

September 2022

LE HAVRE CROISIÈRES

A large-scale development project for the Pointe de Floride





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Le Havre,
the future destination
for sustainable cruises.



Édouard PHILIPPE
Président of
Le Havre Seine Métropole
Président du GIP
Le Havre Croisières
Le Havre Mayor

In the heyday of the transatlantic routes, embarking in Le Havre to take the French line was the assurance of an extraordinary journey to a fabulous destination : America.

The dream of sea cruising is still deeply rooted in our history and is currently attracting renewed interest, which opens very strong growth prospects in the European market.

For more than 10 years, we have been working to establish Le Havre as a major cruise port in Europe. We have convinced the cruise lines to call at Le Havre so that thousands of cruise passengers can discover the sumptuous landscapes and the exceptional heritage of our region. Thanks to our assets, Le Havre became, in a few years, the leading cruise port on the western coast of France. And it is only the beginning.

To welcome more cruise passengers, thus creating more jobs and wealth in our region, we are now carrying out an

ambitious project for the development of the cruise port of tomorrow. Safe, hospitable, green, it must become a new pride for our ocean city regarding its functionality, its beauty and its concern to limiting as much as possible the environmental impact of cruises.

Our goal is clear : to welcome more cruise passengers while reducing pollution for Le Havre inhabitants, emission-free cruise ships calls, passive buildings and areas closer to nature.

It is on this condition that Le Havre will impose itself as a major port of the future for sustainable cruising. A port where people will be happy to walk around, whether you have always lived in Le Havre or come from elsewhere.

« Thanks to our assets, Le Havre became, in few years, the leading cruise port on the western coast of France. And it is only the beginning. »



Hervé MORIN
President
of the Normandy
region

The Normandy region is particularly proud to support Le Havre Croisières, up to €15 millions, in its project to develop the Pointe de Floride as well as three new terminals, to raise

Le Havre, currently the second French cruise port after Marseille, to the level of the biggest European cruise ports.

The Region is even more honored to encourage this project as it will reinforce the necessary ecological transition of this sector by providing, for instance, the connection of ships to the dock-side, to avoid polluting emissions during their time in ports.

Whether it is maritime or on rivers, cruise ship tourism is an authentic asset to Normandy. Given its strong development, Normandy Region, in 2019, decided to launch a Plan Croisière (Cruise project) to turn Normandy into a destination known for the quality of its ports and cruise ship calls. Substantial investments are being made in Le Havre and Cherbourg, as well as all along the Seine River. Le Havre Croisières 2030 is the perfect example of these investments.



Florian WEYER
Deputy managing director
of HAROPA PORT

Year after year, HAROPA PORT affirms its position in the big league of cruise ports.

This success is especially due to Le Havre's ability to welcome any type of cruise ship, 24/7, even the most magnificent of them.

Our growth in this blooming global market is full of hopes embodied by Le Havre Croisières which is a perfect territorial instrument. Thus, the cruise terminal on the port will be renewed, as a figurehead of the Seine estuary, finally connected to the rest of the city.

The success of this sector naturally goes hand in hand with the energy transition, a priority for HAROPA PORT. We have set ambitious goals including "emission-free" cruise ship calls and the supply of ships with clean energy.

It is in this new setting that we will be able to receive about 600,000 passengers by 2030, during their visits in Le Havre.



Exterior view from the liner France (CGT 1962) French Lines & Compagnies Collection

The legacy of the great transatlantic routes

Due to its extraordinary geographical location at the mouth of the Seine river, Le Havre has been, for many years, the favorite starting point for transatlantic routes to America.

The first relations went back to the 16th century when Giovanni da Verrazano, mandated by Francis I of France, discovered New York Bay from its vessel La Dauphine, armed in Le Havre. However, the rise of transatlantic trade only occurred during the 19th century.

Under the Second French Empire, a regular line was created thanks to state subsidies dedicated to mail transport, even though the liners also carried passengers and goods.

In 1860, the Compagnie Générale Transatlantique (CGT) signed a postal agreement with the French state, and the first cruise ship, the Washington, set sail from Le Havre to New York on June 15, 1864.

