Cruise lines

[Royal Caribbean Cruise Line / Mrs. Bente Borvik](#)

[ColorLine / Mr. Knut Hals](#)

### Transportation

[H.M.Kristiansens Automobilbyrå / Mr. Rino Ødegård](#)

[Nettbuss Travel / Mr. Stig Ove Kristiansen](#)

[Norway Yacht Charter / Mr. Kristian Qvigstad](#)

### Airlines

[Scandinavian Airline System / Mrs. Anne Christine Due Øverås](#)

### Cruise agents

[European Cruise Service / Mr. Arthur Kordt](#)

[Fred. Olsen Travel / Mrs. Anita Sletbak](#)

[T.R. Shipping Norway / Mr. Pål Kjelsrud](#)

### Tourist organizations

[VisitOSLO / Mrs. Heidi Thon](#)

[Akershus Tourist Board / Mr. Øyvind Wang](#)

### Guide service

[Guideservice / Mrs. Ingrid Løseth](#)

[Oslo Guidebureau / Mrs. Hilde Stoklasa](#)

### Other

[Oslo Commercial Association / Mr. Jan Berggraf](#)

[Dentist at Aker Brygge / Mr. Stian Kanestrøm](#)

[Dentist in Vika / Mr. Ulf Mørck](#)

### Network co-ordinator

[Oslo Cruise Network / Mrs. Eva Britt Kornfeldt](#)



Photo: Steinar Andersen