



# MEDCRUISE NEWS

Celebrating 10 Years 1996-2006

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MedCruise General Assembly will be held in Gibraltar on May 11th & 12th 2006.

## Gibraltar to host next General Assembly

**P**erched at the entrance to the Mediterranean, Gibraltar, is a rapidly expanding cruise port destination and a founding member of MedCruise. It currently hosts 200 cruise ships annually. In May, it will welcome MedCruise delegates to the Caleta Hotel in the historic Genoese fishing village of Catalan Bay, on the east side of the Rock.

This area of Gibraltar is close to a new billion pound development, the largest in the Rock's history, where new hotels, a marina and a proposed new liner berth and passenger



St Michael's Cave

terminal are being constructed.

Delegates will be accommodated at the renowned Rock Hotel. A highlight of the conference will be the main official dinner,

which will be held in the breathtaking auditorium of St Michael's Cave, a natural man-made grotto and the last resting post of Neanderthal Man.

### Board View – Albert Poggio OBE, Senior Vice President – Marketing and PR

**O**nce again, I am delighted to be elected to the new MedCruise Board, which over the next three years is focused on expanding and strengthening its membership base. Membership for the first time has been opened to Associate Members, namely Tourist Boards, Cruise Lines and Port Agents.

MedCruise successfully launched its membership drive at a reception recently held at FITUR, Madrid, one of the world's largest tourism fairs. Attended by key Tourism Ministers and officials, our campaign has started well (see also back page of Destination Medcruise, March 2006).

Lobbying tourism authorities is vital to the work

of this Association, as we aim to educate Governments on the growth potential of the cruise industry in the Mediterranean and its effect on economies and sustainable tourism.

To support this work, and in conjunction with the European Cruise Council and Cruise Europe, the Association has commissioned an economic impact study on the influence of a cruise call on individual ports. The purpose of this study is to illustrate the great benefits to a destination hosting cruise visitors and to overcome much of the resistance that exists with individual tourist authorities to promote this sector.

It remains a big challenge ahead but we are all aboard and underway.





## Barcelona

## Expecting increase in cruise calls



**B**arcelona is the Med's top cruise port and is expecting an increase in cruise calls again in 2006. 730 ships are expected to visit this coming year bringing 1,400,000 passengers. Last year 689 cruise calls and 1,228,561 passengers were recorded. New ships calling at Barcelona this coming year include: Costa Concordia, Voyager of the Seas, Boudicca, Spirit of Adventure, Noordam, Thomson Celebration and Norwegian Jewel.

Costa Crociere will inaugurate the €11m Palacruceros, the company's own cruise terminal, in late 2006. Creuers del Port de Barcelona is planning to demolish Terminal A by the end of 2006 to accommodate a new terminal, which will be ready to operate vessels in spring 2008.

To get a new perspective of the city why not try the new Barcelona and Catalonia Skytours provided by Cat Helicopters, leaving from the Port of Barcelona Heliport at the Adossat Pier.

## Almeria

## Visitor numbers rise by 23%



**A**lmeria saw an increased number of visitors through its port for 2005 compared to 2004. 44 calls were recorded for 2005 bringing 43,624 passengers. This is a significant rise from the previous year when 35,485 passengers arrived at the port, an increase of 23% although there was a decrease of 4.35% in the number of calls. For 2006, 46 cruise calls have already been confirmed. Two ships will be making their maiden calls to Almeria this year, Louis Cruise Lines' Coral and Saga Shipping Company's Spirit of Adventure.

## Balearics

## Palma busy Med base



**T**he Port Authority of the Balearic Islands manages the five ports in the archipelago – Palma and Alcudia in Mallorca, Ibiza, Mahón in Menorca and La Savina in Formentera.

The UK brands Thomson, Ocean Village and Island Cruises are all using Palma as a Mediterranean base this summer. Thomson has just completed its 10th year of cruise operations out of Palma and this summer will have two ships, Thomson Destiny and Thomson Spirit, operating Med cruise programmes from Mallorca.

Calls to Palma, the busiest of the Balearic ports, grew considerably in 2005. The figures show 463 cruise calls bringing 877,912 passengers compared to 411 calls and 744,974 passengers in 2004. 464 cruise calls are expected for 2006, an increase of one.

Mahón in Menorca received 79 cruise calls in 2005 and 59,950 passengers compared to 86 calls and 60,644 passengers in 2004. 69 calls are booked so far in 2006.

Ibiza received 127 cruise calls in 2005 bringing 118,474 passengers, a significant rise from 2004 when 94 calls and 80,105 passengers visited. 2006 looks set to be a good year with 94 cruise calls booked.

La Savina, the smallest of the ports, had three cruise calls in 2005 bringing in 339 passengers.



