



## PRESS RELEASE

*Friday, June 19, 2020*

### CORONA CONNECTS CRUISEPORTS

The corona crisis has hit the river cruise sector hard. The river cruise industry connects many sectors, such as airports, DMCs, guides, coaches, tour boats, hotels, museums and other attractions. In both the Amsterdam and Rotterdam regions, many companies earn their living from this fast-growing sector. Leading companies in this sector and "river cruise municipalities" are members of Amsterdam Cruise Port (Amsterdam region) or Dutch Delta Cruise Port (South Holland, Zeeland and North Brabant). Both cruise ports form a partnership, whose goal is to develop the river cruise product, connect parties and being a liaison within and for the sector.

Soon after the closure of many (river cruise) ports, Amsterdam Cruise Port (ACP) and Dutch Delta Cruise Port (DDCP) sought cooperation with each other to support the river cruise sector in the fastest possible restart of activities. A working group has been started, where both national and international ports, shipping companies, DMCs, coach companies and the cruise industry are represented.

The aim of the working group is to support the river cruise sector where possible, to look ahead to what is needed in the future, to create clarity in rules and guidelines and ultimately to organize more effectiveness together. The broad representation of all relevant parties in the sector in this working group makes collaboration easier and encourages everyone not to apply different rules for each destination. In the past period, for example, a lot of hard work has gone into setting up common guidelines and protocols to meet the corona requirements. Because the complete working group speaks bi-weekly, the lines are short, and everyone remains well informed of developments.

We are now so far that river cruising is slowly starting up again and as a group we can continue to build on the future of this valuable sector.

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