Le Havre–New York, the *French line*

If many other European cities were on this famous North Atlantic line, on which the most beautiful vessels sailed, the connection Le Havre–New York quickly became the most famous, to the point of being renamed “The French line”.

The 1920s and 1930s were the golden age of transatlantic shipping, during which there were prestigious liners such as Île-de-France and Normandie, and during which the first maritime station was constructed on the Joannes-Couvert dock, in Le Havre, to support the growth of passengers traffic.

This *French Line* had a very particular destiny as, during its best years, it was used by many politicians, artists, athletes, actors, and authors. Which started as a means of transportation slowly turned into a journey of luxury and comfort. The duration of the crossing itself was incomparable : in 1864 the Washington needed 13 days to reach New York, while the Normandie did it in only four days in 1935. The French line is then the most important in North Atlantic and Le Havre turns into the entrance door for the American market.

However, World War II, the development of aviation, and the end of great migratory movements to America put an end to the “French line”. In 1974, the end of France’s operation marked the near disappearance of passenger transportation from Le Havre and, with it, a new relationship with the world, for the city.

The 21st century arrived with the return of passenger transportation in Le Havre. Thanks to a proactive policy from the urban community and HAROPA PORT, the cruise lines are increasing the number of calls and the number of cruise passengers transiting through the port is growing strongly, making Le Havre the first French port on the Channel-Atlantic coast.

For Le Havre area, it is now time to write a new page in the history of maritime tourism...



Very significant growth prospects for the cruise market

For the past fifteen years, the North European maritime cruise market has been developing strongly. The Port of Le Havre has thus experienced **an annual growth rate higher than the average for the Channel and North Sea countries**, while becoming the leading French port on the Channel-Atlantic coast for cruises.

Cruise traffic in Le Havre thus reached record figures of **145 calls and 420,000 passengers in 2018**. In 2022, after two years of a health crisis that strongly impacted the world cruise market, the activity resumed at a rate equivalent to that of the pre-crisis period.

Traffic prospects for the coming years are promising : 153 calls are scheduled for 2023, which is already **a record for Le Havre**.

Given the traffic projections on the European scale and the growth of the cruise market, nearly 600,000 passengers should pass through the port of Le Havre in 2030 (+ 44.7%).

600 000

passengers will transit through Le Havre in 2030

35 M€

of economical benefits
for the Normandy region in 2018

* Figures as to June 2022



A unique tourist offer on a regional scale

Over the years, Le Havre has been able to develop a competitive and attractive cruise offer for cruise companies by focusing on :

- a port capable of accommodating the largest liners in service without restrictions on berthing or sailing ;
- the proximity of the terminals to the city center ;
- competitive port rates.

Le Havre is also the starting point for emblematic destinations such as Paris, Honfleur, the D-Day landing beaches, or Mont Saint-Michel. The reconstructed center of Le Havre listed as a World Heritage Site is also close to the famous cliffs of Étretat.

These assets make Normandy, a world-famous region, a major tourist destination for cruise lines. On average, 95% of passengers transiting through the port of Le Havre disembark to go on an excursion and discover Normandy, Paris, or Le Havre.

In 2018, the hosting of cruise ships in Le Havre generated more than €35 million in economic benefits for the region (services, catering, transport and excursions, and retail products, all excluding taxes and fees).

The goal of the project
is to bring up Le Havre
to the quality level
of other European ports.

Picturing the next cruise terminal

To reinforce the attractiveness of Le Havre on the European cruise market and to go with the strong development of passenger traffic in the coming years, the urban community Le Havre Seine Métropole and HAROPA PORT wished to engage in **an ambitious project for the expansion of the cruise center at the Pointe de Floride cruise terminal**, following three lines of development.

