MedCruise in Action
Issue 6
January 2017 – October 2017

An updated report on the key activities of the Association during the period January 2017 – October 2017

Prepared by MedCruise Secretariat
CONTENTS

I. PARTICIPATING IN MAJOR CRUISE EVENTS .................................................................................. 4
  1. MedCruise ports and destinations @ Seatrade Cruise Europe 2017 .............................................. 4
  2. MedCruise and its membership contribute at Italian Cruise Day 2017 ........................................... 4
  3. Leading Travel Agents Training @ Seatrade Cruise Asia Pacific 2017 ........................................... 5
  4. MedCruise to actively participate at the International Cruise Summit 2017 ................................... 5
  5. MedCruise member port of Lisbon to host Seatrade Cruise Med 2018 ............................................ 5
  8. MedCruise and its member ports lead discussion on best strategies for the Adriatic ......................... 6

II. PROFESSIONAL DEVELOPMENT ................................................................................................. 7
  10. Heading for the 5th MedCruise Professional Development Course ............................................... 7

III. CELEBRATING GENERAL ASSEMBLIES ................................................................................. 8
  11. 50th MedCruise General Assembly celebrated in Gibraltar meets with success ............................... 8
  12. Toulon to host the 51st MedCruise General Assembly ................................................................... 9

IV. ESTEEMED MEDCRUISE GUESTS ............................................................................................. 10
  13. Linking MedCruise members with Cruise Lines ............................................................................. 10
  14. Bringing MedCruise in contact with the International Press ............................................................ 12

V. STRATEGIC PARTNERSHIPS ..................................................................................................... 13
  15. MedCruise and CLIA initiative to educate and certify travel agents community ............................... 13
  16. Partnership project between MedCruise and Princess Cruises ....................................................... 13
  17. MedCruise and PIANC work together to advance prospects of cruise ports ...................................... 14
  18. European Cruise & Ferry Port Network: Discussing the way forward ........................................... 14

VI. REACHING NEW SOURCE MARKETS .................................................................................... 14
  19. MedCruise Ports expand their markets in China .............................................................................. 14
  20. Conquering the Chinese market via web and social media ............................................................... 15
  21. MedCruise Working Group on China/Asia meets in Hamburg ....................................................... 15

VII. PORTS WORKING TOGETHER ................................................................................................. 16
  22. Work #portstogther: Specialised WG to advance MedCruise Studies ............................................. 16

VIII. DEVELOPING BUSINESS INTELLIGENCE .......................................................................... 16
24. MedCruise membership enjoys access to updated Cruise Line Directory .................................................. 16
25. Yearbook 2016/17: Ports data reach cruise line executives .................................................................. 17
26. New MedCruise Initiative: Ask fellow cruise ports all you want to know ............................................. 17

IX. POLICY ISSUES ...................................................................................................................................... 17
27. MedCruise joins the European Environmental Ports Conference 2017 in Antwerp ............................... 17
28. MedCruise selected as member of European Ports Forum ...................................................................... 18
29. MedCruise key contributor @ GreenPort Cruise 2017 ........................................................................... 18
30. MedCruise to attend the 8th Meeting of the European Sustainable Shipping Forum ............................ 18
31. MedCruise re-confirms its commitment to sustainable growth of cruising ........................................... 19
32. MedCruise welcomes European Blue Growth report ............................................................................ 19
33. MedCruise participates at Expert Group on Skills and Career Development in the Blue Economy .......... 19
34. High-level event on “Skills needs in an evolving maritime green economy” ........................................ 20

X. PROMOTION VIA WEB AND SOCIAL MEDIA ....................................................................................... 20
35. MedCruise website captivates attention ................................................................................................. 20
36. Sending MedCruise Ports messages via social media ............................................................................. 20
37. “Member of the Week” Initiative ............................................................................................................ 20

XI. MAKING HEADLINES ........................................................................................................................... 21
38. MedCruise ports at the center of attention of the International Media .................................................. 21

XII. BOARD OF DIRECTORS MEETINGS .................................................................................................. 22
39. 114th MedCruise BoD meeting held in Hamburg ...................................................................................... 22
40. Tunisian Ports welcome MedCruise Directors in May .......................................................................... 22
41. Piraeus Port Authority hosts MedCruise Board of Directors in January .................................................. 22

XIII. MEDCruise GROWS BIGGER ............................................................................................................. 22
42. MedCruise represents more than 100 ports in 20 countries .................................................................. 22

XIV. BRINGING #PortsTogether ............................................................................................................. 22
43. Join the MedCruise #PortsTogether campaign .................................................................................... 22

MedCruise Diary ......................................................................................................................................... 23

MedCruise in Action: a report produced by MedCruise Secretariat .......................................................... 24
I. PARTICIPATING IN MAJOR CRUISE EVENTS

1. MedCruise ports and destinations @ Seatrade Cruise Europe 2017

MedCruise was dynamically present at the 2017 edition of Seatrade Europe Cruise & River Cruise Convention, held 6-8 September 2017, in Hamburg, Germany. The Association was present at the event with its own stand, actively promoting cruise activities in the Med and beyond.

