Distribution of cruise guests to Helsingør

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Mathias Monrad Bruun

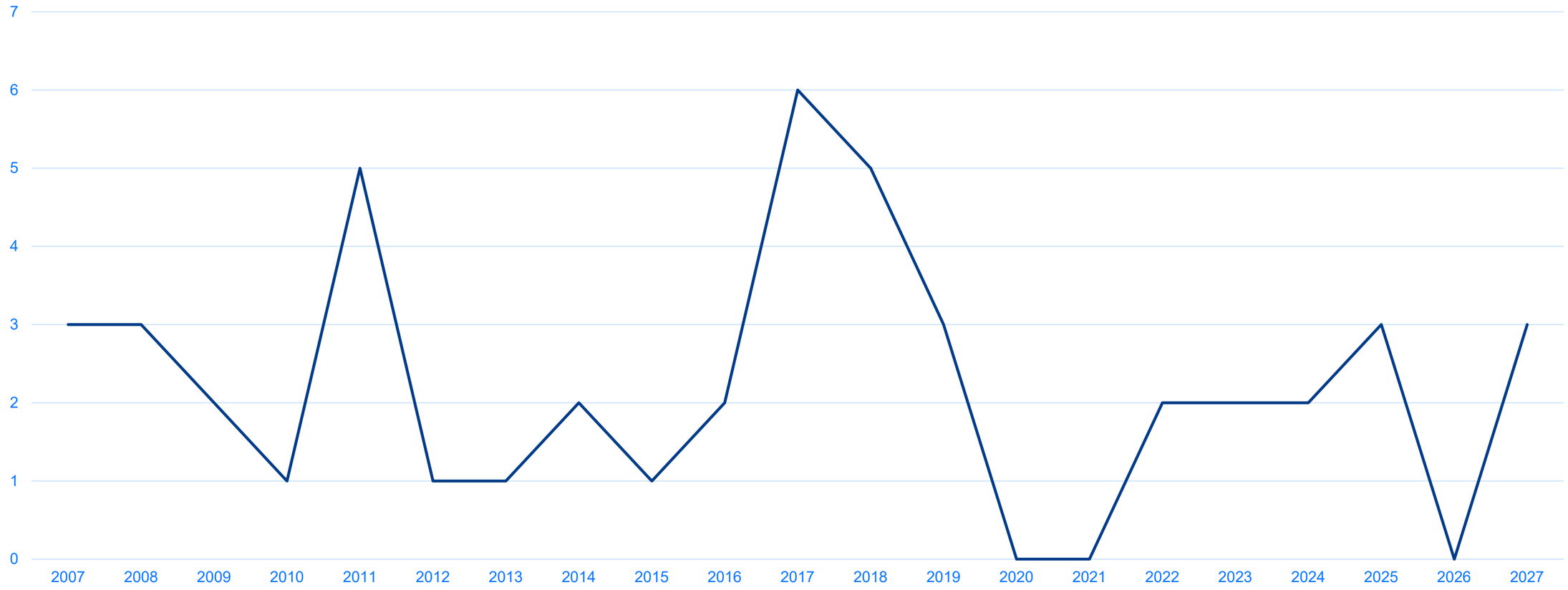
Mathias Monrad Bruun

2017	Guide School
2018	Guide in Turkey
2019	Guide in Greece
2019 - 2023	Bachelor of Communication, Danish School for Media and Journalism
2020 - 2021	Press, Marketing, SoMe, Receptionist LEGOLAND Billund Resort
2023 - 2025	Junior Manager, Cruise Denmark – Copenhagen and beyond

Cruise Manager

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Cruise Calls in Helsingør



Global Cruise Sector at Record Heights

37.2M

Global Ocean Cruisers

+7.5% year-on-year growth in 2025; projected to reach 42.1M by 2029.

$198.8B

Economic Output

1.8M global jobs supported, with Europe accounting for 35% of total impact.

