

CTUR *citynews*

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CTUR Thematic Network
URBACT II Programme

CTUR IN TRIESTE ITALY

CONTENTS

Foreword by
Gaetano Mollura
CTUR LP
page 2

CTUR in Trieste
page 3

Focus on the CTUR hosting
city TRIESTE - Italy
page 4

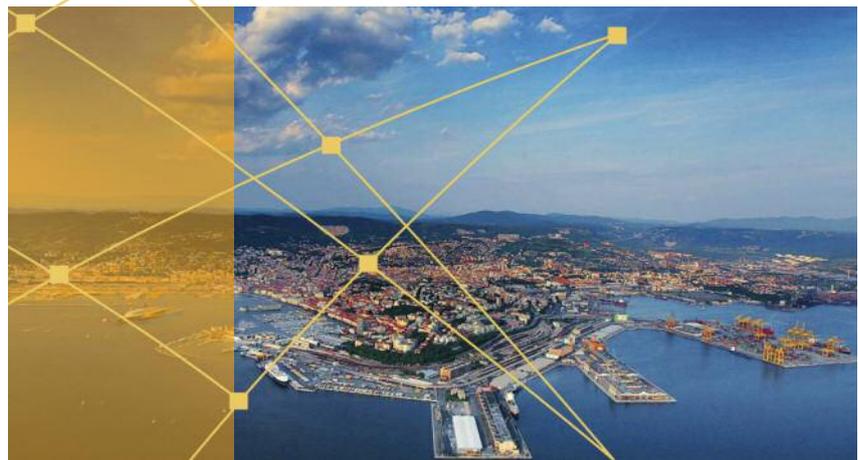
The CTUR interviews:
Mr. Roberto Di Piazza
Mayor of Trieste
Mr. Claudio Boniciolli
President of Trieste Port Authority
page 8-9

The point of view of CTUR:
Trieste case studies
by Vittorio Torbianelli
CTUR LE
page 10

Who we are:
Elisabetta Boglich
Carlotta Cesco
Trieste CTUR partner
page 13

The CTUR Thematic Network tour left the Atlantic coast to reach the Adriatic Sea and make its third stop there.

Trieste, the Italian seaside resort on the Adriatic Coast in the Region of Friuli Venezia Giulia, hosted the third seminar of the CTUR project, Cruise Traffic and Urban Regeneration of the City-port Heritage, which is part of the Territorial Cooperation Programme URBACT II, 2007-2013.

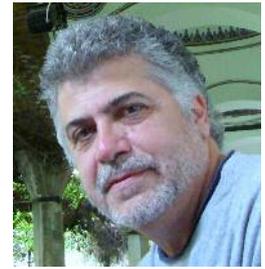


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INTRODUCTION TO THE 3rd SEMINAR IN TRIESTE (ITALY)



CTUR Lead Partner, Gaetano Mollura

The third CTUR seminar held in Trieste (Italy) permitted to know “on the site” an original reality both for his geographical location and relationship with the sea. With the enlargement of Europe and free traffic of goods and people Trieste occupies a strategic position in the center of European Union and of the rail, road and maritime transport system. The sea is an important element for Trieste. The Adriatic Sea laps one-third of its territory. The urban area facing the sea is entirely dedicated to port facilities.

The great challenge of Trieste is to be not penalized at cruise level and even more in trade sector from the vicinity of Venice and from the emerging Capodistria. These ports are part of the NAPA - Northern Adriatic Port Association - which also includes Venice and Ravenna (and in perspective Fiume) and that should be instrument to harmonize the offer in terms of the northern Adriatic geographic quadrant.

During 2010 only 26 cruise ships will be hosted in Trieste against 60 ships (with more than 40 thousand passengers) in Capodistria and the 543 ships (one million 420 thousand passengers) in Venice.

Since 2004, the City Hall has invested much in the marketing of the city by participating to all events related to the promotion of cruise traffic obtaining, as the Mayor said in the interview contained in this newsletter, interesting outputs.

Actually this activity characterizes positively Trieste administration compared to other local governments.

However, while there is an ongoing “battle” between large Cruising companies for the conquest of the Adriatic Sea, Trieste tries to avoid being cut off from the main routes and in the next months should multiply its efforts to improve its competitiveness and attractiveness as “home port” and / or “callport” so to get the real expected economic impact of cruise tourism.

The ongoing privatization of the Cruise Terminal, through a public tender, is a great opportunity to improve the supply for cruise lines and passengers in Trieste, thank to a market-oriented and efficient management.

The involvement of a leading companies of the Cruise Line sector (which could use the port of Trieste as a “basis” for its cruise itineraries), of a local terminal operator and - a very relevant fact - of an important bank-group at an European level, appear as a very promising premise.

“There is ferment around Trieste as location of a new cruise activity, considering that Eastern Markets are in evolution not only for the goods exchange but also for the one of passengers”, the chairman of the Port Claudio Boniciolli said.