The MedCruise booth hosted numerous business-to-business meetings between membership representatives and cruise industry professionals. For three successive days, the stand of the Association formed the meeting point of port representatives, cruise line executives, and other stakeholders, advancing cruise activities in the region.

The highlights of Seatrade Cruise Europe 2017 included a welcome reception organised at the MedCruise stand, an event attended by cruise professionals that provided excellent networking opportunities to its members.

MedCruise would like to address a special thanks to Vivartia for kindly sponsoring the MedCruise reception at Seatrade Cruise Europe 2017, turning it into such a memorable and successful event.

2. MedCruise and its membership contribute at Italian Cruise Day 2017

The 7th edition of Italian Cruise Day was held in the MedCruise member port of Palermo, on 6th October 2017, under the auspices of MedCruise.

The event formed once again the appointment for the Italian cruise industry to meet and discuss about the present and the future of cruising in the region.

MedCruise Secretary General Thanos Pallis, along with several MedCruise members representing Italian Cruise Ports attended the event, exchanging views on the current state of the industry in Italy and the Mediterranean Sea.
3. **Leading Travel Agents Training @ Seatrade Cruise Asia Pacific 2017**

MedCruise leads once again this year the Travel Agent Training programme to take place during Seatrade Cruise Asia Pacific 2017 event to be held 1-3 November, in Shanghai, China.

All delegates will receive the latest MedCruise material, as well as a specially designed MedCruise newsletter in Chinese language. The programme, which is sponsored by MedCruise, will be attended by travel agents from different regions of the Far East, who will have the opportunity to discuss with the MedCruise team on the richness of the Mediterranean destinations and the multiple opportunities offered by the region.

4. **MedCruise to actively participate at the International Cruise Summit 2017**

MedCruise will actively participate at the International Cruise Summit 2017 event to be held in Madrid, Spain, on 29 & 30 November.

The event, organised by Cruises News Media Group, is held under the auspices and sponsorship of MedCruise.

Every year ICS is attended by more than 400 cruise industry professionals, forming, thus, one of the main international discussion forums in the sector.

During the event, MedCruise representatives and members shall promote cruise activities in the Mediterranean and its adjoining seas, highlighting the fact that the Med is a region made for cruising with great potential for further growth.

5. **MedCruise member port of Lisbon to host Seatrade Cruise Med 2018**

Lisbon is the port-city to welcome the major biennial cruise event focused on the world’s second largest cruise destination – the Mediterranean and its adjoining seas: Seatrade Cruise Med 2018.

Port of Lisbon Authority will host more than 4,000 participants during the days of the exhibition and conference where exhibitors from all around the world come together, showcase their products, demonstrate exciting new innovations on the exhibition floor, discuss on the latest trends and topics affecting the region, complemented by an exciting social programme.

Ana Lourenco, Director of the Cruise Department and member of the MedCruise BoD responsible for the relations with other associations, adds “For me it is a real pleasure to have the opportunity to welcome all the cruise family in Lisbon and to show the best our destination has to offer. For many years we have been investing in this business, and today, with the new Cruise terminal together with the modern and vibrant city, Lisbon has all the conditions to become a must-see cruise destination! We are looking forward to welcome you all in September 2018!”

Hot on the heels of the announcement that Lisbon is the next venue for Seatrade Cruise Med 2018, comes the announcement that Malaga, another MedCruise port member, will host the event in 2020!
EARLIER THIS YEAR...


MedCruise was present at the tenth edition of the Mediterranean Cruise Excellence Awards 2017 hosted in the MedCruise member port of Cartagena, on February 16th.

MedCruise member Port Authority of Dubrovnik was the winner of the award for “The Best Mediterranean Cruise Port / Destination in 2016”.

The recognition was presented during the award winning gala ceremony organised by CruisesNews.

7. MedCruise presents its 2017 Statistics Report at Seatrade Cruise Global

MedCruise presented to the cruise world gathered in Fort Lauderdale for Seatrade Cruise Global in March, the 2017 edition of MedCruise Statistical Report, covering in detail the cruise activities in its member ports.

Presenting the report, MedCruise President Kristijan Pavic stated “The statistics of 2016 reveal the positive features in several parts of the Med and its adjoining seas. We all work to facilitate these MedCruise members to enhance the observed growth”.

“Cruise Activities in MedCruise ports: Statistics 2016” is available to the cruise world and can be freely downloaded via this link.