## Messina

## New cruise terminal



**M**essina Port Authority gives top priority to cruise activity investing its resources in the realisation of new infrastructures and services, most of them have been already planned.

A new cruise terminal is due to be built. Completion of alignment of two berths to create one of 450mtr and the addition of 10,000sq mtr of forecourts is projected for December 2008. In 2005, a new terminal for cruise passengers was completed and security equipment, measures and procedures have been implemented.

Cruise calls and passenger numbers are set to increase in 2006. Last year, 170 ships called at the port with 188,426 passengers. 2006 looks set to see 174 ships calling bringing 233,072 passengers. Some of the most important cruise lines (Carnival Cruise Lines, Celebrity Cruises, Costa, Island Cruises, MSC, P&O Cruises, Royal Caribbean International, Windstar Cruises, Travelplan etc) have included Messina in their 2006 itineraries.

## Cartagena

## Interpretation centre opening



**R**estorations are currently taking place at the Navidad Fort in Cartagena, located next to the Navidad Lighthouse. The Fort, which is expected to be inaugurated by the end of 2006, will house an interpretation centre of the defensive architecture of Cartagena. The city is working towards being designated as a World Heritage City.

Plans are also underway for a new passenger terminal and cruise berth, which are currently in the study phase.

34 ships called at Cartagena in 2005 bringing 28,413 passengers. 35 calls have been confirmed for 2006 so far. Five cruiseships are making their maiden visits to Cartagena: Kristina Regina, Thomson Destiny, Thomson Celebration, Golden Princess and Boudicca.

## Cyprus

## Expectations for 2006 are high

**C**yprus Ports saw a 15.8% increase in cruise traffic in 2005 compared to the previous year.

In 2005, 205 cruiseships called at the two ports of Larnaka and Lemesos bringing 186,566 passengers compared to 177 cruise calls in 2004 bringing 130,034 passengers.



Expectations for 2006 are high with 190 cruise calls expected so far. A number of ships will be visiting Cyprus as newcomers. Among these are: Costa Concordia, Saga Ruby, MSC Melody, Costa Classica, Spirit of Adventure, Armonia, Lili Marlen, Funchal, Prisendam and Silver Cloud.

Lemesos port looks set to have a new 10,000sq mtr passenger terminal, which is due to be completed by mid 2008. It will cost 10m CYP of which 1.6m CYP will be funded by the European Union.

There are three international standard 18-hole Golf Courses in Cyprus, all located in the South-western region of Pafos. They are: Tsada Golf Club, situated on the outskirts of Pafos on an altitude of 550mtr above sea level and set in the grounds of a 12th century monastery in a valley near Tsada village. Secret Valley Golf Club, situated 18km east of Pafos near the legendary birthplace of Aphrodite, the goddess of love. It lies in a scenic valley with grand trees and beautiful rock formations. Aphrodite Hills is situated about 20km east of Pafos on two plateaus, 300mtr high and overlooking the birthplace of Aphrodite. It includes an Inter-Continental five-star hotel, a health spa and a tennis academy.



## Palamós



## Passengers set to double

**P**alamós, located on the Western Mediterranean coast, looks set to more than double its cruise calls in 2006 from the year before. In 2005 the town received seven cruise calls, whereas there are already 16 cruise calls booked by six ships for 2006. Expansion is already underway with a €2.5m extension to the commercial terminal mooring for bigger cruiseships.

Tourist attractions in the area include the Dali Museum in Figueres, the Jewish Quarter in Girona, Medieval towns in Pals (La Bisbal and Peratallada), the castle and casino of Perelada, golf at St. Cristina d'Aro, Pals and L'Empordà, and the gastronomy on the Costa Brava.



## Sète



## Offers of excursions growing

**I**n 2005, 26 cruiseships stopped off in the Port de Sète, bringing a total of 20,000 passengers. To date, the schedule for 2006 consists of 37 stopovers commencing from April 16 (when Fred Olsen's Black Prince arrives) to November 6 (when Radisson Seven Seas Voyager arrives).

2006 is also marked by the arrival of Island Cruises which has built 15 stopovers into its Western Mediterranean routes, with two ships: Island Escape and Island Star.

The Quai d'Alger cruise terminal will be fully operational in 2006 for ships up to 219mtr long, with dedicated security and reception services.

The Sète Cruise Club is enlarging its offers of excursions and local discoveries in 2006 including a one-day trip to the Roquefort Caves and the famous Millau Viaduct. There is also a half-day tour to an archaeological site, the Gallo-Roman Villa in Loupian.

## Split

## New berth ready by 2007



**S**plit has seen an increase of 37% in the last year in cruise traffic to its port. There were 134 cruise calls in 2004 bringing 34,134 passengers. Figures for 2005 show 183 ships calling and 191 ships are expected to arrive in 2006.

