



Destination: Agios Nikolaos

Cruise Performance Measurement

Analysis 2

PORT 
OF AGIOS NIKOLAOS

Ioannis Bras CEO Five Senses Consulting



PORT

OF AGIOS NIKOLAOS

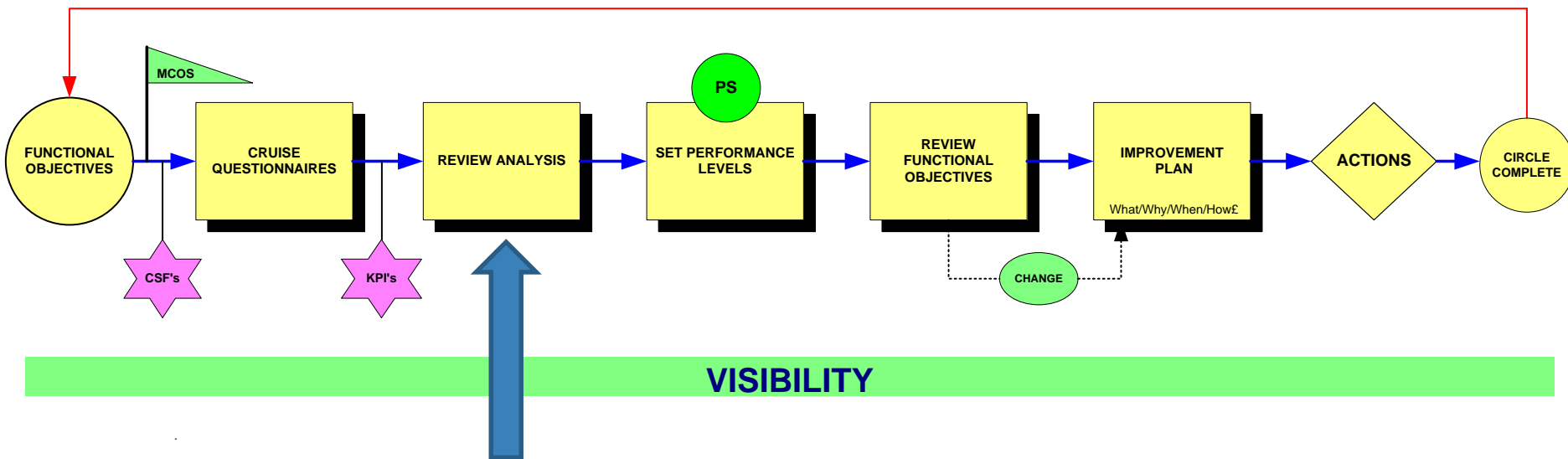




Destination Agios Nikolaos



CUSTOMER EXPERIENCE BUSINESS PLAN PROCESS MAP





State of the port facilities before...

PORT 
OF AGIOS NIKOLAOS

ISPS improvement plan



Our Facilities After ...



PORT 
OF AGIOS NIKOLAOS







**The Five Senses direct
communication smart signs plan**



10 Smart sings around the city installed

Survey Analysis



Place: Agios Nikolaos

Date of Survey: 04/10/2018

Ship: Azamara Pursuit of Azamara Cruises

Sample: 17% of pax.

Method: personal interviews

Scale from 1-5 where 1 is not satisfactory and 5 is Very Good, Use X when you do not have an opinion or N/A when not applicable

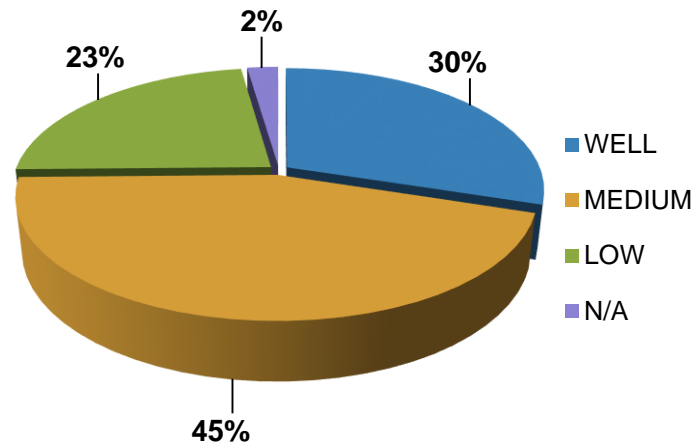
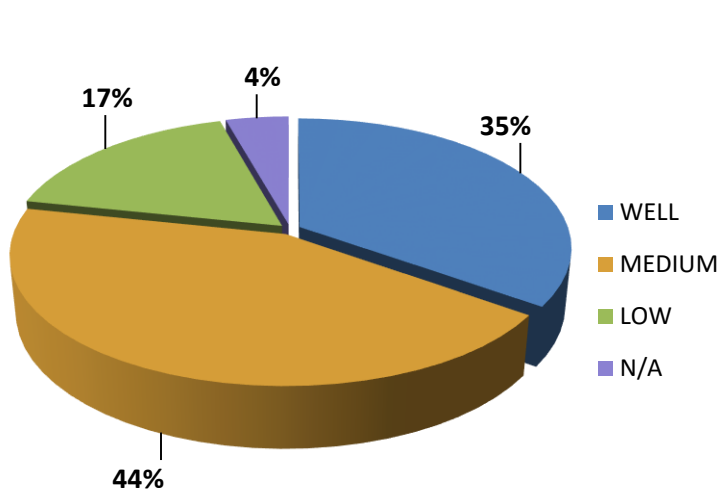


