

# Destination MEDCRUISE

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## Via Cannes

### Cannes to host Seatrade Med 2010



**S**eatrade Med 2010 will be held in Cannes at Palais des Festivals et des Congrès, hosted by French Riviera Cruise Club. A signing ceremony took place at the French Riviera Cruise Club stand within the MedCruise Pavilion at Seatrade Med in Venice last December. Chris Hayman, md, Seatrade Communications and Alain Gumiel, president of the French Riviera Cruise Club, signed a memorandum of understanding. Seatrade Med is owned by UBM and managed by Seatrade Communications.

Gumiel said, '2009 will be an exciting year for our cruise business; two new destinations of Golfe Juan and Antibes will be launched and 2010 will be the year of Seatrade Med in Côte d'Azur and I hope that it will open new doors for future Seatrade Med events in France.' Dates of the show are to be announced soon.

In 2008, 542 ships called at the French Riviera ports of Cannes, Nice and Villefranche, bringing a total of 740,000 passengers (up from 640,000 in 2007), owing to the increase in capacity of ships, reports the French Riviera Cruise Club, a structure launched in March 2007 by the Regional Tourism Committee, the Nice Côte d'Azur Chamber of

Commerce and the Cannes, Nice and Villefranche Tourism Offices.

800,000 passengers are likely to visit the region this year. With newcomer Antibes scheduled to receive 19 calls, the Cannes/Antibes tandem should register a 33% growth with 180 calls (250,000 passengers). Growth is also expected at Villefranche, whilst Nice has over 100 calls scheduled.

The French Riviera Cruise Club has launched a quality charter which plans to gather some 35 tourism professionals including bus companies, taxis, maritime agents, tourism offices, shops, hotels, etc.

## Via Naples

### MSC Fantasia is Naples superstar

**N**aples Maritime Station was the centre stage for the naming ceremony of MSC Cruises' newest ship MSC Fantasia in December.

Performed on a set inspired by coral – a symbol for the company's respect for the environment – the more than two-hour show featured internationally acclaimed artists originating from Naples such as singers Pino Daniele and Lucio Dalla, as well as the Orchestra Italiana and founder Renzo Arbore.

'She is a prototype, she is exciting, she is the most beautiful ship in the world,' proclaimed MSC Cruises ceo Pierfrancesco Vago.

'We are very proud her christening is taking place in this magnificent city of art and music which is Naples. This is the heritage of our

company, which started here 40 years ago,' Vago added.

Led by Capt. Giulano Bossi, MSC Fantasia's officers took the stage to welcome godmother Sophia Loren, dressed in a coral-red evening gown.

'It is not the first time I cut a ribbon to christen a ship, but it is each time a very emotional moment. This time, even more as we are in a city I cherish and where I was raised,' Loren said. 'It is always a moment of grace and hope, the birth of something magical.'

Fireworks set to music and a gala evening on board concluded the ceremony.



Capt Bossi leads Sophia Loren to the stage



## Via Cartagena

# Underwater Archaeology Museum opens

**T**he new National Museum of Underwater Archaeology (ARQUA), a building of avant-garde architecture, is located next to the Cruise Terminal, enabling visitors to learn about the rich heritage of Cartagena.

The museum consists of two buildings, with a square in between, from where visitors can access the inside via a ramp. The architectural shape is based on an underwater concept, with the aim of entering the depths and accessing the submerged objects of the exhibition. Of important value is the relationship between the city and the sea, as well as with the underwater world.

The museum extends over 6,000sq mtr with about 35% of the space dedicated to exhibitions. In addition, there is a space of almost 1,000sq mtr used for conserving the museum pieces. This area also provides archives and a library for research.

The Museum also holds workshops and activities related to underwater archeology, an auditorium, cafeteria and a shop, making it not only an exhibition centre but also a cultural



**Creating an underwater feeling**

meeting place for the city of Cartagena.

The port is expecting 54 cruise ship calls in 2009 and around 70,000 passengers, an increase of 42% in calls and double the number of visitors last year.

MedCruise members will have a chance to visit Cartagena, see its cruise facilities and sample some of the tourist attractions during the next General Assembly being held May 28–30, 2009.

## Via Almería

# History and tapas



**T**he port of Almería is a convenient port from which to visit the Alhambra Palace in Granada, however, Almería itself also has interesting places to discover. Here are examples of what passengers can do in a half day or full day stay.

The Almería City Tour lasts 3.5 hours around Almería's tree-lined boulevards and garden squares. Its dazzling white houses give it a Moroccan flavour. This is a walking tour that visits the centre of the town to see the Cathedral

Fortress which dates from the 16th and 17th centuries. The overall design is Gothic, with some classical touches around the doors. Next visit is to the immense Arab Fortress, the Alcazaba, dating from the early 10th century which dominates the town. From the top there is a splendid view of the town and coastline.

