MEDCRUISE NEWS

BRINGING THE MED TOGETHER

June 2013 | Issue 40



L-R: Alexandra Ferreira Mendonca, chair of Madeira Ports, Almeida Estudiante, Regional Minister of Culture, Tourism and Transport, Stavros Hatzakos, MedCruise president, Alberto Jaoa Jardim, President of the Regional Govt of Madeira, Thanos Pallis, Secretary General, MedCruise

MedCruise heads to Madeira

edCruise held its 42nd General Assembly in Madeira, Portugal, 13th-14th June.

Opened by the President of the Regional Government of Madeira Alberto Joao Jardim, and attended by the Regional Minister of Culture Tourism and Transports Conceicao Almeida Estudiante, the GA and parallel events gathered around 80 participants who were successfully hosted by the Port of Madeira.

Discussions during the two day-event focused on the several challenges of cruise port management, including accommodation of more traffic, new itineraries, new practices, infrastructure and services demands, programming, but also cancellations.

Highlights included lively round-tables on berth allocation and cruise terminal developments. Guest speakers included, Vassilios Gazikas, Louis Cruises, Nathalie Oelmann and Thomas Rucht, TUI, Justin Poulsen, Holland America; Eduardo Lopez-Puertas, Pullmantur and Adam Sharp, Royal Caribbean (see also page 2).

Two newly published reports were also presented, the MedCruise Statistics 2013 report, now in its 4th edition and the MedCruise Cruise Ports Benchmarking study. On the final day participants enjoyed B2B meetings with cruise lines.

Emphasis during round-table discussions was given to the fact that ports in the Med have to adapt speedily and to respond to deployment trends which they have been doing successfully but the emphasis now is to act as a catalyst to foster further cooperation among the ports of Mediterranean for the sustainable growth of the region as a whole. Discussing the way forward, participants decided on a number of activities for the coming months, including a strategy for promoting MedCruise ports-destinations in new source markets including China.

MedCruise President Stavros Hatzakos told reporters, 'All port-members participating in our association recognize the need to collectively promote their efforts to host modern cruise ships. They also acknowledge the need to provide common responses that effectively serve the market, and search for solutions to existing problems.

'The GA confirmed the commitment for MedCruise to be the one-stop hub for all those wanted to learn about and engage with Med ports.'

The General Assembly also welcomed a new member, the port of Huelva in Spain, increasing MedCruise members to 72 plus 30 associate members, and well over 100 cruise ports in the Mediterranean region, the Black Sea, the Red Sea and the Near Atlantic.

The 43rd MedCruise General Assembly will be held in Alanya, Turkey 13th-15th November 2013.



Stavros Hatzakos speaks to reporters

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HUELVA, PORT OF CHRISTOPHER COLUMBUS

MedCruise 42nd GA

Cruise lines and ports discuss berth allocation and terminal facilities



Berth allocation and its implications was debated at MedCruise 42nd General Assembly conference in Funchal, Madeira. Putting the case for the cruise lines, TUI Cruises' director port ops, Tine Oelmann, said over the past four decades the tonnage of ships operating in the Med has grown from almost 23,000gt to 220,000gt 'but the number of suitable cruise berths to cater for the bigger ships has not kept pace' and whilst she told ports they had done a great job, 'there is so much more to do.'

Med ports causing cruise lines a problem over transparency and berthing allocations number between five to ten, according to the lines represented. Barcelona was cited as a port which has got 'it right' as it communicates with the lines around 18 months before berthing is required and confirms reservations two months later.

Stavros Hatzakos, president MedCruise and general manager Port of Piraeus reported positive

results since the Greek hub started using an internet booking system highlighting as soon as there were more ships booked than cruise berths available.

MedCruise's unified berthing policy, based on the Barcelona model, has yet to be adopted by all members but Hatzakos said MedCruise is trying to implement best practice on bookings across its membership and called on ports where the system is working to help solve it for those where it is not. He said MedCruise is planning a transparent booking system for members via its website.

Pullmantur's Eduardo Lopez Puertas, vp land operations, said if berth assignment is not transparent it can cause lines problems as often the standards of facilities differ from berth to berth. Adam Sharp, Royal Caribbean's manager port ops UK, Europe & Middle East pointed out, 'Partial turnarounds which are widespread in the Med are exacerbating the berthing situation'. He called 2013, 'the year when we begin working together to make a new start.' Sharp said, 'let's name the ports who are causing us the biggest problems (which include some, but not all, MedCruise members) and then use Medcruise as a conduit to see if we can find a practical solution.