8. MedCruise and its member ports lead discussion on best strategies for the Adriatic

MedCruise was, once again, among the leading organisations shaping discussions on the potentials of cruising in the Adriatic, and the best strategies for cruise ports and destinations, during the Adriatic Sea Forum that was held in Budva, Montenegro, 27-28 April 2017, under the auspices of the Association.
9. **MedCruise guidelines for a sustainable ‘Berth Booking Process’ in the centre of attention at Posidonia Sea Tourism Forum 2017**

MedCruise had a leading role at the 4th Posidonia Sea Tourism Forum held at Megaron Athens International Conference Centre, in Athens, Greece, 23-24 May 2017. During the two-day event, cruise industry decision makers and stakeholders came together in an effort to “Reinvent Cruising in the East Mediterranean”.

MedCruise President Kristijan Pavic was among the keynote speakers at the opening session of the Forum, discussing the “State of the Industry: The Mediterranean in the Global Picture”.

MedCruise Secretary General Thanos Pallis presented to cruise lines, ports, and stakeholders the guidelines that have been developed by MedCruise members and if endorsed could provide a sustainable Mediterranean Berth Booking Process applied by ports in the Mediterranean and its adjoining seas.

Those interested to access the "MedCruise guidelines for a unified berth allocation process” might do so by following this link.

**II. PROFESSIONAL DEVELOPMENT**

10. **Heading for the 5th MedCruise Professional Development Course**

This 5th MedCruise Professional Development Course will be held on board Celestyal Olympia, on 27-30 October 2017.

MedCruise members will join the Celestyal vessel on a 4-day round trip embarking in Piraeus on October 27th (Piraeus-Mykonos-Kusadasi-Patmos-Heraklion-Santorini-Piraeus).

PDC participants will benefit from more than 15 hours of professional training - complimentary for all members of the Association - covering various topics, including:

- Sharing best practices / Prototyping the future / Implementing change successfully
- Marketing Cruise destinations
- Berthing at port: Operational issues
- Serving the passengers / Shore excursions

Specialised instructors and cruise industry experts - including George Koumpenas (Celestyal), Serafin Blazquez (Intercruises), Chris Ashcroft (Cruise Insight) and Jorge Bugallo (WIN+WIN BCN) - will make sure that this rich in terms of content professional development programme will be both enlightening and enjoyable for all participants.
III. CELEBRATING GENERAL ASSEMBLIES

11. 50th MedCruise General Assembly celebrated in Gibraltar meets with success

MedCruise celebrated its 50th General Assembly in Gibraltar, a destination offering premier cruise opportunities, as well as one of the founder member ports of the Association.

This major cruise event offered to MedCruise delegates a unique opportunity to meet with more than 110 cruise industry professionals including cruise line executives and journalists from all over the world, port executives, travel agents and other stakeholders, while at the same time enjoying an indelible travel experience in beautiful Gibraltar.

In plenary sessions, MedCruise members along with esteemed cruise line guests had the chance to discuss how to “Sustain Cruise Growth in the Med”, by “Improving Cruise Port Operations” and updating services and infrastructures required.
During an open discussion between cruise ports and cruise line executives on the need to measure - and also make known- the “Impact of Cruise Activities”, CLIA Europe Chairman Mr. Kerry Anastassiadis explained within a keynote speech why cruise forms a major contributor to the local economies and what is the role of the port in supporting this positive cruise impact. On behalf of MedCruise, Airam Diaz Pastor, Ports of Tenerife presented port perspectives and existing best practices on measuring the impact of cruising in ports and destinations.

MedCruise delegates discussed also during specialised interactive sessions, the “Recent Changes of cruise port governance structures in the Med” as well as the role of “Thematic/regional port networks” in revealing the special features of the Mediterranean gems.

In line with the MedCruise tradition, all port and associate members had a first class opportunity to enjoy in total three sessions of B2B meetings with cruise line executives and international press representatives.

MedCruise continues to expand as the 50th MedCruise General Assembly confirmed the admission of two new members, Ashdod Port and DP World Limassol.

The excellent organisation and the unique hospitality of Gibraltar Tourist Board and Port of Gibraltar added to the satisfaction of MedCruise members, who returned home looking forward to attending the forthcoming 51st MedCruise General Assembly to be held in Toulon, France, 11-14 October 2017.

12. Toulon to host the 51st MedCruise General Assembly

The 51st MedCruise General Assembly will take place 11-14 October 2017 in Toulon, Var Provence, France, gathering more than 150 cruise industry professionals in one of the most neuralgic ports in the region.

During this General Assembly meeting, MedCruise member representatives together with other esteemed guests will discuss the latest developments of the cruise sector, as well as the implications and prospects of cruising in the Med and its adjoining seas.