“Costa Crociere” is probably the company that more than other is capable to play the leading role in boosting the Trieste Cruise location, for the next years. However we have not to forget that several companies are looking at the Northern Adriatic Area as a promising cruise developing area: consider the latest initiatives of the great “cruises lines” such as Royal Caribbean, recently landed in Venice, which aims to fit between Costa - one of the players who had contributed most to the regeneration of cruises in Trieste until 2008 - and MSC that will bring just next year from 10 to 17 its own ships in the Mediterranean. The MSC in late autumn will make a modest resurgence in the city with two eleven-day cruises that depart on 7 and 18 December.

The MSC is reformulating its offer in Trieste and the early findings received are above the expectations. In 2012 another ship will be launched and maybe at the same time, according to MSC declarations, the departures from Trieste will multiply.

A final consideration is needed in order to verify the offer of “Market” in terms of accessibility and of the optimization of the system of rail and air connections, which is currently weak, would reinforce the “geographic” centrality of Trieste, making it more “attractive” and “competitive” for cruise tourism. In this context, full of expectations and challenges, it’s possible to find the reason of the interest in the theme of CTUR by Trieste and the fruitful collaboration of this important exchange of experiences between the Adriatic city and other partners.

Concerning URBACT National Dissemination related to CTUR Network, I would like to signalize the activation of two new URBACT National Dissemination Points:

NEW ENTRY Portugal: Direção-Geral do Ordenamento do Território e Desenvolvimento Urbano:
<http://www.dgotdu.pt/urbact/>

NEW ENTRY Greece: National Strategic Reference Framework (NSRF):
<http://www.espa.gr/el/pages/staticURBACT.aspx>

CTUR PARTNERS IN TRIESTE

All CTUR Network participants

Gaetano Mollura, Lead Partner City of Naples (Italy); **Joseph Tomatis**, CTUR Lead expert; **Carine Guidali**, CTUR Thematic expert; **Pauline Geoghegan**, CTUR Thematic expert; **Greta Marini**, AIVP; **Sara Prieto Vidal**, City of Alicante (Spain); **Jim Keogan**, Dublin City Council (Ireland); **Tuija Aavikko** and **Jari Huhtaniemi**, City of Helsinki (Finland); **Joana Moreira**, City of Matosinhos (Portugal); **Candida Moura**, Port Authority of Leixoes; **Fiorinda Corradino** and **Barbara Casolla**, Naples Port Authority (Italy); **Roberta Amirante**, University of Naples (Italy); **Marta Galbis Rocher** and **Cesar Jimenez**, Valencia Region (Spain); **Andreas Schubert**, **Dieter Hans Kluge** and **Patrick Schmidt**, City of Rostock (Germany); **Yakup Demirhan** and **Metin Canci**, Istanbul (Turkey - Observer partner); **Paraskevi Moraitou**, City of Rhodes (Greece); **Lyudmil Ikonov**, City of Varna.



CTUR 3rd seminar: Trieste 28th 29th September 2009

The third thematic seminar of the URBACT network CTUR was held in Trieste, Italy, on September 28th and 29th 2009. This was the second seminar on transforming, regenerating, adapting the physical and environmental components of the port-city system, this time with the sub theme of environmental concerns.

The meeting was hosted by the Municipality of Trieste, with the Port Authority of Trieste. It was attended by representatives of all the CTUR partners, welcoming for the first time the cities of Rostock (Germany), Rhodes (Greece) and observer partner Istanbul (Turkey), who each presented their city and the key issues that they wish to address in CTUR.

The focus on the city was introduced by interventions from the city and the port authority, including a presentation of a case study on the creation of a Master Plan for the port in close cooperation with the city. Participants benefitted from a presentation of some key learning from the recent AIVP conference on the theme of "Port cities, tourism as a main driver?". A wide ranging collection of good practices along the theme of "Environmental challenges for port-cities" was addressed by the representative of the International Association of City Ports, partner of CTUR.

The city of Matosinhos presented a case study of the conversion of a former industrial area to an up market sea front housing area.

The second day of the seminar gave the partners the opportunity to share their experience on the development of Local Support Groups as well as progress towards their Local Action Plans. They were also reminded of project management issues such as the choice of future case studies and financial reporting. The seminar ended with a visit of Trieste by sea, followed by a meeting with the President of the Port Authority.

Participants of the hosting city

Municipality of Trieste:

Paris Lippi, Deputy Mayor in charge of Port issues, Edgardo Bussani, Director of Economic development, Elisabetta Boglich, Officer in charge of European affairs; Mauro Vivian, European affairs office; Carlo Tosolini, Director of the Territorial Planning Area.

Local Support Group members

Raffaella Terpin, Samer & CO. Shipping; Carlo Tosolini, Director of the Territorial Planning Area; Maila Zarattini, Director of communication; Sergio Nardini, Senior officer of Trieste Port Authority; Livio Ungaro, Trieste Terminal Passengers.