In a session talking about terminals, Louis Cruises', Vassilios Gazikas, director, marine ops, showed examples of cruise facilities around the globe and said 'whether you choose multi-purpose use or single ship/company-use we want the passenger to visit your cities and beyond.' Justin Poulsen of Holland America Lines said, 'speaking as an itinerary planner you are not offering me the terminal but the services you offer at it and what lies beyond.' He spoke of HAL's deployment in the Med and explained the line will have one less ship next summer (6) but it is deploying its three largest vessels and staying significantly longer resulting in deployment in Southern Europe growing 'dramatically' year-on-year.



Cruise line executives visit Funchal's Cruise Terminal



L-R: Poulsen, Oelmann and Lopez-Puertas with Port of Madeira chair Alexandra Ferreira Mendonca (2nd left)

in Madeira, Portugal Madeira sights and sounds

ruise line execs attending the 42nd General Assembly of MedCruise in Madeira had a chance to view Funchal and its surrounds and get a close up view of the island where cruise tourism has a significant impact on its economy, estimated to be worth between ϵ_{50} and ϵ_{55m} , annually.

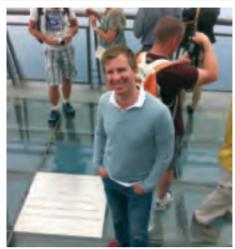
Cruise ships berthing at Funchal's cruise terminal, or at anchor in the protected harbour, have a spectacular backdrop of mountains and the town centre on one side and an uniterrupted blue expanse of sky and water on the other.

The number of cruise ships and passengers calling in Madeira has grown from 251 and 233,304 in 2003 to 337 and almost 600,000 passengers last year. A new cruise terminal inaugurated a couple of years ago has helped facilitate cruise ship handling particularly on multiple ship days, says Alexandra Cristina Ferreira Mendonca, chairman of Madeira Ports. The cruise line execs took in popular sites such as the farmer's market, a trip up to Monte affording spectacular views of Funchal Bay and valleys in a cable car, followed by an adrenaline pumping toboggan ride down the mountain in a wicker basket with brakes powered only by the feet of two 'carreiros' sledge drivers.

Next up was the Miradouro do Cabo Giro lookout located 580mtr above the sea with glass bottom platform a sheer drop to the ocean.

After lunch the group took a tour of the cruise terminal and heard about plans to build a new 308mtr long and 7.5mtr depth cruise berth on the city centre side, expected to be ready by late 2014.

On the last day delegates, partners, media and cruise line executives had a chance to see more of Madeira. Options ranged from hiking in the mountains, a catamaran sailing trip around the island or a cultural tour of Funchal.



Adam Sharp at Miradouro do Cabo Giro lookout



Flower market, Funchal



Must-do toboggan ride for all visitors



Delegates enjoyed a Gala Dinner at the casino with cabaret



P&O Cruises' Oceana in port on the last day of the GA



MedCruise members enjoy a sailing trip around the island

MedCruise at Cruise Shipping Miami 2013

he cruise line-port interface got a good airing on the last day of CSM2013. Kick starting the discussions off, MedCruise president Stavros Hatzakos spoke about public versus private terminal management and the benefits and challenges of each.

MedCruise's 100 port members represent all different kinds of terminal management: public, private, private with cruise line participation, public/private and public/private with cruise line shareholders, he said.

A straw poll shows 56% are publically managed and 44% are in private hands, 'but concessions of cruise terminals are increasingly becoming a common practice,' he remarked. 'It is difficult to say what is best, but we know of the publically managed terminals in MedCruise ports, there is a tendency for 25% of them to take action to involve some private management,' commented Hatzakos.

Talking from a cruise line perspective, Adam Sharp, Royal Caribbean's manager port ops North Europe and Middle East, said it made good business sense to operate terminals, 'as it is important to make sure the ports match the experience the ships are offering.'

Speaking on behalf of the Port Authority of Jamaica, William Tatham said there is a delicate balance between the port authority delivering a terminal to match cruise lines expectations - in terms of the operations and fees - and providing economic benefit to the country.