- ① **The creation of new administration and operating structure to strengthen the relationship with the cruise lines : the GIP LE HAVRE CROISIERES (Public Interest Grouping).**
- ② **The implementation of a development program for the Pointe de Floride to improve the connection with the city center of Le Havre, thus enabling the people of Le Havre and visitors to rediscover this exceptional site at the interface of the city and the port.**
- ③ **The construction of three new terminals to significantly improve the conditions for receiving cruise passengers in the area.**

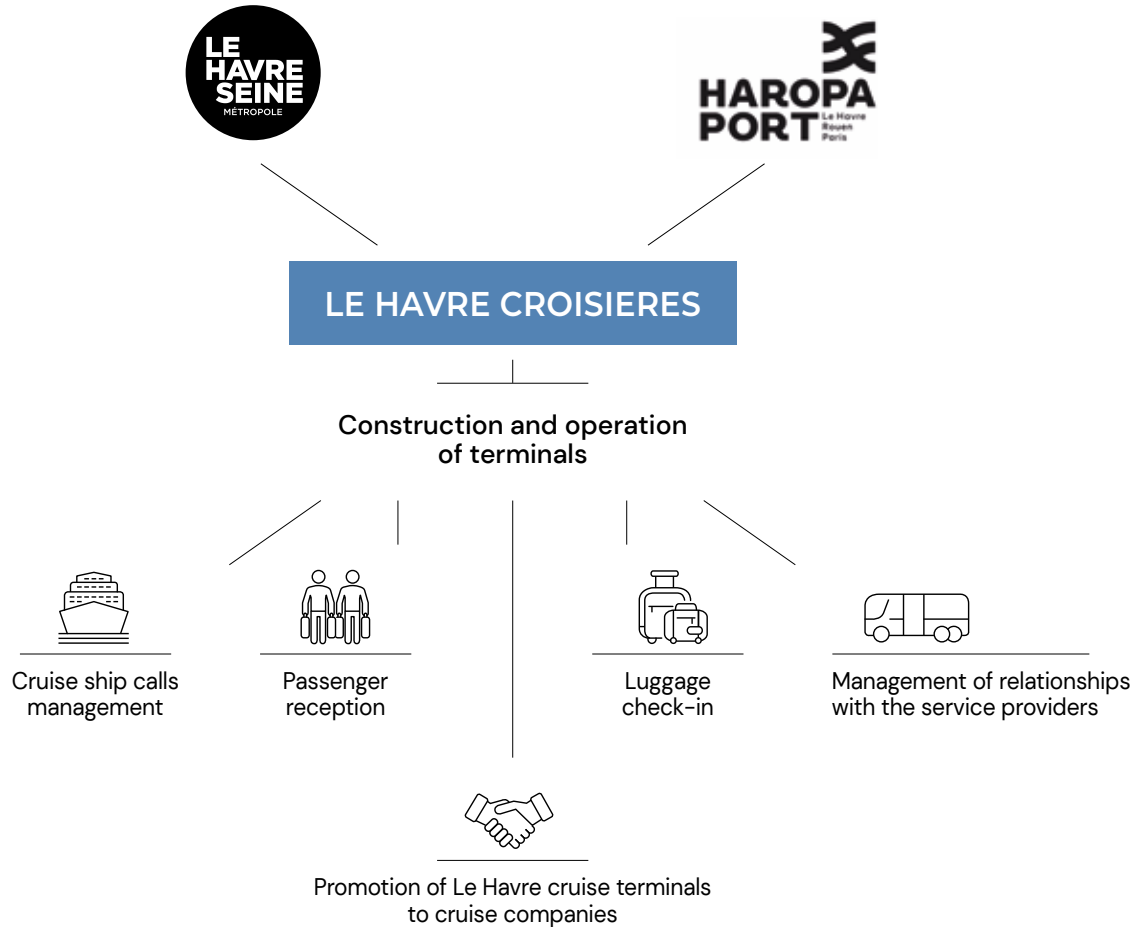
The Croisières 2030 program is going to implement optimally secured and healthy reception conditions for the management of cruise calls and to build up the trust of shipowners and cruise lines in Le Havre as a destination.

The energy transition is a priority of this project: The aim is to combine the growth of passenger traffic with a significant reduction in the environmental impact of maritime tourism on the territory.

The new cruise center at the already existing Florida cruise terminal will make "emission-free" calls possible and turns this port area into a greener place, with less concrete, more trees and plants, while building sustainable and low-energy constructions.

To support this new ambition, HAROPA PORT will undertake a major program of modernization of the port infrastructure (quays, networks, etc.) to enable the development program led by Le Havre Seine Métropole with the support of the Normandy Region.