Source: CTUR 3rd report written by Pauline Geoghegan

CITY OF TRIESTE (ITALY): “A GATEWAY TO THE MEDITERRANEAN IN THE HEART OF EUROPE”

The presentation of the City Council & Port Authority of Trieste by the local authorities during the opening meeting

The city

Location: Capital of Friuli Venezia Giulia
Population: 208 710
Number of people in employment: -
Unemployment rate: -
Income per capital: -

The port

Ranking: international
Administrative statutes: State port managed by a public port authority
Total traffic: 46.2 m. G.T.
Container traffic: (TEU): 265,863
Total passengers: 114,000 pax
Cruise passengers: 55,000 pax
Direct employment: -
Indirect and induced employment -

Source: CTUR Baseline Study R.M.

Source: CTUR Baseline Study R.M.

Cruise lines in Trieste: the importance of having a cruise terminal at the core of the historic city-port

After its golden age under the Austro-Hungarian Empire, Trieste was one of the most important ports in Italy and a strategic site in the first part of the 20th century due to its key position on the border between the western and eastern world. The commercial port area is located along the linear shape of the commercial and residential city. The harbour area creates a narrow, almost one-dimensional fringe between the city and the sea. The operational port area and the industrial area are located along the coast and cover almost all of it. Only a few parts of the urban coastline are accessible to and used by citizens and they are mostly concentrated in the historical part of the city (urban waterfront).

The urban waterfront is actually the core area of the historical part of the city and it is linked to the main

urban square (Piazza Unità), which is the focal point of Trieste's waterfront and plays the role of “gate” between the waterfront and the urban texture.

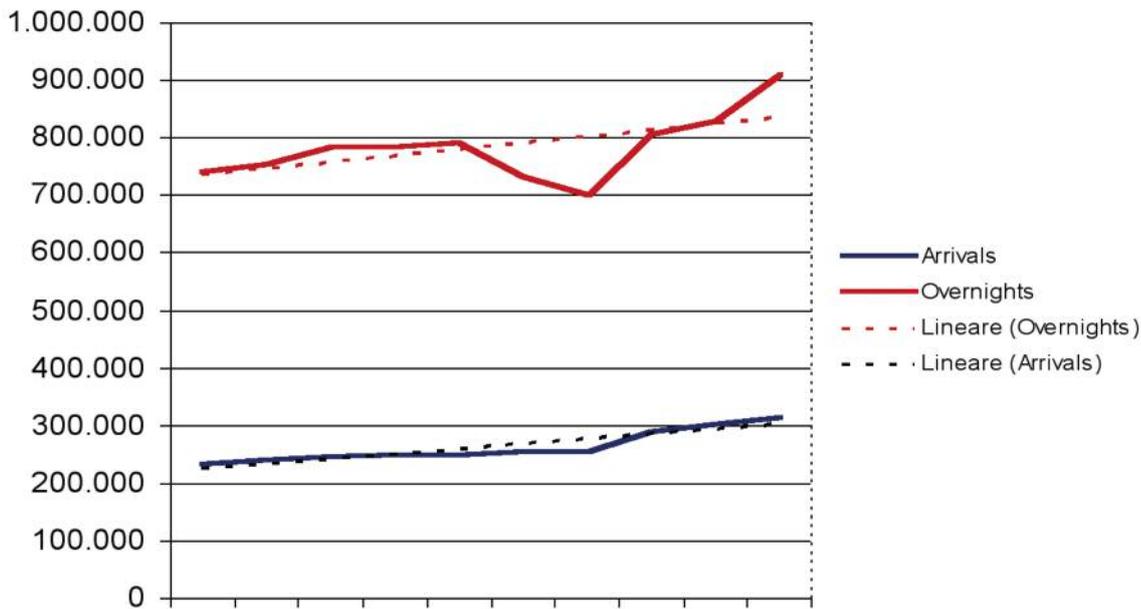
The cruise terminal, which is located in the historical building of the ‘Maritime Station’ that was built in 1905 and refurbished and renovated in the following decades (1930s), is located in the heart of this charming core urban area too, at a five-minute-walking distance from the main square. When cruise passengers disembark, they can immediately see the monumental square opposite the sea. Up to 2008 cruise traffic in Trieste was quite relevant and the city played a role also as a home port for a leading cruise company. In

2007, on the basis of law 84/1994 and its subsequent amendments, the Trieste Port Authority set up the ‘Società Trieste Terminal Passeggeri S.p.A’, which enabled the port of Trieste to undertake an active policy supporting the cruise market and at the same time to:

- manage all the space along the waterfront, in the terminal, in the passengers area of Pier Bersaglieri and Pier IV, and in mooring 22 and 57 on the basis of a government licence of 25 years that started on 01.01.2008;
- start the restructuring and enlargement work of the cruise terminal Pier Bersaglieri and Terminal RO RO PAX, mooring 57.

V. T.



Trieste: tourist arrivals and overnights (2000-2009)

Source: Agenzia del Turismo FVG (with our elaboration). Case introduced during the meeting in September 2009

Economy and tourism in Trieste

From an economic point of view, Trieste is highly service-oriented, while manufacturing activities have a small impact (11% of the GDP): over 85% of the local GDP is generated by services, public services being a large part of them (24% of the total GDP).