An Almería & Tapas tour, lasting 4 hours, additionally takes in a visit to a local Tapas bar where guests can have a glass of wine and a typical "tapa" (small appetiser).

On a full day tour it is possible to go to

Granada: Leaving the port, the road climbs the deserted mountains of Almería, which have served as a backdrop for many western films. To say Granada, is to say La Alhambra, the world famous fortified palace built of red stone and often referred to as the 'Red Palace'. All the buildings are surrounded by magnificent gardens with innumerable fountains. Lunch is served in Granada and then guests come back to their ship in Almería or proceed to the port of Málaga by road to pick up their ship.





## Via Castellón

# Levante experience



**T**he Port of Castellón first started receiving cruise ships as recently as 2007. Among the first callers was Hebridean Spirit belonging to the British line Hebridean International Cruises, whose passengers were interested in visiting the nearby Templar's castle in Peñíscola, famous for having been the papal seat occupied by Pope Benedict XIII.

In 2009, the port plans to undertake infrastructure work in anticipation of a May 2010 call by Fred Olsen's Black Watch.

Arriving passengers will be offered fresh orange juice from the orchards that grow around the town, a demonstration of traditional music and dancing, as well as a spectacular fireworks display, a speciality for which the Levante region is famous.

The Port of Castellón is a wonderful gateway to the Spanish province with its Mediterranean coastline and mountain range inland. As soon as passengers step off the ship they are surrounded by parks with Mediterranean pines, restaurants that offer delicious shell-fish and rice dishes, the

casino, sports facilities of many kinds and a spa. Newly opened is the 'Gran Casino', situated on the tree-lined sea-front promenade, near the cruise berth.

Just two miles inland lies the small city of Castellón, with 170,000 inhabitants, which has neatly combined its old town centre with modern development. Streets, squares, parks and monuments are interspersed with attractive bars, cafes, restaurants and shops. Nearby are beautifully clean beaches and in the interior, the second most mountainous province in Spain.

## Via Palamós

# Lure of the Costa Brava coast



**L**ocated on Spain's Costa Brava coastline, one hour from Barcelona, the town of Palamós is set in one of the deepest and largest natural bays in the area and has two quays for handling cruise ships. Passengers can explore Palamós by foot, searching for a Dalí experience

at Figueres or visit the old quarter of Girona or the fortified villages of Pals or Peratallada. Sport lovers can play golf at excellent golf courses close to Palamós, scuba dive or ride a bicycle along the 100km of signposted trails.

For those searching for relaxation, the miles of sandy beaches are a great place to head for.

Start-up cruise line TUI Cruises' new ship Mein Schiff (My Ship) will call at Palamós on her Western Med deployment this autumn, from September to the beginning of November.

Other new visitors in 2009 include Ocean Village Two and Silver Wind, bringing the total number of calls to 35. This compares to 21 last year.





## Via Zadar

# Ancient city of Zadar

**T**he 3,000 year old City of Zadar has many attractions, among them St. Donat Church, the Sea Organ, Monument to the Sun and many, many more.

There are five national parks closeby which are very popular with cruise passengers, plus the Cerovacke caves, just one hour ride from port. Starting this year, the caves are open to the public.

The huge entrance hall of the Donja Cerovacka (Upper Cerovacke Cave) was a shelter for prehistoric man. In the cave sediments, many human and bear bones dating back to prehistoric times have been found.

This winter saw four calls at Zadar port including return visits from Monet and Deutschland. Vistamar, Clipper Adventurer, The World, Minerva, and Discovery will be first time callers at Zadar during 2009, bringing the total number of calls at the Croatian port to around 80, slightly down on 2008 figures when 97 ships brought 24,231 passengers.

The plans for a new passenger terminal in Gaženica (2 miles from the old town) are almost complete and the port authority will start construction work soon. The new facility should be ready in 2013.



Sea Organ – a popular spot



## Via Koper

# Koper steams ahead



**T**he Passenger Port of Koper is expecting 68 cruise ship arrivals and approximately 36,700 passengers in 2009. Compared to last year, this represents a 19% rise in ship visits and a 143% growth in passenger numbers.

The sole port in Slovenia will welcome 11 new ships this year, many of them from luxury

brands. These include Le Ponant, Quest of Adventure, Azamara Quest, Seabourn Spirit, Silver Whisper and Minerva.

Last year, a new excursion was offered from Koper, giving passengers the chance to take a ride on a museum steam train from 1914.

Owned and restored by Slovenian Railways, it takes passengers into the past with a unique insight in the way of life and

rule of the Archduke Franz Ferdinand. The journey with the steam train gives an interesting overview in an important piece of Slovenian history. The train's low speed allows passengers to immerse themselves in the surroundings and see the country from a different perspective.

This is just one of many beautiful shore excursions you can experience in Slovenia.