Organization chart of GIP Le Havre Croisieres



LE HAVRE CROISIÈRES, Promotion of Le Havre cruise terminals to cruise companies

**GIP Le Havre Croisières
will be the exclusive
interlocutor of cruise lines
and service providers.**

In February 2022, Le Havre Seine Métropole and HAROPA PORT created a Public interests grouping (GIP) dedicated to sea cruises, and set two main aims :

- Establish a single administration and management body for the cruise business ;
- Strengthen relations with cruise lines by offering them a privileged interlocutor who understands the entire service chain.

Thus, this new organization will be more easily identifiable by the different stakeholders in the cruise industry as it will carry out all the tasks necessary for the management of cruise calls, the operation of terminals and the organization of services offered to cruise passengers (re-

ception of passengers, management of security checks, provision of check-in areas for passengers and their luggage).

Created in February 2022, the GIP Le Havre Croisières will take over from the Le Havre Étretat Normandie tourist office, which until now was responsible for managing cruise ships calls. Tourist promotion and hospitality will remain in the scope of the tourist office.



View on the future layout of the Pointe de Floride

The new
expansion project
of the Pointe de Floride.



Pointe de Floride

An outstanding area as the figurehead of the Seine River estuary

Uneasy to access, the Pointe de Floride will be redesigned to be opened to the city, to invite Le Havre's residents to rediscover it.

The Pointe de Floride is an exceptional site at the interface of the port and the city of Le Havre, at the head of the Seine estuary, and directly opposite the southern waterfront of Le Havre and the recently developed Quai de Southampton.

Despite its singular location, the Pointe de Floride is not very much visited by Le Havre's inhabitants, at the moment. And on the other way around, the difficulty to reach the city center, the railway station, and the main tourist attractions of the area, on foot from the Pointe de Floride does not encourage cruise passengers to discover Le Havre.

An opportunity to reconnect this singular site with the city and the people of Le Havre

Therefore, the expansion project for the Pointe de Floride, covering an area of 9 hectares, represents **a fantastic opportunity to renew the connection** between the people of Le Havre and this exceptional site which offers unique views of the activity of the port of Le Havre and the coastline of the rebuilt city center, classified as a World Heritage site.



View from the rooftop of Terminal T1

Create a public promenade with new cultural and leisure facilities

The development project carried out by Le Havre Seine Métropole, with the support of the Normandy Region, must **guarantee access to the tip of the Pointe de Floride for the public, and to the city for passengers.**

To reintegrate this space into the continuity of the city, it is essential to **create original attractions** through ambitious programming that introduces new cultural and leisure uses.

Everything in this place lends itself to the **creation of a public promenade** that would showcase the show of the largest liners docking at the quay-side while enjoying the view of the port entrance and Perret's architecture.

The tip of the Pointe, the next iconic place

At the very end of the Pointe de Floride, **a large public square** will benefit from a minimalist and flexible design that could be used both for sports facilities and temporary cultural events.

A large green area with a grassy plain will provide a space for relaxation for as many people as possible. The existing paving stones and rails will be reused to evoke the historical activities of this quay.

All public spaces have been designed by the grouping lead by AIA Territoires.



TERRITOIRES

ARCADIS



studio vicarini
concepteur lumière



Pedestrian walkway at the Pointe de Floride

A large and green path to go through the Pointe de Floride

At the heart of the site, the public space, which is currently entirely minimal, will be developed in the form of a large, vegetated path stretching for almost 320 meters between the future cruise terminals.

Its hilly profile will refine the park's natural ecosystem while masking the outdoor coach park and the technical part of the terminals. Given the need for a controlled access zone, two secured entrances will allow cruise passengers to reach this public area.

After dusk, the landscaped area will be the subject of an ambitious lighting project that will consider all the constraints of the cruise terminal.

A long boardwalk from Sainte-Adresse to the port

For several years, Le Havre's coastline has been deeply transformed into a long boardwalk dotted with activities from Sainte-Adresse to the port. The beach, the Grand Quai, the river gardens... All these spaces have now been requalified and returned to the people of Le Havre.

The development project of the Pointe de Floride is part of this logic of reappropriating former port areas that are open to the public and favorable to walks with unique views on the sea and the port activity.



Terminal 1 hall

Three new cruise terminals :
larger and more
comfortable.