Trieste's service economy is extremely 'multifunctional': tourism is one of the many components of its production value, since it has not taken on a dominant role as yet. However, data on tourism in Trieste shows that the tourist flow has increased over the last decade, both in terms of arrivals and accommodation: for example, overnight stays have increased by about 13% between the beginning and end of the decade.

It was particularly at the most delicate time of the economic crisis (2009) that Trieste registered a tourist flow increase unlike other tourist locations in FVG. This positive trend shows how cities that, like Trieste, can offer a diversified portfolio of tourist services (seaside, historical and artistic sites, shopping, landscapes, congresses, etc.) are more capable of facing the turbulences and volatility that characterize modern trends in tourist demands.

It can be maintained that Trieste has some way to go in order to fully develop its potential as a multifaceted destination, but it still has a fair chance to meet the demand for non seasonal services from the customers' mix that characterizes cruise tourism. This is true in spite of the fact that over the last two years the number of cruise passengers declined considerably for various reasons (while it reached a record level in 2008 with about 85,000 passengers).

Therefore, a new, successful phase in cruising is a possible scenario in spite of the last few critical years, provided that Trieste can play its cards the best it can by meeting cruise passengers expectations (both in summer and in low season) and by offering competitive excursions packages and its best service performances to companies interested in the home port, with an optimal management of the passengers terminal.

Trieste's strategy: restarting from the renewal of the cruise terminal

The renewal and enlargement of the existing cruise terminal is one of the key projects in the newly approved Masterplan ("Piano Regolatore Portuale") of the port of Trieste, and it is essential to develop a fully effective 'hybrid function' for the cruise port of Trieste in the future.

The central location of the terminal and the presence of very few open areas does not help in carrying out the logistics functions that are typical of turnaround ports (parking lots, etc.), but it offers a first rate position because of its proximity to the city.

The project aims at recovering the original layout by restoring the facilities and adapting the building to the current technological and safety requirements.

Only a new construction will be added externally between the hangar and the maritime station building: it is a box that will in-

clude all the lifts, escalators, and the old boarding bridges (which will be restored as well).

This project can be considered as a good example of how the old port facilities can be renewed with a soft approach: existing buildings and bearing structures are modified, while keeping the historical heritage alive and turning the port location into a vibrant environment.

The current mooring pier for cruises will be enlarged and the passenger station will be renewed.

This will take place in four different phases:

- completion of the northern wharf (complete);
- restoring and transforming what is known as 'warehouse 42' (hangar) into a new section of the maritime station for passengers (by the end of 2010);
- extending the quay along the northern side (by 2012);

- **further enlargement of the dock towards the southern side and completion of the extension of the dock surface (by 2014).**

The hangar-section of the building (which is abandoned at present) will be restored and transformed into the new embarking area for passengers.

Moreover, the hangar will be organized so as to host multi-purpose events (i.e. conferences and events, restaurants, etc.) that serve both citizens and tourists.

The project is an interesting example of a multi-purpose renewal of a historical urban passenger terminal. Wide terraces and restaurants will be fully opened to citizens, who will enjoy the view on the 19th century urban waterfront architecture. Moreover, the terminal function will be combined with conference halls in order to improve its role as a 'city hub'.

V. T., source Master Plan of Trieste Port



Rendering of the new cruise terminal

City and Port Authorities join forces for the urban waterfront

In Italy, Port Authorities are public entities that report primarily to the central Government, although there are means by which the local entities (Region, Province and Municipalities) take part to the decisions and choices made by the people in charge of the Port Authorities.

Port Authorities, as representatives of the State, are in charge of managing all the areas that are part of the maritime state property, which in Trieste includes all the operational areas and a stripe of a few dozen yards that makes up the urban waterfront, which is freely accessible to citizens.

At present, the urban waterfront is basically managed by the Port Authorities, which has granted the use of several areas to specific entities (for example to boating clubs). In particular, fee-charging parking slots were granted to the company that manages the passengers terminal so that it can cover management costs and supervise parking in the interest of cruise passengers too.

Some projects in support of sailing are being implemented close



The waterfront of Trieste, located between the sea and the main square (Piazza Unita)

to the waterfront by granting the use of state properties: besides enlarging a marina located close to the "Maritime station", a new marina will be created (project "Marina Porto Lido") by redeveloping the area at the end of the urban port.