Unit A: General Information

- 1. Is this your first Cruise trip to Agios Nikolaos?
- 2. If Not, did you visit Agios Nikolaos on a cruise trip or by other means in the past?
- 3. How well informed are you about destination Agios Nikolaos?
- 4. How have you been informed about Agios Nikolaos and Crete sites on board?



Q. A3 How well informed are you about destination Agios Nikolaos?





Unit B: Destination

1. What means would you find easier to search information about Agios Nikolaos and Crete?

Agios Nikolaos Cruise Survey

Please Help us to Become Better by Filling in this Questionnaire. Please use scale from 1-5 where 1 is the lowest and 5 is the highest. Use 0 when you do not know or you do not wish to answer. A 5 is the best possible.

A. General:

1. How do you rate Agios Nikolaos as a cruise port or for the island in general?
2. How do you rate Agios Nikolaos as a cruise port?
3. How well informed are you about the facilities and services in Agios Nikolaos?
4. How have you been informed about Agios Nikolaos and Crete via the internet?

B. Destination:

1. How easy is it for you to find information about Agios Nikolaos?
2. How would you rate the facilities and services in Agios Nikolaos?
- 2.1. Information about Agios Nikolaos
- 2.2. Information about Crete
- 2.3. Information about the island in general
- 2.4. Information about the island in general
- 2.5. Information about the island in general
- 2.6. Information about the island in general
- 2.7. Information about the island in general
- 2.8. Information about the island in general
- 2.9. Information about the island in general
- 2.10. Information about the island in general
- 2.11. Information about the island in general
- 2.12. Information about the island in general
- 2.13. Information about the island in general

C. Visit:

1. Do you want to visit Agios Nikolaos again in a short time?
2. How much money did you spend during your visit?
3. What kind of activities did you follow during your visit?
4. Would you like to know more about the island's products?
5. Did you have enough time to visit the stores for your purchase?

D. Other info:

Thank you Very Much for your input

Customer Designed By: **FiveSenses** Consulting & Development

	1	2	3	4	5	X
1						
2						
2.1						
2.2						
2.3						
2.4						
2.5						
2.6						
2.7						
2.8						
2.9						
2.10						
2.11						
2.12						
2.13						
3						
4						
5						

