

# SHANGHAI NOW

Friday, July 14, 2023



Left: The inaugural voyage of cruise liner MSC Bellissima will start from Shanghai on March 16, 2024.

Below: The interior of the MSC Bellissima features a high-quality shopping area. — Ti Gong



## Cruise control: Wusongkou eyes 300 ship visits a year by 2025

**Yang Jian**

SHANGHAI'S Wusongkou International Cruise Liner Port aims to become a major destination for international cruise ships, targeting 300 ship visits and 2.7 million visitors annually by 2025.

Industry leaders from around the world, domestic cruise firms, and cultural and tourism enterprises gathered at a salon at the port on Tuesday to discuss strategies for attracting international cruise brands and establishing the Shanghai International Cruise Tourism Resort.

MSC, the world's largest family-owned cruise company,

announced at the salon that it plans to return to the China market in 2024. The inaugural voyage of the MSC Bellissima will start from Shanghai on March 16 next year. Booking services for the company's routes have opened.

The initial spring itineraries for the MSC Bellissima in 2024 will offer five to six-day cruises to popular destinations, including Fukuoka, Kagoshima and Sasebo in Japan.

The firm said the ship aims to provide passengers with an immersive experience of neighboring countries and cities.

Royal Caribbean has also announced its return to Shanghai

in April next year, operating over 40 voyages with the ship, Spectrum of the Seas, from the Wusongkou port.

Adora Cruises and TUI Cruises are also set to dock at the Wusongkou port, indicating a gathering of renowned global cruise brands in suburban Baoshan District in 2024, the district government said.

Baoshan has unveiled its action plan for promoting the "high-quality development of Shanghai's international cruise economy (2023-2025)."

The plan aims to establish a global cruise operation headquarters and develop the Shanghai International Cruise

Tourism Resort, focusing on cruises, sightseeing boats and yachts.

By 2025, Baoshan aims to attract 3 billion yuan (US\$417 million) in project development investment and add 300,000 square meters of cultural, commercial, and tourism complexes around the Wusongkou port.

The plan also emphasizes the target of hosting 300 international cruise ship visits and welcoming 2.7 million visitors annually.

Efforts will be made to attract cruise headquarters enterprises, including at least one competitive

domestic cruise brand.

Specific measures include improving cruise port infrastructure, enhancing port entry and exit supervision services, improving transportation systems, and establishing a robust emergency management system.

The plan also aims to create a "highland for the aggregation of the cruise industry with radiating driving effects."

The Shanghai municipal government has given a green light to smoothly restore international cruise liner services at the Wusongkou port, once the busiest in Asia and the world's No. 4.

**SHINE**  
BEYOND A SINGLE STORY

Powered by

Shanghai Daily  
上海日报

Check out our website

**WWW.SHINE.CN**

You are welcome to send your comments and opinions to [annchenjie@shanghaidaily.com](mailto:annchenjie@shanghaidaily.com)

**FOLLOW US**

Search for "Shanghai Daily" @