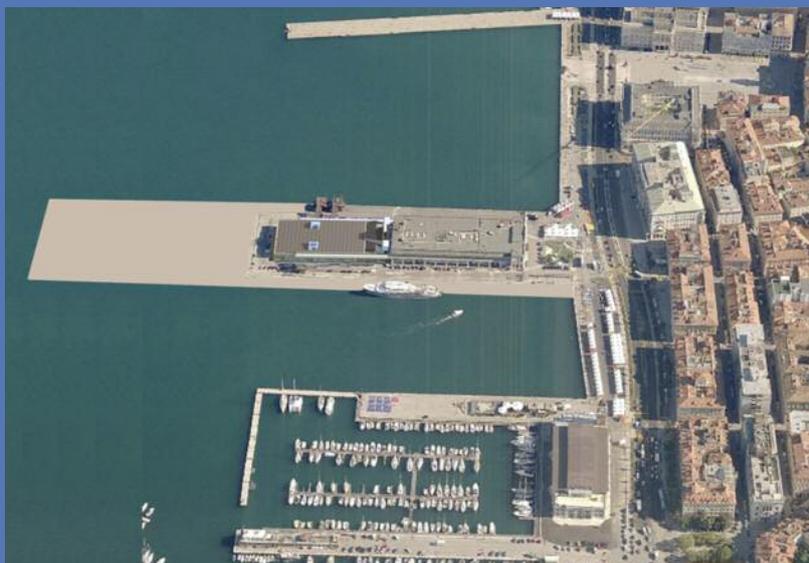
It is obviously vital that decisions concerning the urban waterfront should be shared by the Municipality and the Port Authorities so that full functionality and project consistency in the relationship be-

tween city and waterfront can be achieved.

In Trieste, co-operation between Municipality and Port Authorities is generally good: for example, it was precisely to optimize the planning of the urban waterfront that the Municipality and the Port Authorities signed a special agreement by means of which the Port Authorities authorized the Municipality to take action in certain areas that are actually part of the port state property (the intervention consists in paving projects). The competence divide was removed in order to make the Municipality's actions aiming at fixing municipal parts of the waterfront more consistent and useful.

Another example of co-operation between Municipality and Port Authorities is the port planning scheme (presently awaiting definite approval by the Ministry of the Environment), which was quickly approved by the Municipality.

V. T., source Master Plan of Trieste Port



Location (and rendering) of the new pier for the cruise ships arrivals

THE POINT OF VIEW OF THE CITY BY THE ELECTED MEMBER

CTUR Interview, collected by Mrs Elisabetta Boglich to the **Mayor of Trieste Mr. Roberto Di Piazza**

What is the importance and the priority level your city/port organization ascribes to the development of cruise tourism? What are the expectations and the expected benefits?

The Municipality I'm heading has always shown a particular interest in cruise tourism: as a matter of fact, in 2004 the Municipality offices involved in the cruise topic attended the most important international events about cruise tourism, from MED SEATRADE to CRUISE SHIPPING CONVENTION held in MIAMI, including the Hamburg EUROPE SEATRADE and the London CRUISE&FERRY CONVENTION.

The cruises subject has been widely treated in promotional publications, in articles and in advertisements contained in the most relevant magazines distributed at an international level.

Since many ship-owner companies chose Trieste as a home-port or a call-port for a one-day stop, the activity carried out so far is having a response.

The benefits for the local economy are various, given that many services are arranged for the travellers:

- buses, cabs, car parking systems and supplies
- facilities for enjoying local historical/cultural sites like museums, monuments, castles and exhibitions access to the commercial services like bars, restaurants and shopping opportunities tourist guides for visiting the city.

What is the role played by your organization to develop the cruise tourism in the destination and what

is, in general, the degree of strategic and operational cooperation with the port authority/city on the specific "Cruise tourism" issue? What are the most positive and the problematic aspects of the city-port cooperation?

The Municipality aims at promoting an enhanced awareness of Trieste as a crucial player in the cruise sector, highlighting its cultural attractions of major interest, its ability to satisfy the requirements of guided excursions and leisure programmes in order to create a friendly and pleasant atmosphere for the travellers who wish to visit the city.

The Municipality can act as a marketing player, cooperating with the Port Authority, which is in charge for managing the harbour technical services that include the administration of the terminal, the port logistics, the embarkment/disembarkment operations and the safety controls.

What is the role - if any - that the development of cruise tourism could play to support urban regeneration(s) in your city and what could be the role of urban regeneration(s) to develop urban tourism?

There is a close relationship between cruise tourism and urban renovation: this statement is particularly suitable for the city of Trieste, where the maritime station is located at the same time on the seafront and in the heart of the city, presenting numerous points of architectural and urban interest. The most luxurious hotels and restaurants of the city, as well as the buildings hosting the head offices of the utmost public authorities are located by the seafront.



For this reason, the Municipality decided to start a strong urban renovation programme that first covered Unità d'Italia Square and then the whole waterfront. This urban plan imposed to redesign the road and traffic regulation both for vehicles and pedestrians, to put in artistic streetlamps and do a general refurbishment of the green areas. Along with these works, a radical renovation of the old fishmonger's building was completed, changing it into an exhibition hall. A complete restoration of historically important sites has also been performed, like: Venezia Square, where the original XIX century configuration has been recovered, and Borsa Square where the current intervention will enrich the place with works of historical and architectural value.

THE POINT OF VIEW OF THE PORT AUTHORITY BY THE PRESIDENT

CTUR Interview, collected by Mrs Elisabetta Boglich. to the President of the Port Authority of Trieste / LSG Member in CTUR project - Mr. Claudio Bonicioli

What is the importance and the priority level your city/port organization ascribes to the development of cruise tourism? What are the expectations and the expected benefits?