Outlook of Terminals T2 and T3

Renovated reception areas

To significantly improve the reception conditions for cruise passengers, the cruise center development project provides for the creation of 3 new, larger and more comfortable terminals between 2023 and 2025, on a usable area of 15 000 square meters.

Le Havre will be able to receive up to

13 500

passengers per day.

The transformation of hangars 12 and 13

The establishment of Terminals 2 and 3 on the south bank will consist of **a renovation and an expansion of the existing hangars 12 and 13** to house the functions of reception, check-in, control, services and preparation for passengers boarding, as well as technical and administrative functions related to the management of the activity.

A covered parking area is also expected and the planned surfaces will make it possible to accommodate the largest cruise ships and to operate full turnarounds (6,000 passengers).

> **Projected opening : early 2025.**

A brand new terminal 1 with a roof terrace

The installation of Terminal 1 on the north bank will consist of demolishing the existing Terminals 1, 2 and 3 to create a new building that will host the same functions as the two previous terminals. Terminal 1 will accommodate ships up to 330 meters in length.

The roof of this new building will be accessible to the public and will offer a unique view of the entrance to the port, the rebuilt center of Le Havre and the layout of the Grand Quai.

> **Projected opening : autumn 2025.**

With these new terminals, **Le Havre will then be able to welcome triple calls in a fluid and comfortable manner**, i.e. a total capacity of 13,500 passengers per day.



View on the Terminal T1

The Architectural challenge of sobriety and elegance

The project developed by the winning group (see box) proposes the **elegance of a unique silhouette**. Its rational layout and sobriety are in line with Perret's city and Le Havre's emblematic modern architectural works such as the Volcan and the MuMa. Its general profile reminds us of a ship in port, while the lightness of its folded roof evokes the wings of a tern as much as a lateen sail. Identifiable by day and by night, it responds soberly to the iconic dimension it is meant to embody.

Due to its geographical location, the roof of Terminal 1 enjoys exceptional views of the city and the outer harbor. The dimensions of this roof – 314 meters long and 30 meters wide – **allow it to be conceived as a public space in the strongest sense of the word**, i.e. as a support for cultural activities, events and leisure activities deeply rooted in Le Havre's identity : a balcony open onto the spectacle naturally offered by the port with the transits of ships (cruises, containers ships, dredgers, tugs, pilots boats, fishing, yachts...).

Legendre Génie Civil grouping, winner of the project

Following the consultation launched in 2021 by Le Havre Seine Métropole, the consortium formed around the company Legendre Génie Civil has been selected to build these new terminals. The project was designed by the architectural agencies Enia and Betteinger Desplanques Architectes.





Night vision on the Terminal T1 building, from the Quai de Southampton



①



③



②



④



Four new locations of activity

The design of the accessible roof of Terminal 1 echoes those of the decks of cruise ships : a place from which the landscape can be seen from several levels (upper and lower deck) and on which attractive activities take place. The walk is therefore developed on two levels and proposes four identifiable and complementary places that form a continuous sequence from the Quinette de Rochemont lock to the end of the Pointe.

① The Cabins (Les Cabines), a place of conviviality and catering open to the city

Located on the east side of Terminal 1, directly related to the territory, The Cabins is this lively and hearty place where the professionals of the port, the cruise passengers, the inhabitants of Le Havre attracted by the qualities of the place, the personnel of the terminals and the cruise ships, and the tourists can meet.

② The Amphi (L'Amphithéâtre), a place for cultural and event programming

The Amphi is a protected place between the city and the open sea which welcomes and extends beyond the city, the cultural programming of Le Havre institutions: the privileged place for a physical encounter with otherness and its imagination; the place that embodies the predominant cultural role of a port city at the Pointe de Floride.

③ The Deck (Le Pont), a location dedicated to wandering, meditating and the display of major nautical events

Thanks to its unique position, Terminal 1's deck presents two complementary qualities that define it deeply : a spot for observation and meditation. Its visual proximity to almost all of Le Havre's territory makes it a place conducive to observation : places that were previously perceived separately appear to be in the same vicinity, revealing both the continuity of the city in all its diversity, but also Le Havre's ties with the ports around the world, represented by the ships.