In line with the MedCruise tradition, all regular and associate members will have a first class opportunity to discuss the developments in the region, while they will also devote time in B2B meetings and interactive sessions with cruise line executives.

The elections for MedCruise President and Board of Directors 2017-2020 will also take place during this forthcoming MedCruise event.
IV. ESTEEMED MEDCRUISE GUESTS

13. Linking MedCruise members with Cruise Lines

During the MedCruise General Assemblies, our members enjoy the opportunity to privately explore business opportunities with all the following cruise lines and their executives.

Spyros Almpertis  
Silversea

Kerry Anastassiadis  
CLIA Europe & Celestyal Cruises

Marc Berberian  
Ponant

Adria Bono  
Silversea

Paul Britton  
Disney Cruises

Mike Bush  
Holland America Group

Alessandro Carollo  
Royal Caribbean

Claudius Docekal  
Crystal Cruises

Silja Eisbein  
TUI Cruises

Tom Fecke  
CLIA Europe

Andrea Fiori  
Costa Cruises

James Gardiner  
Carnival UK
Thank you all for your contribution to the MedCruise General Assemblies!
14. Bringing Med ports in contact with the International Press

International Press Representatives join the MedCruise General Assemblies and report on the news of the MedCruise ports and associate members, as well as on the latest activities of the Association.

Chris Ashcroft
Cruise Insight

Mary Bond
Seatrade

Antonio Boromeo
Cruise Industry News

Keith Ellis
Cruiseworthy

Frances Gannon
Cruise Times

Kalle Id
Cruise Business Review

Jon Ingleton
International Cruise & Ferry Review

Alan Lam
Cruise Business Review

Virginia Lopez
Cruises News Media Group
V. STRATEGIC PARTNERSHIPS

15. MedCruise and CLIA initiative to educate and certify travel agents community

MedCruise and CLIA Europe joined forces to create a Travel Agent learning platform, specially designed to engage, educate and certify the French and Spanish travel agent community and further support the growth of the cruise industry.

Following the successful completion of the first European events in France aimed both at training agents and attracting new agents into membership, the programme has now moved to its next phase involving even more marketing and promotional actions.

---

Fr.cruiseexperts.org : Jan - Jun 2017 vs Jan - Jun 2016

<table>
<thead>
<tr>
<th></th>
<th>Sessions</th>
<th>Users</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan - Jun 2017</td>
<td>+93,8%</td>
<td>+81,9%</td>
<td>+129,0%</td>
</tr>
</tbody>
</table>

es.cruiseexperts.org : Jan - Jun 2017

<table>
<thead>
<tr>
<th></th>
<th>Sessions</th>
<th>Users</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan - Jun 2017</td>
<td>2.300+</td>
<td>1.170+</td>
<td>9.000+</td>
</tr>
</tbody>
</table>

The way forward of this joint Travel Agent Programme will be discussed during the forthcoming 51st MedCruise General Assembly in Toulon.

16. Partnership project between MedCruise and Princess Cruises

Based on the willingness of both MedCruise and Princess Cruises to enhance and further develop their close relationships and collaboration, a partnership project was initiated in 2015. This joint project gave the opportunity to 17 MedCruise port members to promote their destinations and further extend their professional horizons, via a number of initiatives aiming to reach the guests of Holland America Group.

The project is currently moving to its next phase, entitled “Local Connections”. The MedCruise ports participating in the project were asked to provide specific material promoting the destination, such as visual assets, fun facts and top things to do lists. The aim of gathering this information is to create a “Let Princess be your guide to...” brochure for the Mediterranean destinations. The project will continue, involving more MedCruise member ports and further actions.
17. MedCruise and PIANC work together to advance prospects of cruise ports

PIANC, the World Association for Waterborne Transport Infrastructure, and MedCruise the Association of Cruise Ports in the Mediterranean and its adjoining seas, have signed a Memorandum of Understanding confirming their decision to work in partnership to advance the work of cruise ports in the Med.

The main aim of the partnership is to enhance the impact of both Associations in the area of the related maritime transport infrastructure, to co-operate, communicate and collaborate with reference to cruise ports, respecting their individual identities, membership expectations and traditions.

MedCruise and PIANC will support the work of each other through participation in relevant committees, workshops, conferences, and seminars.

18. European Cruise & Ferry Port Network: Discussing the way forward

MedCruise actively participates at the European Cruise and Ferry Port Network, organised within ESPO, which unites cruise ports from all over Europe and the adjoining seas.

Under the Presidency of MedCruise Honorary President Stavros Hatzakos, the network has already met four times in Brussels, Copenhagen, Rotterdam and Venice respectively.