The Trieste Port aims at fostering the cruise business.

The cruise industry is an appealing opportunity not only for the port itself but also for economy of the nearby territory. It is well known that there are many interrelations that link together the cruise, tourism, shipbuilding, finance and insurances industries. These activities result in a general increase in employment and revenue.

What is the role played by your organization to develop the cruise tourism in the destination and what is, in general, the degree of strategic and operational cooperation with the port authority/city on the specific "Cruise tourism" issue? What are the most positive and the problematic aspects of the city-port cooperation?

The Act n. 84/1994 and successive amendments reformed the port matter assigning the task to promote and develop the activities of the port to the Port Authority. In 2007 APT created Trieste Terminal Passeggeri S.p.A. that runs licensed the Trieste travellers port and upholds its claims in the national and international markets. Whereas the Port Authority is mainly engaged in investing for the enhancement of the port structures and infrastructures (docks, harbours, maritime

station, etc.), and TTP S.p.A. operatively runs the commercial activity, there is a large room of manoeuvre for the cooperation of all the players interested in making Trieste increasingly attractive. I would like to inform you that, as stated by the Italian law, the public evidence procedure for the allocation of the TTP shares has started off.

What is the role - if any - that the development of cruise tourism could play to support urban regeneration(s) in your city and what could be the role of urban regeneration(s) to develop urban tourism?

The demand is inscribed in a framework of cooperation between the cities of Trieste and Muggia, that has allowed, after 50 years, to accomplish the adoption of a new Port Plan that counts to move the port outside the historical centre in a range of 20 years time.

This vision consents to go on with the activity of regeneration of areas formerly dedicated to the freight trade and to change them in the so called "comprehensive port" ("portualità allargata"), which means: services to the citizens, sea transport, tertiary sector, etc.

Other comments.

If the objective of making of Trieste a potential tourist attraction is widely shared, for its historical, culinary, sport and political significance, then all the actors should operate with the common aim of offering services and structures



able to challenge the most excellent competitors of the Adriatic Sea.

THE CRUISE TERMINAL AS A COMPONENT OF A WIDER URBAN WATERFRONT RE-LAUNCH AND URBAN REGENERATION POLICY



CTUR Lead Expert Vittorio Torbianelli

The renovation of the maritime station is one of the elements within a

wider intervention framework concerning the urban area (close to the waterfront) that is being implemented not only by the Port Authority (historical port area), but also by other administration bodies, starting from the Municipality. The map below shows the existing attractive monuments of the city centre (in blue), and the newly planned interventions (in red).

In particular:

1. **Historic Port Area:** it is an area located very close to the urban waterfront and the cruise terminal. It is rather large and it has a great historical and architectural value as well as a significant potential in terms of urban regeneration, but at present it is still considered as a “free port” subjected to special customs laws. The historical port area has a great potential as a multi-functional redeveloped urban area both for the high value of its architectural and industrial heritage and its wide dimensions. The historical port area will continue to be under the control of the Port Authorities also because it has the status of “free port”, which cannot be changed, at least in the short term. In this area there are old port hangars and some important examples of industrial archaeology

(for example, the hydrodynamic power plant). A detailed study of the area has enabled to launch a call for bids (in 2009) in order to grant the authorization to use it for redevelopment purposes. The winner will be authorized to start using the area basically for urban purposes (e.g. educational activities, commercial and leisure activities, museums and other services, with specific reference to the ‘maritime’ nature of the site) on the basis of a detailed plan that is being drafted. It would be a great “urban regeneration” result for both the city and the Port Authorities, considering that an area of such value was abandoned and left to decay while no effort was done to integrate it with the local economy.

2. A project, which is already under way, aiming at creating an urban shopping centre within a historical building (a former silo that was built between the end of the 19th century and the beginning of the 20th century) that is located adjacent to the historical port area, close to the central train station and the bus station.

3. **Restructuring of Piazza della Libertà:** this area has a key position between the internal infrastructure system, the external road system and the street that runs along the waterfront (called ‘Rive’). Many important functions are located along the way (the railway station, the bus station, the inner transport terminal, the ‘old port’ and many public offices). The re-

newal plan makes it necessary to redesign the traffic flows (which is essential to provide a better access to the port and to the planned shopping centre in the ‘ex Silos’) and the expansion of the pedestrian area that will connect the station to city.

4. A development plan, yet to be defined, for the area close to the boating basin (“Campo Marzio”) where the fruit and vegetables market is, which is close to an extremely interesting historical building that used to be a train station and that could be converted into a cultural exhibition centre or a museum.

5. **Marina Porto Lido:** a project for the creation of a tourist basin for yachts right in the middle of the city provided with service facilities and located now too far from the cruise terminal.

The whole set of projects in the heart of Trieste, could be other important elements for the re-launch of the cruise sector.

All these projects, starting from the regeneration of the historical port, could sustain (and be sustained) by the development of the cruising activity based on the refunctionalization of the terminal, which has already been launched.

