

Uus teenus – pööring

Esitaja: AS Tallinna Sadam

Teenuse väljatöötamisel kaasosalejad: AS Tallinna Lennujaam, Deneesti OÜ, CF & S Estonia AS

Laevakruisiide mõistes on pööring reisijate vahetamise protseduur, kus sama sihtkoht on nii kruisi algus- kui ka lõpp-punktiks.

Kruisivaldkond on üks AS Tallinna Sadam sadamategevuse arenevatest valdkondadest. Hooaja jooksul külastavad kruisilaevad Tallinna ca 300 korda .

Eesmärk oli teha Tallinnast Läänemere kruisiide algus- ja lõpp-punkt, tuues Eestisse rohkem pööringuturiste, kelle teenindamine on keskmisest suurema kasumlikkusega nii kaubandus-, teenindus-, turismi- kui ka transpordisektorile.

Tallinna toimimine reisijate vahetussadamana ei ole oluline mitte ainult tänu suuremale sellega seotud firmade osalusele ja nende poolt teenitud rahahulgale, vaid see on ka võimalus Tallinna ja Eestit väljapoole turundada.

2011. aastast kuulubki Tallinn nüüd nende sadamate ja sihtkohtade hulka, kust kruisireisid saavad alguse ja lõpu. Eduka turunduse ja teenusedisaini protsessi tulemusena oleme suutnud tõsta Tallinna maailmakaardile kui arvestatava pööringu-sihtkoha, mille populaarsus on üha tõusuteel.

New service – turnaround

Presenter: Port of Tallinn

Companies involved in the elaboration of the service: Tallinn Airport, Deneesti OÜ, CF & S Estonia AS

In terms of ship cruises turnaround is a process of passenger exchange, where the same destination serves as the starting as well as the ending point of the cruise.

Cruise sector is one of the developing sectors of Port of Tallinn port activity. During the season cruise vessels make ca 300 calls to Tallinn.

The goal was to make Tallinn the starting and ending point of the Baltic Sea cruises, bringing to Estonia more turnaround tourists, whose servicing is of higher than average profitability to the trade, service, tourist as well as transport sector.

Functioning of Tallinn as a passenger exchange port is important not only due to present larger participation of companies related to this and the amount of money earned by them, but it is also an opportunity to market Tallinn and Estonia outside.

Starting from 2011, Tallinn belongs among the ports and destinations, where cruises start and end. As a result of successful marketing and service design process we have managed to put Tallinn on a world map as a turnaround destination.

An important outcome for the parties is also that due to effective cooperation and positive feedback in 2012 Tallinn services the turnarounds of cruise company Pullmantur, which is a very prestigious cruise company bringing larger number of passengers and new prospects will be added in the following years.

Due to a new service Estonian language also became richer by one new word – *pööring*.