There are 14 cruise ships making their maiden visits to Split in 2006: Amadea, Arion, Astoria, Crystal Symphony, Discovery, Island Escape, Island Star, Lili Marleen, Mona Lisa, MSC Armonia, MSC Musica, Princess Danae, Silver Whisper and Spirit of Adventure.

Split Port Authority has begun a project named 'summer berths' on the south side of the main breakwater in the City port. These new berths will allow even the biggest cruiseships to moor in the city port. The project is due to be completed for the 2007 summer season.



## Toulon

## Visitor numbers have grown



**2**005 was a busy year for the Port of Toulon with 74 calls carrying 82,553. This represents an 85% increase from the previous year when 40 cruiseships called with 47,761 passengers. When added to the cruise calls for surrounding ports; Saint Tropez, Ramatuelle, Le Lavandou, Bandol, Sanary and Saint Cyr the numbers equal 180 calls. Expectations for 2006 are on a par with last year's traffic.

Fred Olsen will be bringing its new ship Boudicca to Toulon and the new Island Star of Island Cruises is due to call as is Silver Whisper and Thomson Celebration.

On the facilities side; the refit of Marepolis terminal is due for completion this year.

## Zadar

## Work due to start on new terminal at Gazenica

**6**0 cruiseships called into Zadar in 2005, an 80% rise from the previous year, and in 2006 90-100 cruise calls are expected. The planning of a new passenger terminal at Gazenica, two miles from the old town, is almost finished and building is due to begin later this year. The terminal is hoped to be completed in the next two to three years.

Zadar's Sea Organ, completed last year, is proving to be a popular tourist attraction particularly with cruise passengers. The pipe



organ consists of stone stairs that descend into the sea with pipes and whistles built to create chords that are dependent on the movement of the sea.

## Valletta

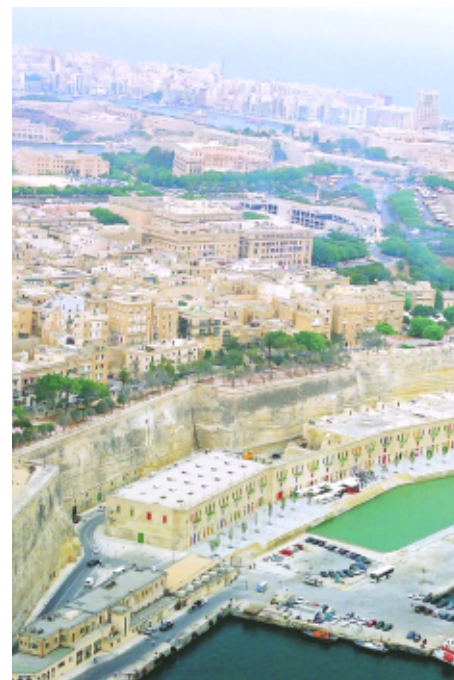
## Traffic steadily increasing



**M**alta's cruise traffic is steadily increasing year on year. In 2004 the Port of Valletta received 327 cruise calls bringing 269,714 passengers. In 2005 these increased to 331 cruise calls and 313,611 passengers and figures for 2006 show that 334 cruise calls have been booked so far, bringing an estimated 360,000 passengers.

The Port of Valletta is getting ready to welcome a host of cruiseships making their maiden visits to Malta. These ships are Voyager of the Seas, Midnatsol, Superstar Libra, Costa Concordia, MSC Opera, Ocean Majesty, Boudicca, Island Star, Nippon Maru and Sky Wonder.

The Port of Valletta has invested heavily in the refurbishment of its cruise liner terminals. It is hoped that the new Forni Cruise Terminal will be operational in March 2006.





## Costa Cruises

# Wellness on Costa Concordia

**C**laimant to the triple crown of largest cruiseship ever built in Italy, for a European line and for the European market, the 112,000gt Costa Concordia debuts this summer.

The 2450m vessel is Costa's fifth to be built in Italy since 1991. Measuring 290 metres in length, 35 metres in breadth and 52 metres in height, the Costa Concordia will have 1,500 cabins and a total guest capacity of 3,780.



Perhaps the most striking innovation will be the Samsara Spa, a 1,900 square metre wellness centre stretching over two decks that is claimed to be the largest of its kind ever built on a cruiseship. Some 55 cabins and 12 suites will have direct access to the centre via an exclusive elevator.

After a nine-night maiden cruise from Civitavecchia to Lisbon and back starting 14 July, Costa Concordia will sail a weekly West Med itinerary through November 19, calling Savona, Barcelona, Palma, Tunis, Malta, Palermo and Civitavecchia.