MedCruise continues to actively contribute in the works of the ECFPN, providing input and disseminating the latest advancements. The next meeting of the network will take place in Amsterdam, on October 10th, 2017.

VI. REACHING NEW SOURCE MARKETS

19. MedCruise Ports expand their markets in China

As part of MedCruise marketing strategy aiming to promote the Med and its adjoining seas as the most popular cruise destination among Asian cruisers, a MedCruise delegation travelled to Shanghai to attend ITB China 2017.

With China being in 2016 the second largest source market for cruises after the United States, MedCruise destinations see great potential in this pioneering marketing strategy.

This first edition of ITB China that was held 10-12 May in Shanghai forms a travel trade show exclusively focused on the Chinese Travel Market. The three day event gathered international destinations, service and travel technology providers in Shanghai connecting them with handpicked Chinese buyers.

The Association was represented at the show by Maria Cano, Vice President of MedCruise and member of the Board of Directors responsible for the Communications, Website and China project, as well as by members of the MedCruise Secretariat.

Apart from the participation at the show, MedCruise in collaboration with its partners in Chinese Friendly organised a series of meetings with travel agents promoting the MedCruise destinations as the best choice for Chinese cruisers.
The message spread to the Chinese world is clear: there is nowhere else on earth where one can cruise to so many different countries within such a short period of time and sample as many flavours, cultures and retrace the footsteps of history as one can in the Mediterranean and its adjoining seas.

MedCruise benefited also of its presence in ITB China 2017 exhibition and conference in order to actively interact with the cruise lines that deploy in the region and exchange views and ideas regarding the Chinese cruise market.

Feel free to follow this link to download the MedCruise Secretariat report on the progress of the project "Promoting MedCruise port destinations in China".

20. Conquering the Chinese market via web and social media

MedCruise launched in 2016 its brand new Chinese website, designed to promote the Mediterranean and its adjoining region as the ideal cruise destination for Chinese tourists. During the past months, more and more Chinese people visit the pages of the MedCruise website. And the trend remains positive!

With user-friendly navigation and a fresh look that captures the attention of the Chinese market, the MedCruise Chinese website includes most valuable information about cruise destinations in the Med. Offering a rich experience to its visitors, the MedCruise Chinese website presents the various elements that make its port members the perfect choice for cruising.

MedCruise is also the proud owner of a Chinese WeChat account, as the regular and dynamic presence of MedCruise members on WeChat forms a crucial part of the MedCruise strategic plan to conquer the Chinese market.

21. MedCruise Working Group on China/Asia meets in Hamburg

MedCruise WG-China/Asia held its kick-off meeting in Hamburg, on September 6th, coordinated by Maria Cano (Port of Palamos).

This specialised WG was formed during the 50th MedCruise GA in Gibraltar and works on the development of the next steps as regards the MedCruise pioneering project aiming to promote a 'Cruise the Med' culture in China and the broader Asian market.
VII. PORTS WORKING TOGETHER

22. Work #portstogether: Specialised WG to advance MedCruise Studies

The newly established MedCruise WG-Studies - led by Airam Diaz, Ports of Tenerife - held its kick-off meeting in Hamburg, on September 6th.

WG-Studies will work on defining and monitoring the forthcoming MedCruise study/studies that have been defined during the 50th MedCruise GA, by reviewing the content, the involvement of MedCruise members, the involvement and formal call for expression of interest by any consulting party, and the advancement of the study.

At this moment, the main focus of the WG is the impact of cruising and its measurement, as well as how to best serve LNG vessels.

VIII. DEVELOPING BUSINESS INTELLIGENCE


The annual MedCruise statistical report “Cruise Activities in MedCruise ports” is among the flagship publications of the Association. Produced by the Association’s Secretariat, it details the actual picture of cruise activities in the Med and its adjoining seas, while revealing the related trends and enabling the understanding of the present challenges. It also facilitates the adjustment of MedCruise ports and associate members to contemporary market structures.

With cruise being a dynamic industry that demonstrates a remarkable capacity for growth and change, this annual MedCruise report provides an authoritative and most useful database and analysis of the trends in the second biggest cruise region of the world, the Mediterranean and its adjoining seas.

“Cruise Activities in MedCruise ports: Statistics 2016” is available to the cruise world and can be freely downloaded via this link.

24. MedCruise membership enjoys access to updated Cruise Line Directory

The updated MedCruise Cruise Line Directory 2016/17 is available to the MedCruise membership since the end of 2016.

All the members of the Association are offered exclusive access to MedCruise Cruise Line Directory, which forms a detailed directory of all major cruise line companies including fleet details, as well as contact information of cruise line executives related to the departments of Senior Management, Itinerary Planning, Marine and Port Operations, Shore Excursions etc.
25. Yearbook 2016/17: Ports data reach cruise line executives
The ‘20 Years’ edition of MedCruise Yearbook was widely distributed at the MedCruise booth in Tenerife during Seatrade Cruise Med 2016, as well as during Seatrade Cruise Global 2017 held in Ft. Lauderdale.