20-30 30-50 50-70 70-90 90-100

Yes No N/A

Ever Never Other

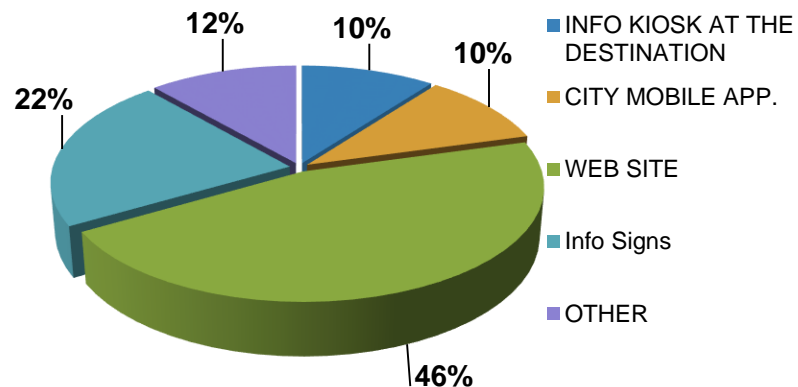
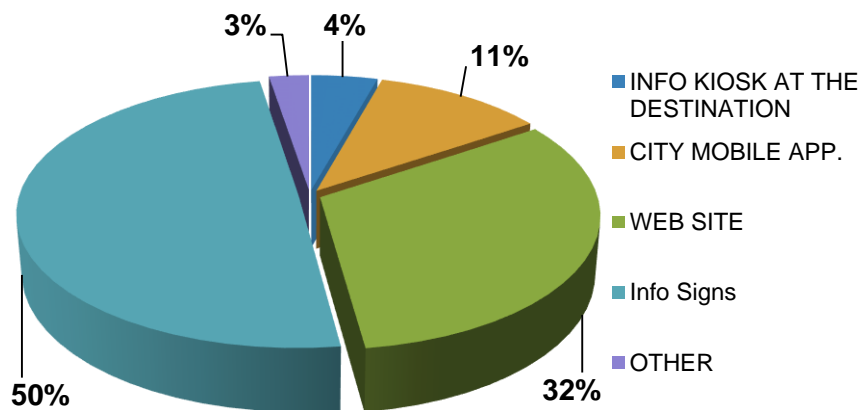
Yes No N/A