4.97M

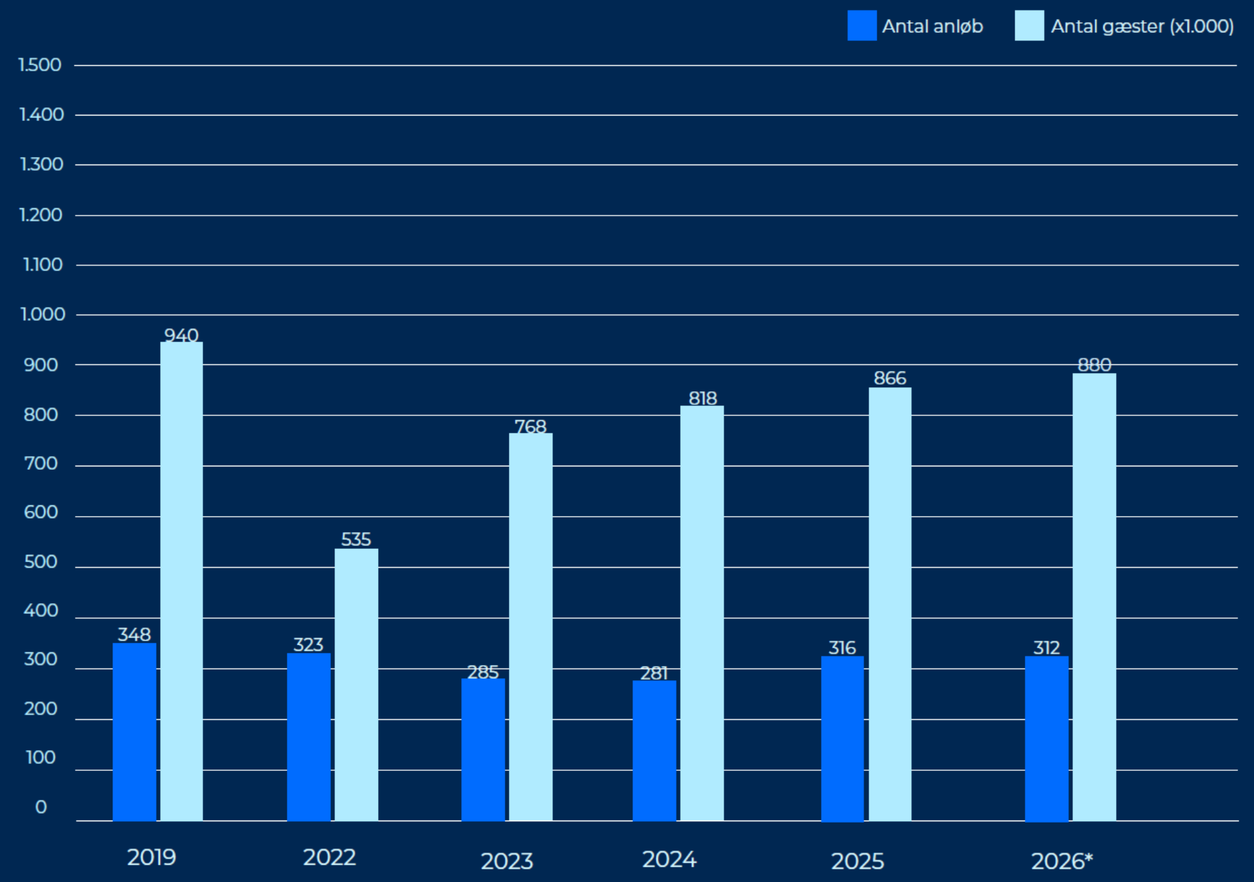
Baltic Sea Guests

+12.3% guest surge and 2,049 port calls across 31 partner ports in 2025.

Rest of Denmark



Copenhagen



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Regional Balance: The Boutique Destination Opportunity

The Role of Marquee Hubs

Metropolises like Copenhagen provide crucial flight connectivity, major turnaround logistics, and global brand recognition for the entire Baltic.

Capital gateways anchor regional tourism.

The Boutique Potential

Smaller destinations naturally excel at what large cities cannot easily offer: intimate atmospheres, immediate walkability, and unhurried access to local stories.

Delivering genuine, exclusive depth in harmony with the region.

A collaborative ecosystem: large hubs open the region, while smaller ports deliver intimate encounters.

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The Demand for Authenticity: Depth Over Crowds

70%

Take Shore Excursions

Rises to 81% among affluent Baby Boomers seeking guided heritage.

61%

Return as Land Tourists

Cruises function as initial tasting menus for high-value future stays.

83%

Value Local Purchasing

High appetite for culinary traditions, craft makers, and resident stories.

Boutique destinations excel where mega-cities struggle: providing intimate local encounters without commercial fatigue.

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Cruise Lines Seek Fresh, Authentic Ports

ITINERARY EVOLUTION

New Regional Narratives

With Baltic routes evolving beyond St. Petersburg, cruise planners are designing deeper itineraries that spotlight distinctive regional heritage.