The updated MedCruise directory - that is also available online - provides important technical data about the cruise ports in the Med and its adjoining seas, as well as descriptions of the destinations and associate members. It also serves as a “Who is Who” with photos and vital contact information.

Cruise line executives have repeatedly confirmed the usefulness of having this directory on their desktops.

26. New MedCruise Initiative: Ask fellow cruise ports all you want to know
MedCruise has always served as a channel of communication and knowledge dissemination between cruise ports in the Mediterranean and its adjoining seas.

To enhance this interactive relationship, the Association of Mediterranean Cruise Ports will soon launch a brand new internal initiative aiming to further encourage the proactive exchange of information and best practices between its members.

This new initiative will assist MedCruise ports and associates in further developing their corporate strategy and improving their decision-making process and practices.

Stay tuned for more information on this project within the next few weeks!

IX. POLICY ISSUES

27. MedCruise joins the European Environmental Ports Conference 2017 in Antwerp
MedCruise participated in the European Environmental Ports Conference held in Antwerp, on the 7th and 8th of June 2017, represented by its member assigned for environmental issues, Mrs Valeria Mangiarotti.

During her intervention, MedCruise representative discussed the "Future of Reduced Emissions in European Ports".

The event brought together senior representatives from the global port community and shipping companies, as well as environmental policy-makers, academic experts, consultants and technology providers.
28. MedCruise selected as member of European Ports Forum

MedCruise will bring cruise ports interests at the forefront of European port related initiatives, following its selection as member of the European Commission’s expert group ‘European Ports Forum’.

The Association of cruise ports in the Mediterranean and its adjoining seas has been selected on the basis of "the competence and experience of the organisation and its capacity to represent the position shared by stakeholders in its category".

"We are looking forward to work with other experts representing the users of our cruise ports, providers of port services, port employees, port-cities, non-governmental organisations and not least European and Member States' authorities in order to advance the role of cruise ports in developing those policy initiatives that would facilitate the sustainable growth of cruise ports in the Med and beyond", says Thanos Pallis, MedCruise Secretary General, who will represent the Association at the European Ports Forum.

MedCruise is already active at the European front, being a member of the European Sustainable Shipping Forum (ESSF), appointed at the expert group on “Skills and career development in the blue economy”, and contributor at the Stakeholders Advisory Group on Maritime Security. In 2014, along with the European Sea Ports Organisation (ESPO) and other European cruise port associations it formed the European Network of Cruise and Ferry ports, operating within ESPO.

29. MedCruise key contributor @ GreenPort Cruise 2017

The port-city relationships-stakeholder initiatives for sustainable growth of cruise ports, the sustainable cruise port infrastructure development and the port reception facilities: getting the buy-in from all port users are the three key issues discussed during the 5th Green Port Cruise Conference, which was held under the auspices of MedCruise in Amsterdam, on the 10th of October 2017.

MedCruise continues to be a key contributor in the core of the discussions. Mrs Valeria Mangiarotti, MedCruise assigned member for environmental issues, Marketing Manager of Port of Cagliari, discussed the key points for port-city relationships.

The improvement of the cruise port infrastructure in the Med was the theme of MedCruise Secretary General Thanos Pallis presentation. Cruise activities in the Med and its adjoining seas have experienced a remarkable growth with a total of 27,4 million cruise passenger movements and 13.500 cruise calls in 2016. This achievement would not have been done without ports upgrading port infrastructure to meet the needs of cruise shipping. Thanos Pallis emphasised that port decisions to upgrade infrastructure are strategic market driven decisions, with long-term planning, securing financially the project, and most important completing environmental studies.

MedCruise Honorary President Stavros Hatzakos (Chairman, ESPO Cruise and Ferry Port Network) addressed a keynote speech setting the environmental contemporary platform of discussion of the cruise market stakeholders.

30. MedCruise to attend the 8th meeting of the European Sustainable Shipping Forum

MedCruise will attend the 8th Meeting of the European Sustainable Shipping Forum (ESSF), to be held on 16 October 2017 hosted by European Maritime Safety Agency in Lisbon. The Agenda of the meeting includes among others the port reception facilities (revision of the PRF Directive - state of play), the LNG as marine fuel (EMSA guidance on LNG bunkering for PAs and administrations), the air emissions from ships and the future of the ESSF – presentation of options and strategic discussion: summary of achievements, new rules for expert groups-perspectives for extension.
EARLIER THIS YEAR...