Location of the historic heritage and of the main interventions in the city of Trieste



(in blue)

1. Piazza Unità: it is the main square and meeting point for urban life
2. The medieval castle (Castello di S. Giusto)
3. The Orthodox Church
4. The exhibition centre "Salone degli incanti"
5. The main city museum, "Museo Revoltella" (in red)

1. The Old Port intervention area, including the renovation of the building called "ex-Silo" (2) and of Piazza Libertà (3)
4. The area called "Campo Marzio" with the Sea Park
5. Marina Porto Lido: this area is planned to be the new yacht port. Function specific facilities will be located here (small restaurants, info-points, accommodation services, etc.)

Latest news

Costa group emerges as favourite in Trieste terminal bidding

Monday, 08 November 2010 10:39

Costa Crociere, which had pulled its ships out of Trieste after a brief homeporting experience, now looks set to return as a principal investor in the city's cruise terminal.

The Carnival-owned company is part of a bidding group that is now favourite to take control of Trieste Terminal Passeggeri. TTP operates Trieste's cruise terminal as well as a number of other valuable waterfront assets under a 25-year concession awarded three years ago.

The Trieste port authority is due to announce its final decision on Thursday after it has examined the group's industrial plan and its financial offer.

The Costa group also includes leading Italian bank Unicredit, insurance giant Generali and two local companies, Giuliana Bunkeraggi and Reguardia.

Costa and Unicredit, which is also the lead player in a major commercial shipping project in the region, are thought to be the main investors, with reports suggesting they each have a one-third share in the bidding group. Its emergence as the favourite to take control follows the withdrawal of another powerful consortium that initially included Royal Caribbean Cruises Ltd. and Venice Terminal Passeggeri, as well as the local Ronchi dei Legionari airport.

This rival group dropped out, claiming that price set by Trieste port authority for the 60% of the operating company put up for sale was too high. Under the terms of the bid, the port authority will retain a 40% stake in TTP.

If the Costa group's bid is successful, it will provide a major fillip for a city that has seen its cruise fortunes shrivel after a promising start to the new century. Spurred by a determined effort by the city government in particular, Trieste succeeded in drawing in both Costa and MSC.

Two years ago, it hosted 50 cruise calls and approaching 100,000 passengers, but by this year both Italian giants had pulled out and the number of calls was down to 20.

A number of issues are thought to have counted against Trieste, with its proximity to Venice, poor transport connections and inadequate facilities apparently outweighing the beauty of the city and its dramatic location on the Adriatic.

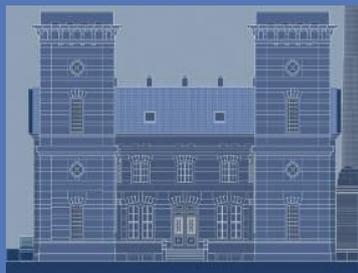
Costa's return will catapult it back into the cruise reckoning, with reports circulating locally that it has a target of 200,000 passengers per year. With work now underway to take the cruise terminal's berths to 340mtr and the airport busily adding new services, and due for fresh investment, Trieste could be on the way back.

Municipality of Trieste

Restoration of the hydrodynamic power plant: the core of a museum of the city-port?

Within the historical port area there are unique examples of industrial archaeology that are being restored by the Port Authorities. The most interesting example is the former hydrodynamic power plant. It is a 19th century building, which contains all the original hydraulic machinery aimed at manoeuvring port cranes. A restoration project has recently been launched and the power plant could become one of the key elements of a museum of the city-port with a network structure to be developed by a foundation linked to the Port Authorities whose main goal would be developing value relationships between the port and its territory.

V. T.



The hydrodynamic power plant in the historical port. Above: a drawing from the restoration project. Below: how the building was before the intervention.

International competition for cruising in Trieste

The port of Trieste offers cruise lines a berth of high tourist value for cruise passengers because the terminal is located within a vibrant urban context with a high historical value. However, in terms of cruising Trieste competes with another nearby port (about 20 km as the crow flies), namely Koper (Slovenia), which is located close to the border between Slovenia and Italy, and which is now a free transit border since Slovenia signed the Schengen agreement. Unlike Italian ports, which are based on the principle of Port Authorities acting as “landlords”, Koper acts as a single integrated company (Luka Koper), but its main shareholder is the State. Luka Koper has recently launched a development project for the cruising sector that includes a passengers terminal. The terminal will include a quay side with maximum ship length of 420 m. and 10 m draught. However, at present Koper’s port is already carrying out cruising functions using its quays (about 40,000 passengers in 2009) by exploiting the tourist resources of the Slovenian hinterland. Truth is that from a geographical point of view, the ports of Trieste and Koper have exactly the same hinterland, both in terms of tourism and airport connections, and it is an international territory (Italy and Slovenia). However, Koper is exploiting its status of company connected to Slovenia’s economy and is strongly committed to developing its own specific cruise marketing through daily excursions to some Slovenian tourist locations, like the lakes of Bled and of Bohinj, the Karst caves of Postojna and Škocjan or acrobatic horse breeding in Lipica. Furthermore, Koper’s advertisements always point out that you can reach it via two airports (Trieste and Ljubljana), in view of a potential future home-port function. Koper, which is an interesting albeit small Istrian-Venetian location, offers opportunities for those who do not wish to book an excursion, but it remains a second option compared to excursions. The image portrays the vision that Koper’s port wishes to implement in its relations with its hinterland. Motorway access to the future terminal in Koper’s port is very good - the terminal is located in a port area and, since it is not within a historical area, any kind of logistics (loading, unloading, parking, etc.) can be carried out.

