

Can “Motorways of the Seas” open new markets for the ropax/ferry operators?

The example of the Bilbao Nantes project.

- ⚡ Project is conducted through a “freight only” angle (non accompanied trailers loaded on pure freight ro-ro vessels).

Pros	Cheaper vessels to build and operate Less extensive port infrastructures required
Cons	Require immediate and extensive modal shift from the customers. Focus on single market/segment only (B to B vs B to C)

Question: Can this project (Nantes/Bilbao) become a ropax / ferry project?

Distance by sea: 461 km (249 nm)

Distance by road 674 km

- ✍ Extra cost ropax (Sorrento type) vs roro (Heralden type) = 13.000€/ day or 4.750.000€/ year.
- ✍ Can this extra cost be more than compensated thanks to:
 - Pax income between two major tourist regions
 - Additional freight income generated by accompanied traffic
 - Better utilisation of tonnage (Ropax 23 kn vs Roro 19 kn)



The ferry industry must adapt its product to better compete with low cost airlines.



**How to ensure the ferry business development
despite the world fleet average age and profile?**