Sharp concurred, the port agent/shipowner relationship has changed. 'Ports may end up dealing with anything from five to 15 departments within Royal Caribbean for one port call.'

Speaking with his CLIA Europe ports subcommittee hat on Sharp said the lines disapprove on the first to arrive berthing policy. 'It is creating a big issue of high speed runs from port to port overnight.' He did say it was not so prevalent in the Med anymore but he referred to Santorini as 'the last bastion'.



Stavros Haztakos speaks at the MedCruise press conference



Celebrity's Rich Pruitt (middle) receives Green Award from French Riviera Cruise Club



Port of Ceuta's President Jose Francisco Torrado



Peter Cox, Consultant to Sete port



MedCruise board member Carla Salvada



Port of Cagliari's Piergiorgio Massidda and Valeria Mangiarotti



L-R: MedCruise president Stavros Hatzakos, Venezia Terminal Passeggeri's Roberto Perrochio, Brindisi's Hercules Haralambides and MSC Cruises' Neil Palomba



William Tatham from Port Authority of Jamaica, MedCruise president Stavros Hatzakos and RCI's Adam Sharp

MedCruise restructures secretariat

edCruise announced the appointment of Dr Thanos Pallis as its new secretary general.

The move comes in light of the necessity to strengthen MedCruise presence on a number of issues of interest to its members, says MedCruise president, Stavros Hatzakos.

To better serve cruise ports and associate members, MedCruise has restructured its secretariat. Appreciating the productive and successful work done for the association in the past two years by María de Larratea, she now acts as deputy secretary general and together they will lead MedCruise to a new phase, Hatzakos added.

Pallis has worked in the ports sector for the last two decades. A Jean Monnet Professor in European Port Policy at the University of the Aegean, Greece, he is a regular contributor at OECD, UNCTAD, European Commission, IAPH, AIVP and ESPO discussions on ports,



and a member of research teams advising the European Commission and national governments on port performance and benchmarking.

He served as secretary general for Ports & Port Policy, Ministry of Development, Competitiveness and Shipping, Greece.

The experience of our new secretary general in port associations, and intergovernmental organisations, as well as his record on port policy, management and economics issues in Europe and beyond, will provide additional expertise,' remarked Hatzakos.

First ESPO participation

edCruise participated at the European Sea Port Organisation (ESPO) 2013 Conference held in Varna, Bulgaria 30-31st May in front of over 200 people, as well as Siim Kallas, vp of the European Commission who presented the new initiatives of the EC on ports, and several others port policy makers.



This year's theme was the collaboration of ports in promoting the sector. MedCruise president Stavros Hatzakos and secretary general Thanos Pallis presented the scope of MedCruise and its activities. The dual representation provided a first class opportunity to discuss the dynamics of cruising in the Med, as well as issues that its 100 plus members collectively discuss and promote. This was the first time MedCruise has been

invited to intervene at the annual ESPO Conference.

MedCruise at Posidonia Sea Tourism Forum 2013



Stavros Hatzakos, French Riviera Port's Laurent Monsaingeon, Global Ports' Figen Ayan and Carnival Corp's Giora Israel

edCruise president Stavros Hatzakos spoke at the 2nd Posidonia Sea Tourism Forum which took place in Athens, May 29th-30th, 2013.

He referred to the cruise line/port relationship as bread and butter -- 'To spread cruise, you need ports' -- and he called for all Med ports (association members account for 81% of all calls in the Med) to be transparent in berth allocations and on pricing, ensure ISPS regulations are strictly enforced and that equipment and procedures in port are up to industry standards. He said MedCruise is organising seminars around the region to bring this message and assist members in achieving these targets.

Greece attracted 17% of Europe's cruise passengers last year but accounted for only 4% of the continent's overall revenue generated by cruising.

Yiorgis Anomeritis, chairman and md of Piraeus Port Authority, highlighted the heavy investment spent on passenger handling infrastructure in his port in the past decade with more still at planning stage and stated whilst Piraeus is a multi-use port, 'Cruise business is our first objective.'

Michel Nestour, vp global port and destination development at Carnival Corp & plc,called the

lifting of cabotage last year 'a great step but now we need to start moving forward.'

