

The Costa Line's *COSTA ALLEGRA* in the EASTERN DOCKS, DOVER on 22 June 1994





The *Costa Allegra* alongside the quay at the Eastern Docks, 7 June 1994

CRUISE LINERS

BRUCE and MERRIL LILLEY (198/99)

The importance of the Cruise Liner Trade for the long-term future of Dover cannot be over-stressed and it is evident that it could be a major asset to Dover's future economy. In the last few years each year has seen an increase in the number of cruise liners calling at Dover, in 1994 reaching the unprecedented total of twenty-three ships. On 7 July it was a spectacular sight to see two large liners docking on the same day, the Holland America Line's *Statendam* and Cunard's *Vistafjord*.

Already the presence of the cruise liners is making itself felt in Dover. On some occasions (but not all) large groups from a liner have visited local attractions. On one visit some 200 passengers visited Dover Castle and were then taken into town by shuttle bus. The shuttle bus, with a sticker bearing the name of the ship, may well become a familiar sight on the streets of Dover! Not only passengers but some crew (many vessels carry four or five hundred) have an opportunity to visit the town. A representative of the Dover Tourism Information Centre has boarded many of the ships to introduce passengers to local attractions and to distribute literature. Though many passengers opt to go to places like Canterbury and London there are always some who prefer to stay in the town and choose their own activities. On a large ship like the *Statendam*, if 20% of passengers decided to stay in Dover this

84 would amount to more than 200 people visiting the town and local attractions

On a small scale it has been shown that the presence of cruise ships in Dover can boost the economy, as passengers patronise shops, restaurants, taxi firms and local attractions. More can be done to attract these potential customers to our town.

At present cruise liners put into the Eastern Docks and tie-up at the berth usually used by cargo ships to unload fruit. However, it is hoped that in the future cruise liners will be using the Western Docks instead. The idea of establishing a Cruise Liner Terminal in the Western Docks has been mentioned several times in previous *Newsletters* and is seen as part of the development plan of Dover Harbour Board. That this idea receives local support is evident in the replies of respondents to the questionnaire distributed by the Dover Society at the 'Millennium 2000' meeting at the Town Hall in May. A Cruise Liner Terminal received the highest number of points overall and was third on the list of first choices of how to spend Millennium money, should Dover be granted any. Looking ahead, priority should be given to plans to establish a Cruise Liner Terminal in the Western Docks.

in DOVER 1994

When British Rail vacates the Marine Station later this year the area will be available for re-development and, as some see it, this could be an admirable site for a Cruise Terminal, which would provide both jobs for the town and a constant flow of visitors.

Since April 1994 eighteen of these huge cruise ships have called at Dover and John Turgoose, General Manager, Shipping, of Dover Harbour Board has provided this list of the ships which will be calling at Dover before the season ends.

August	Tuesday 2	Holland America Line	<i>Statendam</i>
August	Friday 5	Cunard	<i>Vistafjord</i>
August	Thursday 18	Holland America Line	<i>Statendam</i>
September	Sunday 4	Costa	<i>Costa Allegra</i>
September	Thursday 22	Black Sea Shipping	<i>Lev Tolsta</i>

The Society thanks John Turgoose and the Dover Harbour Board for providing the photographs printed on the cover and pages 83 and 84