Yes No N/A

Yes No N/A

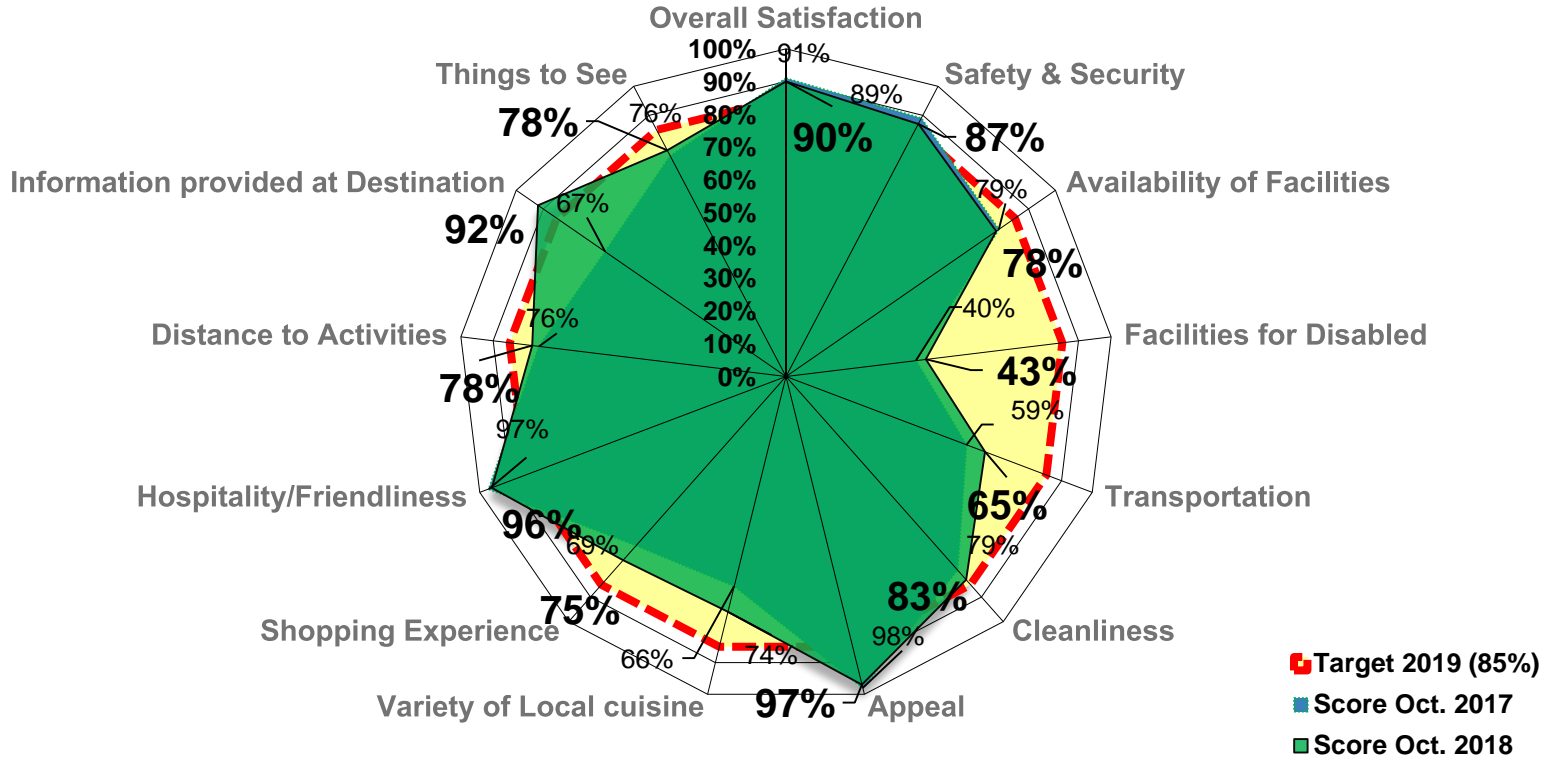


Q B1 What means would you find easier to search information about Agios Nikolaos and Crete?





Cruise Questioner Results - Destination Agios Nikolaos





Unit C: Visit

- 1. Do you want to visit Agios Nikolaos again as a tourist?
- 2. How much money did you spend during your visit (€)
- 3. What kind of activities did you follow during your visit ?
- 4. Do you know or have you tasted traditional products of Crete?
- 5. Would you like to know more about the Cretan traditional products?
- 6. Did you have enough time to visit the stores for your shopping?

Agios Nikolaos Cruise Survey
 Please Help us to Become Better by filling in this Questionnaire
 Please use Scale from 1-5 where 1 is Not Satisfactory and 5 is Very Good
 Use X when you do not have an opinion or N/A when not applicable

PORT OF AGIOS NIKOLAOS

28/10/2017

A. General

1. Is this your first Cruise trip to Agios Nikolaos?
2. If No, did you visit Agios Nikolaos on a cruise trip or by other means in the past?
3. How well informed are you about destinations Agios Nikolaos?
4. How have you been informed about Agios Nikolaos and Crete sites on board?

B. Destinations

What interests would you find easier to search

1. Information about Agios Nikolaos and Crete?
2. Overall satisfaction
- 2.1 Safety & Security
- 2.2 Availability of Facilities & Services
- 2.3 Hospitality/Attentiveness
- 2.4 Cleanliness
- 2.5 Distance to activities
- 2.6 Availability of Things to See
- 2.7 Variety of Local Cuisine
- 2.8 Shopping Experience
- 2.9 Transportation
- 2.10 Amenities

	1	2	3	4	5	X
1						
2						
2.1						
2.2						
2.3						
2.4						
2.5						
2.6						
2.7						
2.8						
2.9						
2.10						
2.11						
2.12						

C. Visit

1. Do you want to visit Agios Nikolaos again as a tourist?
2. How much money did you spend during your visit (€)?
3. What kind of activities did you follow during your visit?
4. Do you know or have you tasted traditional products of Crete?
5. Do you like to know more about the Cretan traditional products?
6. Do you have enough time to visit the stores for your shopping?

D. Other Info:

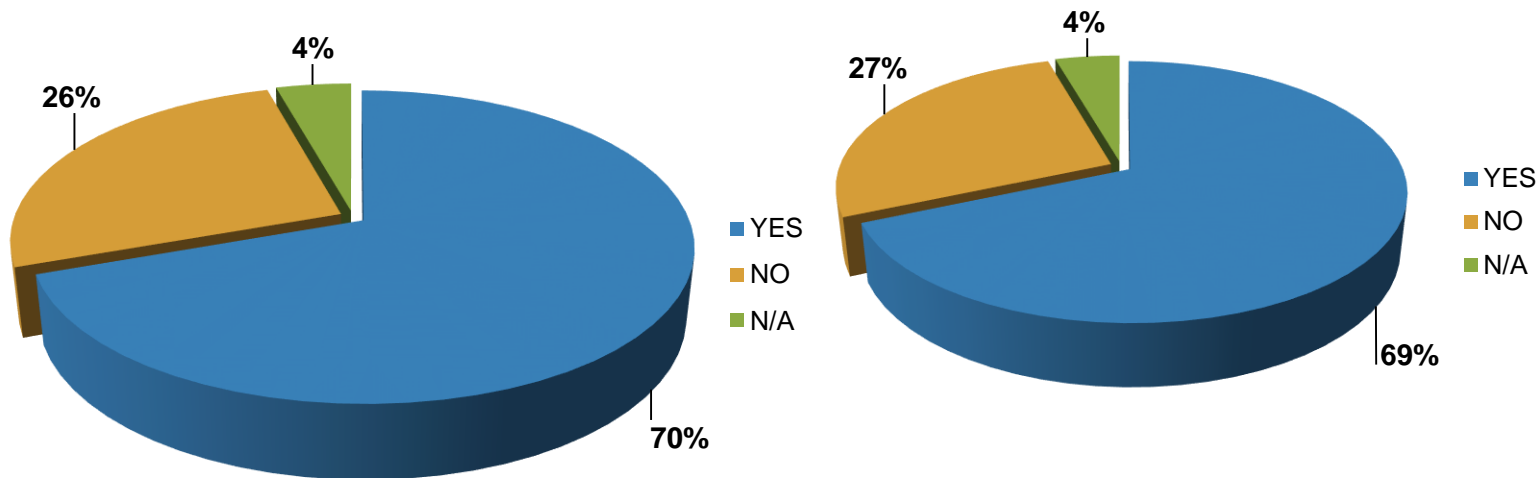
	10-30	30-50	50-70	70-100	100+	Yes	No	N/A
1								
2								
3								
4								
5								
6								