Nestour highlighted Barcelona's success following the Olympics when business grew to 2m passengers in 10 years.

He suggested there is no reason why Greece cannot mirror the West Med port's growth.

Highlighting some of the private investment models, John Tercek, Royal Caribbean Cruises Ltd. vp commercial and new business development, cited examples in the Med where cruise lines had successfully invested in cruise facilities on their own or, as in the cases of Kusadasi in Turkey (RCCL) and Palacruceros, Barcelona (Costa) or jointly such as in Naples and Civitavecchia (Costa, MSC and RCCL). Tercek's own opinion of the best model is that of the Ravenna Terminal involving an RFQ with Royal successfully teaming up with Venice Terminal Passeggeri and Bassani Group among the investors.



Hatzakos with of Port of Corfu's Sotiris Vlachos

MSC Preziosa Piraeus opens newly extended named in Genoa Cruise Terminal B

SC Cruises' ceo Pierfrancesco Vago welcomed 2,500 guests from near and far and spoke of the company's special relationship with homeport Genoa where its ships will visit 211 times this year.

Genoa Mayor Marco Doria spoke of the city's maritime heritage and the many people who left Italy by ship between the two World Wars in search of a new life in the Americas. Amongst them, Pope Francis I's father who left Genoa for South America in 1928.



MSC's resident godmother, 78-year-old Sophia Loren, accompanied by company president Gianluigi Aponte (far right), ship's master Captain Giuliano Bossi and Ennio Morricone (left)

A spectacular show followed with dancers from the Russian ballet school in Genoa, a musical homage to the city of Genoa by Italian singer Gino Paoli and a dance and acrobatic show by the ship's cast. The grand finale saw composer Ennio Morricone conducting the Rome Symphony Orchestra through a selection of his famous film scores.

Public tender for cruise activity in Lisbon

The port of Lisbon has launched a public tender for the management of cruise activity. The concession includes the existing cruise facilities in Lisbon Cruise Terminal, at Santa Apolónia, and the construction of the new terminal building, a project by the Portuguese architect Carrilho da Graça.

The terms and conditions are available at http://portugal.vortal.biz/vortalgov.

Information about the cruise activity and tender can be found at http://www.portodelisboa.pt/ portal/page/portal/PORTAL_PORTO_LISBOA_ING /CRUZEIROS/NOTICIAS?notid=52872612



Piraeus Port Authority(OLP) officially opened its newly extended Cruise Terminal B end May in the presence of Konstantinos Moussouroulis, Greek Minister of Shipping and Maritime Affairs.

The international passenger terminal, located in front of quay capable of handling two 300mtr plus cruiseships alongside, has been expanded to 5,400sq mtr and provides two separate halls: one for arrivals(in the new structure) and one for departures.

Following a blessing and naming ceremony by the Archbishop of Piraeus, George Anomeritis, chairman and md of OLP said cruise business in Piraeus is showing positive signs of growth with passengers up 25% and calls increasing 10% in the first three months of 2013 compared to last year.

Speaking of the Euros4.2m investment on Cruise Terminal B, the chairman said, 'this compliments the main cruise terminal near the Akti Miaouli providing increased passenger handling facilities and we expect to develop a third terminal by converting a warehouse at Miaouli Coast region of the port by the end of the year.' With the operation of the second cruise terminal, Piraeus Port can serve up to 25,000 passengers per day at two points of entry, he added.

Minister Moussouroulis, said the newly extended terminal - renamed Themistocles - is part of the port's long-term development plans to offer the best passenger handling and turnnround facilities in the Mediterranean.

Further expansion of cruise facilities at Piraeus are being discussed.

MedCruise contact Theodoros Tsitouras: tsitourast@olp.gr

Norwegian commits to La Goulette calls for three years

SC Cruises, AIDA and Norwegian Cruise Line have confirmed calls in La Goulette, Tunisia for this year and next, and for the latter line through to 2015.

New caller, Norwegian is scheduled to make three visits at the end of 2013, nine in 2014 and six at the beginning of 2015.

La Goulette is expecting around 600,000 passengers in 2013.

The Tunisian Tourist Information office (ONTT) and MedCruise members, the Office of the Merchant Navy and Ports (OMMP) and Goulette Shipping Cruise, were joint first time exhibitors at Cruise Shipping Miami this year.