## Via Sochi

## Cultural delights

A new attraction in 2009 is called 'Sochi cultural glimpse'. Lasting two hours (including transfer) the tour visits the oldest and the most beautiful theatre in Sochi – The Winter Theatre. This magnificent building was built in the neo-classical style in 1938, during Stalin's rule. The theatre was opened in 1938 with Rimski-Korsakov's opera *Tsarskaya Nevesta* (The Tzar's Bride). The best Russian theatre companies consider it an honour to perform in the Winter Theatre. During the tour there is a short performance of Russian classical music from well-known composers such as Tchaikovsky, Rakhmaninov, Glinka and Prokofiev.

Plans for a new passenger and ferry terminal are underway at the Black Sea port and spa resort of Sochi. Feasibilities studies and a preliminary design are currently under review. According to the schedule of works, site preparation and



### Three new cruise berths planned

construction could start by the end of 2009.

The project calls for three cruise berths and two ferry quays capable of accommodating cruise ships of up to 3,000-passenger capacity. A new state-of-the-art yacht marina will provide berthing for both local and international yachts.

In 2009, Sochi is once again expecting 35 cruise calls bringing around 23,000 passengers.

Vistamar, Seabourn Odyssey, Royal Princess, Thomson Celebration, Ocean Majesty and Silver Wind will all call for the first time.

## Via Odessa

## Odessa is in 7th heaven

Odessa passenger terminal is ideally located in the centre of the city close to the most important tourist attractions.

In addition to the very popular tours offered, showcasing the historic buildings in and around the city, a new tour being offered is aptly named 7th Heaven. The programme starts on the 7th floor of the passenger terminal building, providing a beautiful and spectacular panoramic view of the entire port.

Odessa is expecting upwards of 75 calls this year, a figure that has been steadily growing since 2002. New callers in 2009 range in size from the 850 passenger MSC Rhapsody, owned by MSC Cruises and Transocean Tours' Marco Polo, to the much larger 2,800 passenger Norwegian Jade, under NCL's ownership.

Looking ahead, there are plans to reconstruct the passenger terminal and expand cruise-handling infrastructure at the Black Sea port, including additional berths. Currently the terminal can accommodate five vessels at the pier, which has a water depth alongside ranging from 9.5 up to 11.5mtr.



A view of the terminal from the famous Potemkin Stairs





## Via Lisbon

## Panoramic city tour



**P**anoramic Lisbon and Zoo is a new bus tour available to cruise passengers this year. Starting at the quayside, the tour proceeds along the river Tagus, to the Belem Tower, where photo hunters can get their first snapshot of the turrets and open balconies of this building symbolising Vasco da Gama's great adventures of discovery. Not far from this Tower is the modern Monument to the Discoveries which pays tribute to Portugal's great maritime explorers.

The tour then proceeds into the centre

of Lisbon passing by Black Horse Square (Praça do Comercio) and heading towards the 'Piccadilly Circus' of Lisbon, Rossio Square. Heading up from the river, the next sight is the mile-long Avenida da Liberdade leading to the statue of Marquês de Pombal – the man responsible for the reconstruction of the city in the 18th century after the massive earthquake of 1755. The statue is situated next to one of the city's largest parks, Parque Eduardo IV. The bus then drives into the middle of town past the Praça de Espanha and arriving at Lisbon Zoo.

The zoo has more than 2,000 animals and about 350 different species. There are also a variety of attractions including the Dolphins Bay, Great Apes Temple, Rainbow Park, Cable Car, Reptile House, Sea Lions and Pelicans Feeding, and the "Enchanted Forest", a free-flying birds presentation. After the zoo, the bus takes passengers back to the ship.

Lisbon Port Authority is expecting 286 calls this year and around 408,000 passengers. Under construction is a new cruise quay at Santa Apolónia area in the heart of the city, where a new cruise terminal will be completed in 2011.

## Via Portimão

## Port of Portimão boasts new tourist attraction



A converted fish canning factory includes an assembly line



**T**he tourist facilities at southern Portugal's main cruise port have been further expanded by the opening of Portimão Museum. The new cultural venue, which recreates a fish canning factory a few metres from the port, is in the running for the European Museum of the Year Award.

Opened in May and located on the bank of the River Arade, the museum is a converted fish canning factory deactivated during the

1980s. The plan was to create a hands-on museum, where visitors could relive the city's main activities.

The museum includes La Rose fish canning assembly line. The fish canning industry was the region's foremost business in the early 20th century prior to the development of tourism. It employed thousands of people in an area that was one of the sector's focal points in Portugal.

The features of the original building have been retained, with a hall for a permanent,

updatable exhibition and the former washing and beheading room and two other exhibition areas off to the side.

Underwater archaeology also plays a role, with an extensive collection of items recovered from the River Arade during underwater research projects. The river estuary is one of Europe's foremost archaeological sites; among the items that have been found are artefacts and sunken ships from civilisations dating back over three millennia.