④ 4. The Showroom (Le Grand Salon): a useful place for Le Havre and HAROPA PORT' importance

At the western end of the Deck, stands the Grand Salon. Like the command post of a cruise ship, it dominates the landscape with its slender silhouette and constitutes a new landmark that is easily identifiable from the town center and the outer harbor.

With its substantial volume and large windows, and with a private terrace overlooking the tip of the Pointe de Floride, the Grand Salon (or Showroom) will be able to host various types of events.



Outlook of the central alley going through the Pointe de Floride

An ambitious project
that aims to be
carbon neutral.

An industry in full energy transition

The new international regulations are accelerating the maritime sector's transition to cleaner shipping and greater energy efficiency, including for maritime cruising, which represents less than 1% of the world fleet (300 ships out of more than 98,000 merchant ships worldwide).

As of 1 January 2020, international emission standards for pollutants have been drastically revised by limiting the sulfur content of the fuels used to less than 0.5%, compared to 3.5% previously. In several regions identified by the MARPOL regulations (ECA, Emission Control Areas), including the Channel and the North Sea, the limit is even reduced to 0.1%.

Less than

1%

The share of sea cruising
in the world's fleet

The cruise industry is one of the most committed in the maritime sector

The International Maritime Organization (IMO) also signed an agreement in April 2018 to reduce CO2 emissions from shipping by at least 50 % by 2050 compared to 2008 levels.

The European directive 2014/94 obliges states to adopt a framework for the deployment of alternative fuels (liquefied natural gas, hydrogen, electric power) at the latest by the end of 2025 in the main European ports.

The CLIA, the International Association of Cruise Lines, is pleased to be among the most committed players in the sector regarding the energy transition: by 2020, almost half of all new cruise ships will be running on LNG. Two-thirds of the world fleet are already equipped to capture sulfur oxides from exhaust gas.

Towards “emission-free” calls in Le Havre

Energy sobriety and carbon neutrality are priority objectives.

For this major development project for the Pointe de Floride, Le Havre Seine Métropole and HAROPA PORT, with the support of the Normandy Region, have made ambitious choices on the environmental level.

100 T

of CO₂ emissions will be avoided for every call

Fully electrified docks before the end of 2025

All the docks dedicated to maritime cruises will be electrified before the end of 2025 to allow the connection of ships, favoring them to switch off their machines during their stopovers. The electrical power delivered will be 10 MW per dock, which will avoid 100 tonnes of CO₂ and two tonnes of other polluting emissions during the 12 hours of a ship's call, equivalent to the volume of 17 Olympic-sized swimming pools.

The cold ironing process **reduces by 95 % the emission of acidifying substances** (SO_x and NO_x) from cruise ships during the dockside phase. In addition, in the port of Le Havre, regulations require the recovery of exhaust gas after filtration and cleaning (closed loop process).

Positive energy terminals

Cruise terminals have been designed to welcome cruise passengers in environmentally friendly conditions. The new buildings will be positive energy thanks to the contribution of a vast photovoltaic roof and very sober operating conditions.

The construction processes used will be low carbon. A target of 10 % of materials transported by waterway is included in the project to reduce the use of road transport.

The performance level of the terminals

Terminal 1, Roger Meunier dock:

E3 level of the E+C- label (E3 = RT 2012 - 20% and 20 kWh/m² of renewable energy minimum)

Terminal 2 and 3, Pierre Calais dock:

BBC (low-energy building) Renovation level





Schedule of the operation

Phase 1

2019 > 2020

Programming study

Phase 2

JULY 2021

Launch of the consultation process

Phase 3

JUNE 2022

Selection of the winner

Phase 4

MID-2023

Building permit

Phase 5

AUTUMN 2023

Start of work

Phase 6

EARLY 2025

Handover of Terminals 2 et 3

Phase 7

AUTUMN 2025

Handover of terminal 1

Funding of the operation

99
M€

Total project
cost

59 M€ including 15 M€ and 15 M€

GIP Le Havre Croisières

Le Havre Seine Métropole

Normandy Region

Expansion of the Pointe de Floride
and the building of three new terminals

40 M€ including 20 M€ and 1 M€

HAROPA PORT

State

Normandy Region

Infrastructure modernization
and electrification of the docks



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