GSC noted positive feedback from lines calling at La Goulette who highlighted its long berth capable of handling large ships, its location outside the EU, competitive tariffs, close proximity to other ports and diverse shorex together making it an attractive Mediterranean call.

MedCruise contact Lotfi El Ajmi: lotfi.ajmi@ommp.nat.tn



Port of Palma's Poniente Quays extension opens for business

The Port of Palma de Majorca, in the Balearic islands, ranks the second largest in Spain in terms of number of cruise passengers, the fourth in the Mediterranean and 12th in the world. Last year 632 port calls brought 1,269,208 passengers.

The €37.8m extension work on the Poniente Quays to create two new 30mtr wide berths of around 360mtr in length was started in 2011 by the Port Authority of the Balearic Islands (APB) in response to growing demand by cruise lines wishing to include Palma as a port of call.

The new quays can accommodate four ships of

over 300mtr length and complement the port's existing cruise quays, enabling up to seven cruise vessels over 300mtr long to berth simultaneously. Costa Deliziosa became the first vessel to dock at the new facilities.

An official ceremony to hand over the new facilities took place attended by the Development Ministry inspector, José M^a Urrutia, Port Authority chairman and representatives of the construction consortium CYES-SATO-OHL.

MedCruise contact Francisca Leal: fleal@portsdebalears.com



Huelva, port of Christopher Columbus

Helva in south west Spain is MedCruise's newest member. Situated 94km from Seville and 64km from the Algarve and under one hour's drive to each, the departure point for ships that discovered the New World under the command of Christopher Columbus hopes to start adding cruise ships to its visitors.

The port has two berths, an inner Levante Wharf of 320mtr long and 8mtr draft just five minutes walk from the town centre and a south wharf 750mtr long with 13mtr draft meaning any cruise shipping currently passing through the Straits into or out of the Mediterranean can be accommodated.

Must see attractions include the monastery of La Rábida, the wharf of Las Carabelas with replicas of the three ships that crossed the Atlantic for the first time and the Celestino Mutis Botanical Park. Outside the town, the landscape of Corta Atalaya (Europe's largest open-pit mine), the Mining Museum and train that travels along the old mineral transportation tracks, form a trip that takes the visitor to one of the periods of the region's splendour. For nature lovers the Donana nature reserve and UNESCO World Heritage Site is home to over 400 species of birds. The good yearround climate is excellent for outdoor sports including golf, sailing and windsurfing or simply relax on the 100km of virgin beaches less than 20 minutes from the port.

MedCruise contact Capt J. Manuel Vega Granda: mvega@puertohuelva.com



CLIA Europe meets with Malta's PM in Valletta

Altese Prime Minister Dr. Joseph Muscat hosted a meeting with CLIA Europe and Valletta Cruise Port on May 21 to discuss how to facilitate the continued success of the cruise industry, maximizing the benefits both to Malta and to Europe as a whole.

The audience was held in the context of European Maritime Day Conference, which seeks to unlock the potential of Europe's maritime assets and took place in Malta for the first time.

Prime Minister Muscat, said: 'Malta invested heavily in the cruise industry, creating direct and indirect job opportunities for the island. Throughout recent years, Malta has experienced continuous growth in this sector and the investment is now bearing its fruit. The Maltese government is committed to continue investing in the industry in line with its policy for economic growth.'

Between 2006 and 2011 direct cruise expenditure in Malta was estimated at around €372m.

The discussions focused on how the industry could work with the Maltese Government to build on this success and facilitate long-term sustainable growth and job creation.

CLIA's Robert Ashdown, said, 'As the new Secretary General of CLIA Europe I am committed to working with the Port of Valletta and the Prime Minister of Malta, Dr. Joseph Muscat, to finding ways to maximize the potential of Europe's maritime heritage. We agreed to work together to facilitate the sustainable growth of the cruise industry in Europe, which will boost cruising in the Mediterranean and bring further benefits to Malta.'

The ceo of MedCruise member Valletta Cruise Port, John Portelli, stated that the cruise sector is an important contributor to the Maltese tourism industry. Between 2000 and 2012, over 5 million passengers transited Valletta Cruise Port.