Thank you Very Much for your Input

Question Developed by: **FiveSenses** Consulting & Development

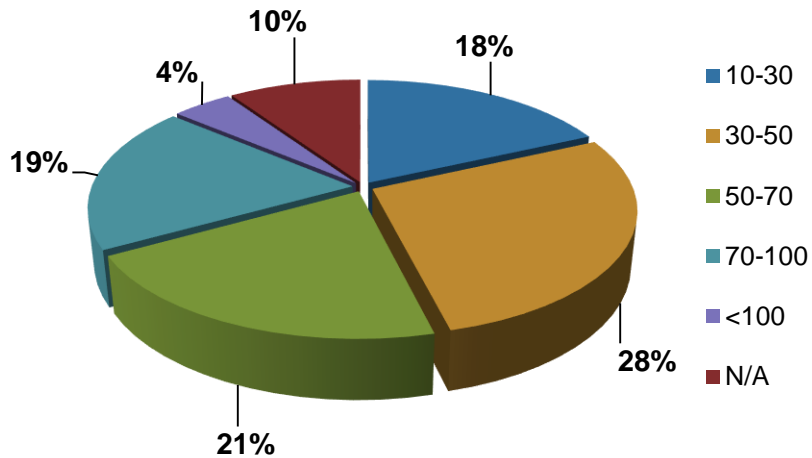


Q.C.1 Do you want to visit Agios Nikolaos again as a tourist?

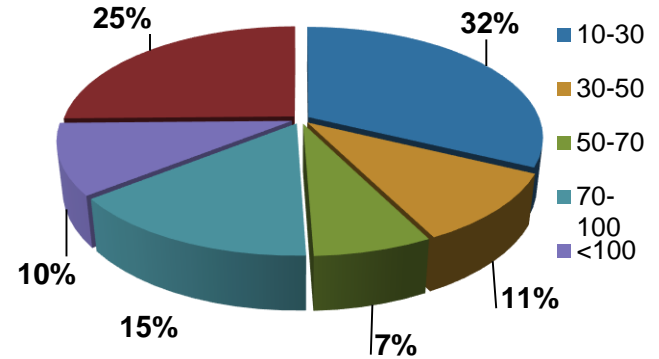




Q.C.2 How much money did you spend during your visit (€)



Average pax. spend: 58,35 €/pax.

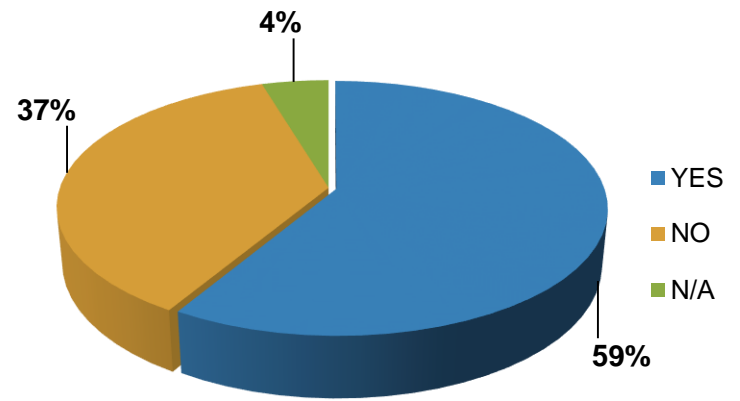
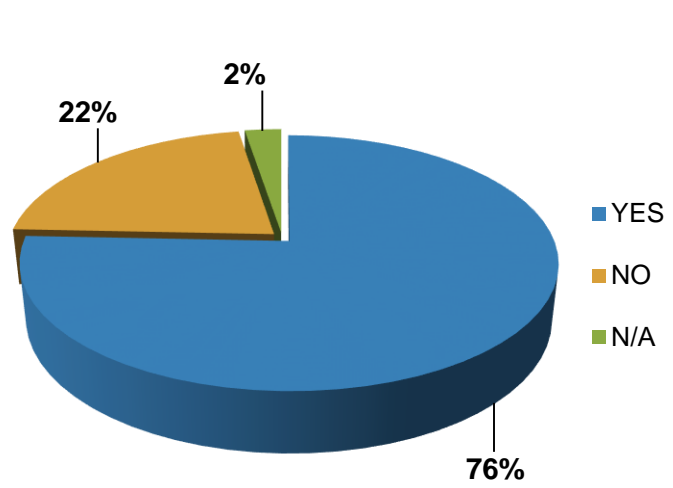


