

## Italian Cruise Day 2026: Investment, Sustainability and Public-Private Partnerships to upgrade the Ports' Competitive Edge

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**Ports of Genoa attend Italian Cruise Day in Livorno, organised by Risposte e Turismo. The event returns to Genoa in October 2027, for the first time since 2012.**

*"Cruising represents an asset strategic to Liguria's local economy, generating wealth and creating opportunities for local development."* With this message, Matteo Paroli, President of the Western Ligurian Sea Port Authority, addressed participants at Italian Cruise Day 2026 during the panel *"Investing in the Cruise Industry"*, which explored the role of public-private partnerships as a prime economic driver behind the sector's continued growth.

Paroli highlighted the economic value created by cruise activities at the Ports of Genoa and Savona, referring to a study commissioned by the Port Authority and presented last March at the Palazzo San Giorgio headquarters. The findings revealed that, in 2025, cruise activities generated a direct economic impact of €346 million, of which €255 million was linked to homeport operations. These figures point to the industry's capacity to generate economic activities across a broad spectrum of dedicated services, supplies, transport and tourism-related businesses.

According to traffic projections outlined in the Italian Cruise Watch publication, presented by Risposte e Turismo, the Ports of Genoa and Savona handled approximately 2.42 million cruise passengers in 2025, with volumes expected to remain stable in 2026. The strong performance of the Western Ligurian Sea Port Authority's cruise sector consolidates the Ports of Genoa's second-ranking position amongst Italy's top ports.

*"These results have been achieved through a sizable investment programme and a pledge to involve local community groups and public administrations in the decision-making process,"* Paroli stressed. *"This collaboration must endure as the competitiveness of our ports also depends on our ability to work in close alignment with the cities."* The Ports of Genoa President emphasised, above all, the need to improve port accessibility and to manage cruise passenger flows in close cooperation with the terminal operators, and the rail and air transport providers.

Turning to sustainability, Paroli highlighted the Port Authority's recent investment in the installation of onshore power supply facilities at the Genoa and Savona cruise ports, both sited alongside the urban areas. Approximately €60 million has been allocated to shoreside electricity infrastructure, scheduled to become fully operational by 2027.

*“Shoreside electricity is vital in reducing air and noise pollution generated by energy-intensive vessels and it also sends out a clear message to local communities that the Port Authority is firmly committed to improving relations with the city, for the benefit of residents. It is equally important to help citizens understand how the cruise industry is evolving, both through infrastructure investment and through onboard innovation and technological advances, with the full support of the cruise lines.”*

However, effective public-private partnerships require clear rules and well-defined responsibilities. Private operators must submit sound, credible and deliverable business plans, whilst public authorities must ensure continuous monitoring and oversight to verify that commitments are honoured. This balance is essential, not only to safeguard the public interest, but also to ensure transparency and fair competition amongst operators.

The Port Authority's participation at the Italian Cruise Day 2026 concluded with the announcement that the event will return to Genoa in October 2027, bringing together the wider port range and the key stakeholders from across the cruise industry.