## Via Genoa

## Emigration history revisited

**C**ruise passengers visiting Genoa this year have a chance to visit the Galata Museo del Mare, just a five-minute walk from the cruise terminal, Stazioni Marittime, at Ponte dei Mille. Open until the end of September 2009 is an interactive exhibition LA MERICA! focussing on the emigration history from Genoa to Ellis Island in the US.

The Italian port is expecting a 29% rise in cruise traffic this year, with 240 ships scheduled to call bringing 680,000 passengers.

Recently inaugurated is the refurbished Ponte Andrea Doria Cruise Terminal (pictured) which has undergone a substantial restoration with the renewal of all fixtures, services and passenger areas. Upgrades include the

widening and lengthening of both quays and related jetties, the reshaping of the western quay and the expansion of the passenger lounge on the quay level.

Winter cruise traffic is steady with 48 calls planned between November 2008 and March 2009. These include seven ships owned by MSC Cruises, plus Coral, Ocean Village Two, Royal Iris and Albatros.



## Via Venice

## New contemporary art centre opening



**I**n June 2009 a new contemporary art centre will open in the city's Punta della Dogana or Customs Point. This is a promontory at the entrance to St Mark's Basin, where the Grand Canal meets the Giudecca Canal. The impressive buildings of the Dogana di Mare (Sea Customs Post) were built in the late 17th century by architect Giuseppe Benoni. Famous modern architects have redesigned the 2,500sq mtr site across the water from St Mark's

**Square: Tadao Ando of Japan for Pinault and the Anglo-Iraqi Zaha Hadid for the Guggenheim Foundation.**

Venezia Terminal Passaggeri Spa is anticipating more than 1.3m cruise passengers this year, in a season running from March through December. If this goal is reached it will surpass 2008 figures, when 535 ships brought 1.2m passengers to the famous Italian city.

This year VTP will welcome in its quays some new faces such as Seabourn Cruise Lines' Seabourn Odyssey, Costa Crociere's Costa

Luminosa and Mano Maritime's Golden Iris.

In April a new 4,700sq mtr two-storey passenger terminal located along Isonzo quay will open, providing simultaneous berthing of two large ships.

The terminal operator also plans to refurbish Terminal 109/110 adding 10,000sq mtr space on two levels to increase its cruise handling capabilities.

The City of Venice is also investing in a people mover and new, large multi-storey car-park.



## Via Ravenna

# €21m terminal investment

**W**ell-known for its historic buildings and treasures, Ravenna recently signed a partnership agreement, with the Republic of San Marino to promote tourist activities. The widely acclaimed destination has joined Ravenna in the UNESCO World Heritage List.

Ravenna reports a roster of 28 cruise calls already scheduled for 2009, which equates to three more than last year. The line-up for the coming season includes maiden visits by Azamara Cruises' Azamara Journey, Fred Olsen Cruise Line's Black Prince and Braemar, Delphin Seereisen's Delphin Voyager, and Mano Maritime's Royal Iris.

The Port of Ravenna Authority is building a new cruise terminal in Porto



Corsini, representing a total investment of €21m. The main berthing area will comprise two 300mtr long quays and offshore bollards allowing ships up to 360mtr in length to tie alongside. The new facility will be ready in spring 2010. The water depth will be 11.5mtr.

A public notice calling for expressions of interest to build and manage the shore facilities, including a passenger terminal, was published late last year and the final tender was launched in March.

## Via Valletta

# VISET's record year

**V**ISSET Malta plc, operators of the Valletta Waterfront and the Valletta Cruise Terminal, reports 2008 as a record year in four different yet complementary sectors: the number of cruise passenger arrivals, passengers making use of the ferry services to Sicily, maiden calls by new cruise ships and new companies which set up shop at the waterfront development.

'The past year was an exceptional one for cruise tourism in Malta', said VISET chairman Joseph Zammit Tabona (pictured). The target of reaching half a million passengers was comfortably exceeded with a total of 540,000 at



year-end, an increase of some 12% on 2007.

Zammit Tabona also noted the company is continuing to develop the Valletta Waterfront, 'getting closer to our vision of a 24/7 destination for cruise passengers, tourists and the Maltese public.'

VISET is investing over €2m in a project to extend its primary quay in Valletta's Grand Harbour to provide better facilities for large cruise ships.

The works, which are currently ongoing and are expected to be completed next month, include the removal of a ro-ro ramp, excavations, and dredging works on the quays and the seabed. This development will create a continuous 310mtr berth for larger vessels from the current 264mtr.



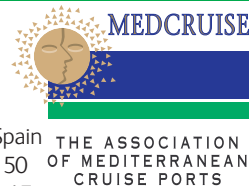
## MedCruise Members

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# Seatrade

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