



Press Release

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THE 52ND MEDCRUISE GENERAL ASSEMBLY IN VALLETTA

FOR IMMEDIATE RELEASE

Valletta, Malta (May 23, 2018) – The 52nd MedCruise General Assembly is taking place between 23-26 May 2018 in Malta. MedCruise is the Association of cruise ports in the Mediterranean and its adjoining seas, now totalling 72 members representing more than 100 ports around the Mediterranean region, and other cruise trade members.

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

In an opening event attended by a number of local and international stakeholders, Stephen Xuereb, CEO of Valletta Cruise Port and COO of Global Ports Holdings Plc commented that, “Valletta Cruise Port is proud to be hosting this event. As a founding member of MedCruise, it gives us great pleasure to have witnessed the growth of the Association since its inception. During this time the cruise industry in Malta has continued to flourish, reaching a record of over 770,000 passenger movements in 2017. Malta is a unique destination – long considered to be a microcosm of the Mediterranean, with 7,000 years of recorded history and a favourite with travellers seeking an authentic island experience. We are happy to welcome our esteemed guests and showcase our Islands first-hand over the next days.”



Emre Sayin, Chief Executive Officer of Global Ports Holding Plc added that, “As the world’s largest cruise port operator, Global Ports Holding Plc is delighted to support this event hosted by one of our ports, Valletta. Valletta is one of the ‘must see’ cruise destinations in the Mediterranean. We hope you enjoy this year’s event and appreciate the beauty of this wonderful destination.”

Carlo Micallef, Deputy CEO & Chief Marketing Officer at the Malta Tourism Authority, also addressed the press conference and said that, “The Malta Tourism Authority is happy to support the organization of this prestigious cruise assembly in our Islands particularly at a time when Malta’s Tourism Industry is enjoying golden years. The Maltese Islands have been achieving record results in inbound tourism and the cruise industry to Malta and Gozo is an important factor in this successful formula. While cruise visitors are not defined as tourists for statistical purposes, the cruise industry, apart from generating significant commercial activity for the Grand Harbour region and beyond, is also generating invaluable exposure for the Islands that is contributing to our success in tourism.”

Airam Díaz Pastor, MedCruise President said that, “We are honoured that Valletta Cruise Port, founding MedCruise member in 1996, is hosting our 52nd General Assembly.” He added, “It is a privilege for us to be at the European Capital of Culture in 2018. MedCruise General Assembly has established itself as a major cruise event in the Mediterranean and its adjoining seas, bringing cruise ports and their partners together with the invited guests – cruise line executives and international press representatives.” Finally, he highlighted that, “our prestigious MedCruise Association, as a key stakeholder of the industry, is committed with the new opportunities and challenges that we are facing nowadays and looking forward to contributing during the Golden Age of our industry.”



About MedCruise

Set up in Rome on the 11th of June 1996, MedCruise is the Association of Mediterranean Cruise Ports. MedCruise's mission is to promote the cruise industry in the Mediterranean and its adjoining seas. The Association assists its members in benefiting from the growth of the cruise industry by providing networking, promotional and professional development opportunities.

Today, the association has grown to 72 members representing more than 100 ports around the Mediterranean region, including the Black Sea, the Red Sea and the Near Atlantic, plus 32 associate members, representing other associations, tourist boards and ship/port agents.

About Valletta Cruise Port Plc

Valletta Cruise Port plc is a private company established in 2001 and licensed by Transport Malta to operate the Valletta cruise and ferry passenger terminals. Valletta Cruise Port is a renowned port of call and a growing homeport, with a strategic location in the middle of the Mediterranean. It offers a safe haven for ships and offers a variety of 24/7 support services. Valletta's quays are ISPS-compliant and can handle the largest vessels. In 2015, Valletta Cruise Port became a subsidiary of Global Ports Holding, the world's largest cruise port operator. Valletta Waterfront is a key element of Valletta Cruise Port with various shops, restaurants, offices and other amenities in beautifully restored 18th century warehouses stretching along the water's edge. For more information on Valletta Cruise Port plc and Valletta Waterfront, visit www.vallettacruiseport.com. Follow us on [Facebook](#) for the latest news and events.

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