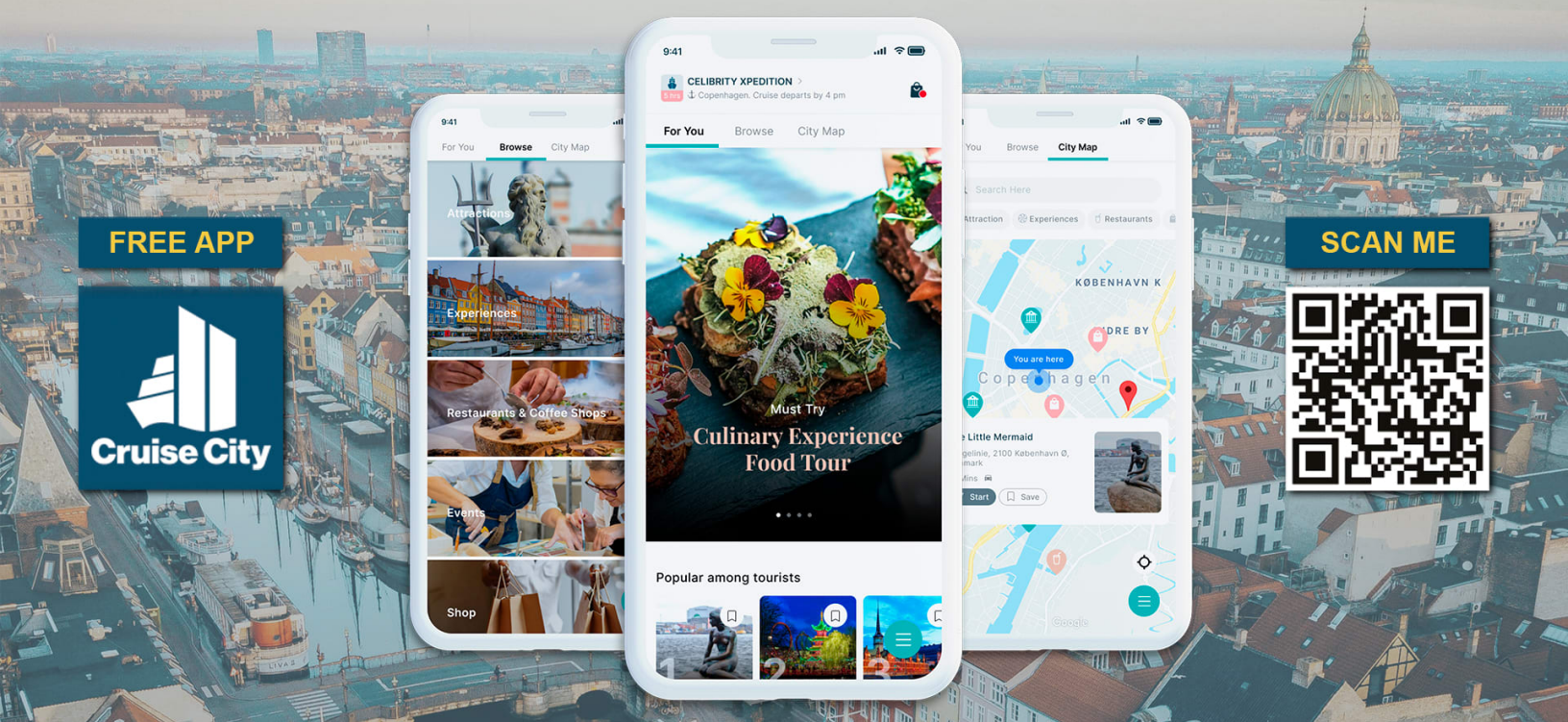




COPENHAGEN MALMÖ PORT

# Welcome to Copenhagen



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## New app helps cruise tourists navigate Copenhagen

**Copenhagen Malmö Port (CMP) introduces Cruise City – the only free interactive app specifically catering to the needs of cruise guests exploring Copenhagen**

Cruise City is set out to service a growing demand for diverse, individual and sustainable experiences for cruise guests exploring Copenhagen. After initially downloading the app, selecting the ship of arrival and areas of interest, the app instantly provides a personalized guide and interactive map with attractions, experiences, restaurants, and events based on selected

interests and time on shore.

Cruise City seeks to enhance the quality of guests' experience in Copenhagen, but the app goes further than that: it also highlights sustainable and eco-friendly choices, making it easier to select green experiences. The guide will promote the use of public transport, bicycles and walking, while helping to avoid congestion around sights. The app is continuously updated and carefully curated with sights, experiences, events and tips & tricks specifically for cruise guests' needs.

Copenhagen is one of most popular cruise destinations in the Baltic Sea and with Cruise City, CMP would like to strengthen partnerships with cruise lines, the city and the local business community, as well as contribute to improve the interaction between guests and Copenhageners.

“Cruise City is built to view the city with the eyes of a cruise passenger, that struggles with limited time, city navigation and way too many possibilities to find the best choices of their stay. With Cruise City, CMP would like to meet cruise guests' increasing demands for individualized experiences and to further better, greener and more sustainable interactions between the city and its visitors”, says Henrik Ahlqvist, CMPs Sales Director for Cruise.

Based on ratings, reviews and recommendations from users, the app can improve tailor-made recommendations to future cruise guests. CMP will continuously add features and smart functionalities to the Cruise City app, depending on the initial experience and feedback received from users. CMP also plans to increase Cruise City coverage to further cruise ports in the future.

Cruise City is part of CMP's ambition to be one of the most sustainable ports in the world, hereunder by contributing to more sustainable cruise tourism.

### **Facts:**

- Cruise City provides cruise tourists with a helpful, fun and rewarding online service specially build to them and assists them in navigating the ports cities and the many opportunities around them
- Cruise City is developed by CMP – Copenhagen Malmö Port

- Cruise City is available free of charge for Apple iOS and Android
- CMP's ambition is to be CO2 neutral by 2025 and is aspiring to be one of the most sustainable ports in the world
- CMP manages all cruise terminals in Copenhagen, Malmö and Visby
- CMP welcomes ideas, input and feedback on the Cruise City app

## Contacts



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