31. MedCruise re-confirms its commitment to sustainable growth of cruising

The sustainable development of the Blue Economy in the Western Mediterranean, was the theme of the Stakeholders Conference held in 2 February 2017, in Barcelona, Spain. MedCruise was actively present, represented by Valeria Mangiarotti, assigned member for environmental issues, Port of Cagliari.

MedCruise representative was among the speakers of the inaugural panel that discussed: The sustainable consumption and production of maritime sectors in the Western Mediterranean.

MedCruise re-confirmed its commitment to continue its work aiming to secure a sustainable and responsible growth of cruise activities in the Med and beyond.

32. MedCruise welcomes European Blue Growth report

Detailing its Blue Growth Strategy in 2012, the European Commission has intended to provide a driver to Europe’s welfare and prosperity, and for sustainable growth in the marine and maritime sectors as a whole.

A report published by the European Commission takes stock of the results obtained since 2012 and looks forward to the next few years, hoping to elicit debate among citizens on the directions to take next.

MedCruise welcomes the European Commission intensive to undertake a series of steps to further translating this strategy to actions, especially the recognition that coastal and maritime tourism are among the sectors with potential for sustainable blue growth.

The Association of Mediterranean Cruise Ports has been and will continue being among the key actors towards implementation of measures that promote smart, sustainable and inclusive growth and employment opportunities in the Mediterranean cruise and maritime economy.

33. MedCruise participates at Expert group on skills and career development in the blue economy

MedCruise participated at the inaugural meeting of the expert group on Skills and Career development in the Blue Economy. The event took place in Brussels on the 1st of June and the agenda included an overview of policy context and experts input as basis for the future work.

MedCruise will continue contributing to the work of the Expert Group, shaping among others the work of the subgroup devoted to industry-education cooperation, as Thanos Pallis, MedCruise Secretary General has been appointed as a member of the Group for a period of three years.
34. High-level event on "Skills needs in an evolving maritime green economy"

MedCruise was present at this event organised by the European Commission in order to highlight how the transition to a low-carbon economy is impacting on the workforce needs of the blue economy. If on one side many maritime sectors are looking more and more into green solutions which can deliver more and better jobs, on the other side the industry suffers from an insufficiency of professionals equipped with the skills and competencies needed.

During the meeting, Karmenu Vella, European Commissioner for the Environment, Maritime Affairs and Fisheries, presented the initiatives taken so far to support both industry and education to overcome this challenge and to benefit as much as possible of this opportunity. Then representatives from industry, education and public authorities discussed the main bottlenecks for the coming years and possible ways forward.

X. PROMOTION VIA WEB AND SOCIAL MEDIA

35. MedCruise website captivates attention

With modern outlook and, most importantly, regular update of its content, the MedCruise website captivates the attention of the cruise world, enjoying thus a surge of new visits.

36. Sending MedCruise ports messages via social media

MedCruise is also getting noticed on social media. As of June 2017, the Association is linked with thousands of maritime and cruise industry professionals all over the world.

- 1,191 likes on Facebook (facebook/medcruise.association)
- 1,360 followers on Twitter (twitter/MedCruisePorts)
- 1,113 LinkedIn connections (linkedin/MedCruise) & 374 company followers

MedCruise circulates its members news on a regular basis, keeping its followers always posted. Remember to regularly send us your news at secretariat@medcruise.com.

37. "Member of the Week" Initiative

MedCruise has developed a brand new initiative aiming at further promoting its port and associate members to the cruise world on an individual basis.

As part of this initiative, MedCruise circulates to more than 2,000 cruise industry professionals and decision makers around the globe a «Port of the Week» profile including information and photos of the particular destination and its tourist attractions, along with port facts and related contact details, as well as a «Cruise Partner of the Week» profile including information of the particular associate. This new initiative has been very well received by both cruise lines and journalists.
XI. MAKING HEADLINES

38. MedCruise ports at the center of attention of the International Media

MedCruise and its member ports enjoy broad media coverage of their activities and accomplishments, confirming thus the vital role of the association and its representatives within the global cruise industry.

MedCruise welcomes European Commission’s Blue Growth Strategy report

Outlining its Blue Growth Strategy, adopted in 2012, the European Commission (EC) believes Europe’s oceans, seas and coasts can provide a driver for Europe’s welfare and prosperity, and for sustainable growth in the marine and maritime sectors as a whole.

The EC’s recently published report takes stock of the results obtained in 2012 and looks forward to the next few years, hoping to exit debate among citizens on the directions to take next.

MedCruise guidelines for a sustainable ‘Berth Booking Process’ at Posidonia Sea Tourism Forum 2017

In the framework of the 5th Edition of Posidonia Sea Tourism Forum held at Athens, Greece (21-23 May 2017) during the last few days, MedCruise members met and discussed the need and potential of a Berth Booking Process (BBP) to be introduced to the Mediterranean region.