Average pax. spend: 47 €/pax.

24% increase in spend

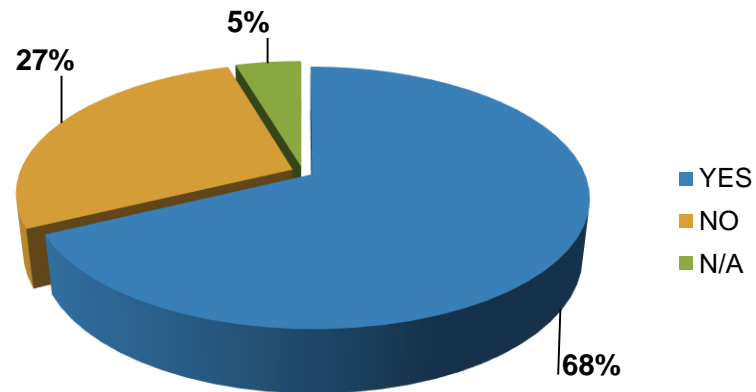
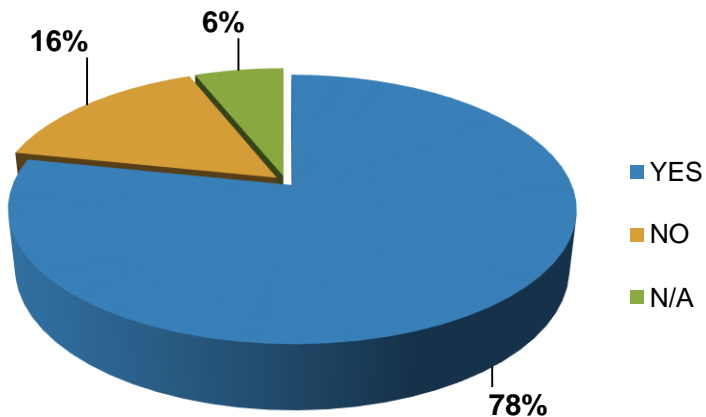


Q.C.4 Do you know or have you tasted traditional products of Crete?





Q.C.5 Would you like to know more about the Cretan traditional product?





Results Analysis



- 78% of visitors came for first time in Agios Nikolaos
- 70% of them wishes to return as a normal tourist
- 44% of the visitors had average information about the destination
- A 52% of the pax. got its information about the destination from the ship.
- **32% would like to find information about the destination from the port's web site and 50% from info signs.**
- **The average spend per head is 58,35 Euro (Globally 65 Ευρώ)**
- 78% would like to find more information about the local products



Proposals for Actions



- The Facilities for the Disabled have to be improved else well as the state of cleaning
- The information provided from the web site has to be updated and new content added
- Smart sign need to be developed and placed in the destination (Action Completed)
- The right information has to reach the passengers on-board the ships. The city map will be officially forwarded for use to all the cruise lines (Action Completed)
- New pedestrian walkways leading to the city have to be created (Action underway)
- More and better information about the local products have to be presented to the visitors
- Finally, after the implementation of all above actions a new measurement has to be planned



New projects: City Map for use on the ship



The Lake
The Lake is at the heart of Agios Nikolaos and is its most charming feature. Legend has it that it is bottomless and according to mythology Athena and Artemis bathed in its waters. It is surrounded by terracotta coloured rocks and trees and linked to the sea by a canal. There are many restaurants and cafes around the Lake. Many of the events and festivals also take place there.