V. T.

The Sea Park project

Although no decision has been taken yet, a “Sea Park” project (including an aquarium) to be located along the waterfront is being discussed in Trieste. This idea was put forward by the President of the local Chamber of Commerce and the city’s decision makers haven’t taken a final decision about it yet (including the Municipality). The Sea Park is conceived as a new key attraction for urban tourism in Trieste by the Chamber of Commerce and some studies have estimated about 900,000 potential visitors per year. The Chamber of Commerce considers the Sea Park as part of a strategical growth strategy called “Trieste, a strategical pole for catchy tourism”.



V. T.

WHO WE ARE: MS ELISABETTA BOGLICH - TRIESTE CTUR PARTNER

I was born in Trieste, Italy, on the 24th of March 1970. I graduated in International and Diplomatic Sciences, with a specialization in international economics, at the University of Trieste, and immediately after my degree I realized my dream of working (and living) abroad, working for four months in Germany and then in Brussels for more than two years.

In Brussels I had the opportunity of working at the European Parliament as assistant to a member of the Parliament who was elected in Friuli-Venezia Giulia Region. I was in charge of following all the call for proposals and funds interesting for the Region, so I started working on EU funds and international cooperation projects.

I started working at the Municipal-

ity of Trieste as an expert on EU funds in 1998, developing several international cooperation projects, in the framework of Interreg programme, eContent initiative and Tacis programme (with Ukraine). I also managed the "Urban Italia" project, a complex and multi-measure project of urban development financed in the framework of Urban II programme, and this task allowed me to getting experienced and passionate in urban development programmes.

Working on European projects means, for me, doing something concrete for my town, meet people from other countries and exchange experiences, and all these aspects are included among the objectives of CTUR project. It was really a great pleasure for me



knowing all the wonderful CTUR team, people so nice and pleasant to work with as well as to have fun together! I will miss you, guys!

Now, since the 1st of October, I started working at the University of Trieste for one year, but I really hope to be able to come to the "mythical" CTUR final conference in Naples... and maybe to get a free cruise as benefit for the work done until now!

WHO WE ARE: MRS CARLOTTA CESCO - TRIESTE CTUR PARTNER

I was born in Gorizia, Italy, the 3rd November 1971; I'm married and have a daughter who is 16 months old. I graduated in Political Science, with international specialization, at the University of Trieste and then I obtained a DEA (Diplôme d'Etudes Approfondies) at the University of Liège in Belgium.

During the 1990s I've started working on European funds, at the beginning in private consulting companies (in Rome, Padova, Gorizia) and then, in 2003, I started working at the Municipality of Trieste as an expert of EU funds. Since I have always been interested in international cooperation (working also for international organizations,

performing duty missions in Africa and Balkans) in 2006 I moved to Rome, where I worked for 7 months at the Italian Ministry of Foreign Affairs on international cooperation. After my return to the Municipality I have been appointed as Officer in charge of the office for European Affairs and International cooperation and since then I have been working to enhance the participation of the Municipality of Trieste to the European programmes.

That's why I pushed for the participation to URBACT II programme and particularly to CTUR project. Unfortunately, I couldn't work on it because of the maternity leave, but I am very proud of the excellent



management of the project Elisabetta has been performing so far. Since she is now leaving for 1 year, I hope to be able to continue her job as good as she did.

Looking forward to meeting you in the next meetings and to become part of the "CTUR club" !



URBACT is a European exchange and learning programme promoting sustainable urban development. It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 255 cities, 29 countries, and 5000 active participants.

CTUR is a thematic network of the URBACT II Programme that focuses on the theme of *Cruise Traffic and Urban Regeneration of city port heritage*; it enquires into how port-cities can be productive and no longer simple transit areas through cruise tourism activity.

Its partnership is composed of different realities which allows a fruitful cooperation: Naples (as lead partner and theme promoter), Alicante, APDL (Port Authority of Douro and Leixões), Dublin, Helsinki, Istanbul, Matosinhos, Naples Port Authority, Generalitat Valenciana, Rhodes, Rostock, Trieste and Varna. The activities are supported by the International Association of Cities and Ports (AIVP).

The themes underlying the connection between cruises and cities and on which the CTUR project is based are multifaceted: governance, image of port cities, infrastructural systems, urban tourism, creation of cultural attractions through new types of architecture, re-launching urban/port historical heritage, commercial and general economic development with positive effects on employment and social welfare.

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GERMANY : <http://www.oerok.gv.at/contact-point/urbact.html>
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