GUEST RETENTION

90% Intend to Re-Cruise

Returning voyagers look beyond typical capital highlights, actively seeking out smaller, storied communities with authentic local character.

COMMERCIAL APPEAL

Maiden Calls Inspire

Debuting unique boutique ports enriches cruise marketing, giving operators compelling storytelling that appeals to seasoned travelers.

A historic window for boutique destinations to enrich and diversify Northern European travel.

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Local

- Kronborg Slot
- Søfartsmuseet
- Øresundsakvariet
- Helsingør Kommune
- Kulturværftet
- Turistinformationen
- Til Tops
- Comwell Borupgaard
- Skydeselskabet
- Teknisk museum
- Hal 16
- Marienlyst Slot
- Rådhustårnet
- Værftets Madmarked
- Wonderful Copenhagen
- Nordsjællands Veterantog
- History Tours
- Marienlyst Hotel
- Louisiana Museum og Modern Art
- Helsingør Dagblad
- Sømandsmissionen
- Bedre Byliv
- Helsingør Handel
- Sundbusserne
- Museum Helsingør
- Passage Festival
- Hamlet Scenen
- Hal 16
- SS Bjørn
- History Tours
- Hotel Hamlet
- Helsingør Theater
- Konventum
- Gillelejegruppen
- Lynhjelm Eftf.
- Kagefryd
- Helsingør Kaffe og Thehus
- Brostræde Is
- Cafe Olai
- Karmeliter Klosteret
- Strandgade 73
- Frederiksborg Slot
- **Politicians**
- **Citizens**

Regional

- Visit Nordsjælland
- Helsingborg Havn
- Visit Skåne
- SDK Cruise
- Blue Water Shipping
- European Cruise Service
- BDP
- DMC Nordic
- Baltic Gateway
- Time Change Nordics
- Intercruises
- SMS International

Three posibilities

Ships calling Helsingør

Good business for the port

Operational limits

Overland with drop-off/on in Helsingør

Good business for the port

Creates opportunities for larger ships

Attracting guests on shorex From Copenhagen

No business for the port

A bonus and a more immediate incentive for local partners to engage

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Ship calling Helsingor





Fleet Polarization: Mega Vessels and Small Ships

MASS MARKET

Mega-Ships (4,500+ Berths)

Fastest-growing category in absolute passenger capacity. Doubling from 50 to 101 vessels by 2030 to serve broad family and budget segments.

Restricted to deep-water capital hubs.

BOUTIQUE & EXPEDITION

Small Ships (<1,000 Berths)