Cruise line executives attending included Carnival UK's David Dingle, Seabourn Cruise Lines' Timothy Littley and Norwegian Cruise Lines' Andy Stuart.

MedCruise contact John Portelli: jportelli@vallettacruiseport.com



MEDCRUISE NEWS

BRINGING THE MED TOGETHER

Barcelona to host Seatrade Med, September 16th-18th, 2014



he Seatrade Med Cruise Convention, the major biennial cruise event focused on the world's second largest cruise destination - the Mediterranean, will gather in Barcelona, Spain from September 16th-18th, 2014 at Fira de Barcelona Gran Via Conference Centre.

'We feel extremely proud and excited to host Seatrade Med 2014 for the first time in Barcelona. We are expecting great participation, showing the strength and the resilience of the cruise industry in the Mediterranean and reinforcing the commitment of the ship owners and the cruise industry to our port and our city, Barcelona' said Sixte Cambra, president of the Port of Barcelona.

Owned and organized by UBM Live in partnership with Seatrade Communications Ltd, Seatrade Med is one of Europe's most prestigious cruise event, welcoming over 4,000 attendees and 300 exhibiting suppliers and service providers to the Mediterranean cruise market.

Seatrade Med features a comprehensive conference featuring high-profile speakers, an exhibition, a travel agent training component, and valuable networking events. 'We are delighted that the 2014 edition of Seatrade Med will be held in Barcelona,' said Seatrade chairman Chris Hayman. 'We certainly believe that

he 225,282gt Oasis of the Seas is returning

to Europe next year for the first time since

it was built and will offer cruises from

The world's largest cruise ship will sail three

cruises from the Spanish port in September 2014

Mediterranean sailings and a seven-night sailing

to Rotterdam - before heading to drydock for

Oasis will return to her home port of Port

Barcelona, Rotterdam and Southampton.

- two five-night round-trip Western

Everglades on October 14, 2014.

routine maintenance.

the cruise market in the Mediterranean will continue to grow and that Barcelona will continue to expand as a key hub in the western Med.'

These are exciting times for the port of Barcelona: More than 2.5 million people passed through Barcelona in 2011, which represents a near 13% increase compared to 2010. This further cements the economic importance of cruise to the Mediterranean and will continue the success of the previous event, which took place in Marseille in 2012.

This key event in the cruise industry is traditionally hosted by a MedCruise member port, and the Association participates in every edition with a very strong presence, being its pavilion the main attraction of the exhibition. MedCruise President Stavros Hatzakos stated: 'The hosting of this event in Barcelona is a wonderful opportunity for the region to continue attracting cruise lines, and to give international promotion to the area and its cruise destinations. We want to congratulate Barcelona for winning the bid as well as thanking the other members who participated We look forward to a successful event that we help us to grow even more and we are already starting the preparation of MedCruise's participation as principal sponsor.'



The MedCruise 43rd General Assembley takes place in Alanya, Turkey, 13th-15th November 2013 - MedCruise contact Haluk Sayman: haluk@alanyacruiseport.com

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MEDCRUISE

MEDCRUISE MEMBERS

Alanya Alicante Almeria Azores BALFARIC ISLANDS BARCELONA BATUMI BRINDISI CAGLIARI CARTAGENA CASTELLON CEUTA CIVITAVECCHIA CONSTANTZA CORFU CORFU CYPRUS PORTS DUBROVNIK, KORCULA EGYPTIAN PORTS FRENCH RIVIERA PORTS D'ALESSANDRO TRAVEL GENOA GIBRALTAR HERAKLION HUELVA Igoumenitsa ΚΑΥΑΙΑ KOPER KOTOR KUISADASI, BODRUM & ANTALYA LA SPEZIA LATTAKIA LISBON LIVORNO MADEIRA PORTS Malaga Marseille Mersin Messina Monaco MOTRIL-GRANADA NAPLES NORTH SARDINIAN PORTS ODESSA PALAMOS PALERMO PATRAS PIRAEUS PORTIMAO PORTOFERRAIO RAVENNA RIJEKA RIZE SETE SEVASTOPOL SIBENIK SINOP SOCHI SOUDA/CHANIA SPLIT TARRAGONA THESSALONIKI TOULON-VAR-PROVENCE TRIESTE TUNISIAN PORTS VALENCIA VALLETTA VENICE Volos Zadar

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