Cruise Industry News

MedCruise will make history in June when it gathers in Gibraltar for a ground breaking 50th General Assembly event.

The event will run from June 24-27 at MedCruise member, which are the majority of Mediterranean cruise ports, will gather with industry stakeholders and key cruise line representatives to discuss issues and challenges and working together. It is a key event for the cruise industry.

According to the 2015-2015 Cruise Industry News Annual Report, the Mediterranean is the third largest cruise market by capacity, only trailing the Caribbean and Asia-Pacific.

MedCruise general assembly, registrations will be held at the Cruise Hotel, opening with a cocktail hour on June 24.

June 32 includes a state of the industry panel and business to business meetings, where cruise lines at down with ports for what is essentially “speed dating.”
XII. BOARD OF DIRECTORS MEETINGS

39. 114th MedCruise BoD meeting held in Hamburg

The 114th meeting of the MedCruise Board of Directors was held in Hamburg, on September 8th on the occasion of Seatrade Cruise Europe 2017 event.

40. Tunisian Ports welcome MedCruise Directors in May

Following a 112th BoD meeting held in Ft Lauderdale in March -on the occasion of Seatrade Cruise Global- MedCruise Directors travelled to Tunis in May 2017. MedCruise member Ports of Tunisia hosted the 113th Board meeting of the Association on Friday, May 19th.

41. Piraeus Port Authority hosts MedCruise Board of Directors in January

Piraeus Port Authority (PPA) hosted the 111th MedCruise Board of Directors meeting on January 27th, 2017, followed by working lunch with CLIA Europe Chairman Mr. Kerry Anastassiadis. The Port of Piraeus forms a founding member of MedCruise while at the same time being host of the Association’s Headquarters.

XIII. MEDCRUISE GROWS BIGGER

42. MedCruise represents more than 100 ports in 20 countries

- >100 ports
- 31 associate members

...and even more members joining in 2017!

XIV. BRINGING #PortsTogether

43. Join the MedCruise #PortsTogether campaign

MedCruise recognises the need for all stakeholders of the cruise port industry to set up a value chain and work together, and thus invites you to join its #PortsTogether campaign. All you need to do is post your news, ideas or thoughts regarding cruise ports in the Med and its adjoining seas and tag #PortsTogether on Facebook, Twitter or Instagram.

Join the MedCruise movement now and bring #PortsTogether!
MedCruise Diary

- 5th MedCruise Professional Development Course, 27-30 October 2017
- Seatrade Cruise Asia Pacific 2017, Shanghai, 1-3 November 2017
- International Cruise Summit 2017, Madrid, 29-30 November 2017
- Seatrade Cruise Global 2018, Ft. Lauderdale, 5-8 March 2018
- 52nd MedCruise General Assembly, Valletta, 23-26 May 2018
- Seatrade Cruise Med 2018, Lisbon, September 2018

Did you know that….?

MedCruise 51st GA in Toulon is attended by more than 160 delegates!!!
MedCruise News is a publication produced in collaboration with Seatrade including the latest news of MedCruise members, along with updates on recent activities of the Association. Issue 54 September 2017 is now available online.

Read all MedCruise Newsletters at www.medcruise.com/newsletters.

About the report

MedCruise in Action: a report produced by MedCruise Secretariat

The “MedCruise in Action” report forms a biannual internal publication aiming to update members on the most recent activities of the Association.

The next issue will be circulated in December 2017.

For more information on MedCruise activities, please contact the MedCruise Secretariat at secretariat@medcruise.com.

Photo L-R: Aimilia Papachristou (Secretariat), Kristijan Pavic (President), Thanos Pallis (SG), Kleopatra Arapi (Secretariat).

MedCruise, the Association of Mediterranean Cruise Ports, promotes the cruise industry in the Mediterranean and its adjoining seas since 1996, and assists its membership in benefiting from the growth of cruising by providing networking, promotional and professional development opportunities. It is also advancing the interests of its membership in international fora and relevant cruise policy discussions.

Today, the Association has grown to more than 100 ports around the Mediterranean region, including the Black Sea, the Red Sea and the Near Atlantic, plus 31 associate members, representing other associations, tourist boards and ship/port agents.

MedCruise - 10, Akti Miaouli Str. - Piraeus, 18538 - Greece

www.medcruise.com | www.medcruise.cn

e: secretariat@medcruise.com, t: +30 210 4090 676

facebook/MedCruise | twitter/@MedCruisePorts | linkedIn/MedCruise
Bringing the Med together
Learning & Sharing: MedCruise Members to benefit in October 2017

5th Professional Development Course

51st MedCruise GA

#PortsTogether