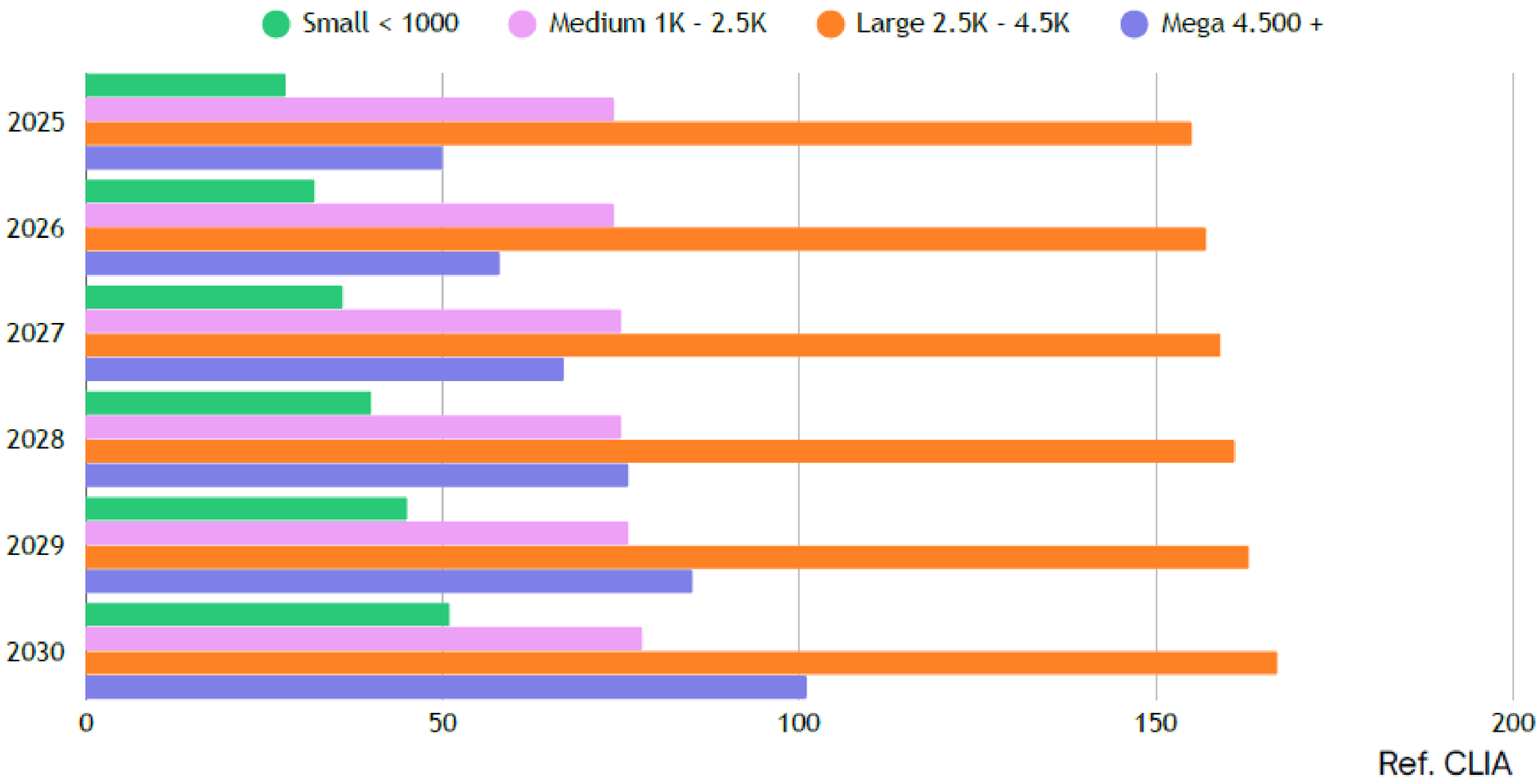
Expanding from 28 to 51 vessels by 2030, representing over a third of global hulls. Backed by $71B invested in new luxury and expedition tonnage.

Custom-designed for boutique historic ports.

"The Shrinking Middle": 1,000–3,000 LB ships fall from 57% to 34.6%, creating a clear strategic opening for small destinations.

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Small Ships and Mega Ships



Small Ships: Luxury vs. Expedition Segments

100 – 500 GUESTS

Luxury / Superyacht

Ritz-Carlton, Silversea, Seabourn, Emerald, Scenic

Exclusivity, VIP access, Michelin-level local food, and bespoke private tours.

60 – 250 GUESTS

Expedition & Niche

HX/Hurtigruten, Ponant, Noble Caledonia, Albatros

Maritime history, scientific lectures, active nature walks, and community giving.

500 – 1,000 GUESTS

Premium Boutique

Saga Cruises, Viking Ocean, Oceania, Azamara

Cultured senior demographic (55+) with included cultural and architectural visits.

Vessel scale determines port compatibility: Helsingør targets low guest volumes with maximum economic spend.

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Lite Calls


FORSEA


4 DEUTSCHLAND
MAXIMO
100 PERSONS


FORSEA


FORSEA

Activity	Place	Network	Date
Visiting Cruise Lines Offices	Miami and Seattle	Cruise Baltic	26-30 Jan
Cruise Europe at Sea	MSC Cruises, Barcelona - Napoli	Cruise Europe	6-10 Feb
Cruise Baltic Summit	Karlskrona, Sweden	Cruise Baltic	24-26 Mar
Seatrade Cruise Global	Miami	Cruise Denmark	12-16 Apr
Cruise Europe Conference	Reykjavik, Iceland	Cruise Europe	27-29 May
Seatrade Cruise Med	Las Palmas, Gran Canarie	Cruise Baltic	16-17 Sep


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2025 – now
Cruise Manager, Port of Helsingør
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AZAMARA
CRUISES


Costa

”You are not more relevant than the time that has passed since the last time someone saw you”

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What can you do as a smaller destination to help distribute cruise guests?

- If your port already receives calls: Deepen your collaboration with the port and town.
- If you have berth capacity but no traffic: Sit down with your port authority and discuss opportunities
- If you don’t have a maritime port: Explore the opportunity to create partnerships to create excursions that draw visitors into your region.

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