"The Abduction of Europe" sculpture
The sculpture was designed by the Cretan director Nikos Kontoleon and created by Nikos and Panaitis Sotiriades in 2003. When Rhea gave birth to Zeus, she put him in a cave, located at Mount Ida in the island of Crete. There, it was the goat Amalthea that nourished Zeus with her milk and he was grown up. One day the young Zeus played with Amalthea, he accidentally broke off her horn. To make up for it and as a sign of gratitude, Zeus blessed the broken horn, so that its owner would find everything they desired in it. It became known as the Horn of Amalthea or the Cornucopia, an eternal symbol of abundance.



The Church of Agios Nikolaos
This church has given its name to the town of Agios Nikolaos and is situated to the north of the town on a small peninsula. It is one of the earliest and finest examples of the 1st Byzantine church architecture in Crete. It is quite a small church that was built between the 7th and 10th century during the iconoclastic period. In the dome there are fragments of the first wall paintings which are partially covered by another layer of frescoes from the 14th century.

"Amalthea's Horn" sculpture
The sculpture was designed by the Cretan director Nikos Kontoleon and created by Nikos and Panaitis Sotiriades in 2003. When Rhea gave birth to Zeus, she put him in a cave, located at Mount Ida in the island of Crete. There, it was the goat Amalthea that nourished Zeus with her milk and he was grown up. One day the young Zeus played with Amalthea, he accidentally broke off her horn. To make up for it and as a sign of gratitude, Zeus blessed the broken horn, so that its owner would find everything they desired in it. It became known as the Horn of Amalthea or the Cornucopia, an eternal symbol of abundance.



Archaeological Museum
The Archaeological Museum of Agios Nikolaos is one of the most important in Crete and has been in operation since 1909. It houses collections of very important archaeological finds from the whole of Eastern Crete, an area extending from Malia as far as Zakros. These are displayed in chronological order from the Neolithic period (5700 - 2800 B.C.) to the end of the Roman times (100 B.C. - 400 A.D.). Its showcases include more than 1500 vases from the 3rd millennium B.C. as well as gold and copper finds (the most ancient found in Crete).
Opening hours: 8:00 - 15:00

Folklore Museum
This was established in 1985 by the Cultural Association of Eastern Crete and is situated on the ground floor, next to the Tourist Office by the Bridge. It gives a fascinating insight into traditional Cretan life. There are many displays of traditional Cretan handicrafts, unique to the region such as bedspreads, woven goods and intricate embroidery with imaginative designs. Books, manuscripts, old photographs, paintings, weapons, coins, multi-coloured woven rugs and examples of traditional Cretan costumes complete the collection.
1 Konstantinou Patroklos Street. Opening hours: 14:00-18:30

Municipal Tourist Information Office
The Municipal Tourist Information Office is situated near the Lake by the bridge. Here you will be able to find leaflets and brochures and get information on accommodation, excursions and events. There is also a currency exchange office offering bank rates.
Opening hours: 9:00-17:00 (high season: 9:00 - 21:00)
T: 284 10 22357, info@gnotenet.gr

The Church of Panagia Vefrotros
It is situated in the centre of the town. It was founded in the 12th century and there are very interesting paintings from the 13th and 14th century depicted on the walls. There is a tomb next to the church, which is said to be the tomb of the saint. It is a very beautiful building, dating from 1652 which belongs to the Castellanos Miralafite. En: M. Koudouzi Street. T: 284 10 22786 or 284 10 28036

Beaches
There are numerous beaches in the area. From small coves to large sandy beaches with water sports and catering facilities. All the beaches of Agios Nikolaos have gained a good reputation and have been awarded the European Union's BLUE FLAG, for maintaining a consistently high standard under the management of the Municipality every single year.

Walking route
Distance: 3km
Walking time: 40 min
• Starting point: The Port
• Follow A&S Ipef Koumoundouros Street and turn left on R Koumoundouros Street. On the left you can visit the church of Saint Athanasios.
• Walk up the street until you reach the Eleftheriou Venizelou square.
• Walk down Soli Venizelou Street. On the left you can visit the Holy Trinity church. At the end of the street the Marina of Agios Nikolaos is situated.
• Turn right at Roussa Koptanaki Street and then right at Kontogianni Street.
• After the square turn left on N. Plastera Street and enjoy the view of the lake.
• Walk down Sotomou Street, turn right on Konstantinou Patroklos Street and left on Falouf Street.
• Drive you reach A&S Siliadou Koumoundouros Street turn right, cross the bridge and then follow M. Siliadaki Street.
• At the end of the street turn left and after 2 minutes walking you will see the Amalthea's Horn sculpture.
• Walk on A&S Thrasimachos Street for 3 minutes and on your right hand you can admire the Abduction of Europe sculpture.



Useful Telephone Numbers (+30)
Town Hall of Agios Nikolaos: 28413 40108 - 1
Municipal Information Office of Agios Nikolaos: 28410 82387
Hospital of Agios Nikolaos: 28410 82384
Tourist Office: 28410 22357, info@gnotenet.gr
Opening hours: 9:00-17:00 (high season: 9:00 - 21:00)

Transportation
28410 82383
28410 22254
Bus Station: 28410 24000 - 86600 - 86600
Taxi: 28410 24000 - 86600 - 86600
Telephone Services: 11055
Emergency Numbers: 11055

PORT OF AGIOS NIKOLAOS
Municipal Port Authority Fund
Agios Nikolaos 72155, Leof. Crete Street 1
+30 284 10 22277 +30 284 10 22277
info@portagnikolaos.gr
www.portagnikolaos.gr • 8660101
PORT OF AGIOS NIKOLAOS



New projects: My Photo and News Bubbles

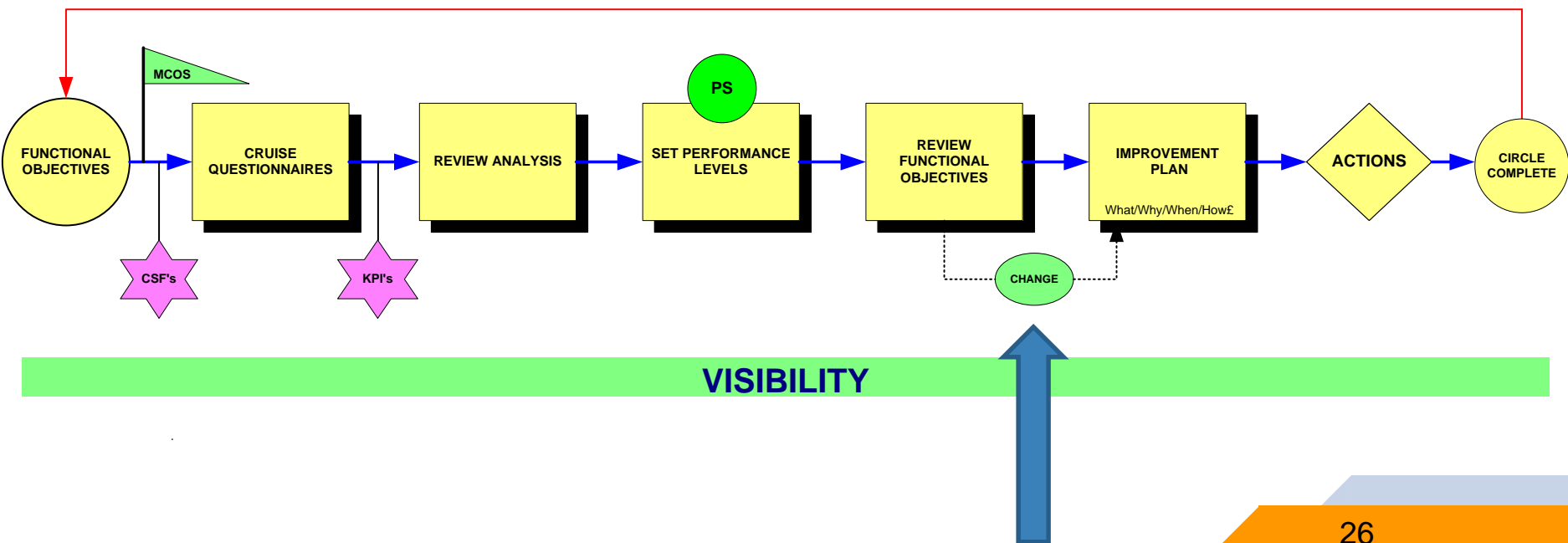


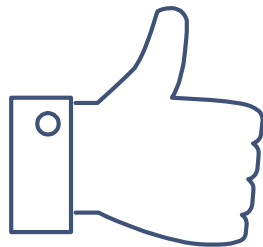


Destination Agios Nikolaos



CUSTOMER EXPERIENCE BUSINESS PLAN PROCESS MAP





Thank you