## Crystal Cruises

# Crystal rolls out more diverse Med tour

**C**rystal Cruises added 33 new shore tours in the Mediterranean, bringing the total number of excursion choices in the region to 275. The trend is for active experiences and tours that provide a more personal connection to each destination, said John Stoll, Crystal's director of land programs.



Active adventures include the opportunity to drive a Formula 1 race car in Monte Carlo and trek Croatia's Konavle region (from Dubrovnik). New culinary tour choices include a wine tasting with the Italian Association of Sommeliers in Rome, a class in paella-making in Barcelona and a three-course meal with a Greek culinary master in Santorini.

Crystal Symphony and Crystal Serenity will operate 17 itineraries in the region from May through November.

## Pullmantur Cruises

# Pulling power of top Spanish cruise line



**P**ullmantur Cruises marks its fifth anniversary as a shipowner with major capacity growth through the recent purchase of Pacific Sky, to be renamed Sky Wonder, and Delphin Renaissance (ex R Seven), to be renamed Blue Moon. Sky Wonder will be deployed in the Med this year, while Blue Moon will operate in the Baltic.

Pullmantur Cruises now owns six vessels.

The product remains focused on the Spanish market, including Spanish-language on-board services and entertainment. Pullmantur entered fly-cruise markets from 1997, when it first began selling cruises on Seawind Crown out of Aruba. It followed this with a Premier Cruise Line charter in 2000, then purchased Oceanic in March 2001 after Premier went out of business.



## Club Med

## New summer horizons for Club Med 2



**F**rench sail-cruiser Club Med 2 will operate an extended Med season this year offering mini-cruises from September 21 until mid-October. The 392-passenger ship operated by Club Med starts the season with a similar series of shorter cruises in May and June.

Reshaped itineraries for the upcoming summer season include new calls at Agadir (Morocco), Ceuta (Spain); Alghero and Cagliari (Sardinia), Trapani and Tavignana (Sicily), Zadar (Croatia), Al Khoms and Tripoli (Libya) and Gozo (Malta).

## MSC Cruises

## Sophia Loren – the new face of MSC Cruises



**'B**eautiful. Passionate. Italian. That's her and that's us,' said MSC Cruises USA president and ceo Rick Sasso in describing why Sophia Loren is the perfect choice as the company's new spokesperson.

'Beautiful. Passionate. Italian' are also the words that feature in the advertising copy launched in the US in early 2006. 'It's not a tactical ad. It's not about selling a cruise for \$599. It's about getting the name "MSC" known,' Sasso said.

Placements are planned in consumer lifestyle, travel and trade magazines, billboards, subways and, to a limited extent, newspapers. The campaign will give strong emphasis to the Northeast and Southeast markets, particularly New York, New Jersey and Florida.

In addition to the print component, cable television and Internet spots will feature actress Loren.

## Plein Cap

## Adriana charts the Azores

**P**lein Cap, the pioneering French Riviera-based company, is adding the Azores to itineraries in 2007.

Plein Cap has a history of charting new destinations; it began calling at Libya in 1999 and will open Algeria in 2006 with calls in Alger, Oran, Bejaia, Skikda and Annaba.



Scheduled in August 2007 aboard Plein Cap's only ship, the 240-passenger Adriana, the 15-day Azores itinerary will start in Ponta Delgado. Five days are dedicated to an exploration of the archipelago, with calls in Terceira, Horta (Faial) and Villa do Porto (Santa Maria).



Adriana will then sail to Funchal, Casablanca, Tangier, Motril, Alicante and Port Mahon before homeporting in Nice.

## Venice



### New facilities underway

**T**his year Venice will inaugurate a new cruise terminal (building 117), located in the Marittima area in front of terminal 107/108. In addition Venezia Terminal Passeggeri intends to refurbish buildings 109/110 which will be used as indoor parking facilities for up to 500 cars plus a new modern two-storey 13,000sq mtr terminal. This will be located along Isonzo quay and 60% will be operational in 2007. This will enable the port to simultaneous berth two high-tonnage ships. It will also feature two finger piers to make passenger transits easier.

Last year 447 cruise ships called at Venice, of which 405 represented turnarounds. In total 815,153 passengers passed through the port

representing an increase of 20.3% in passengers compared to a year earlier.

2006 is forecast for another record year with 844,455 passengers expected on 452 calls. Transit calls are set to rise from 42 last year to 68. New visitors for this year include Asuka II, Sky Wonder, Boudicca, both Island Cruises' ships Island Escape and island Star plus MSC Musica, Norwegian Jewel and new entrant into the Med SuperStar Libra.

At the end of January Venice hosted the inaugural events for the handover of 82,000gt Noordam to Holland America Line (pictured) by Fincantieri's Marghera yard in the presence of Carnival Corp. & plc chairman and ceo Micky Arison and HAL president and ceo Stein Kruse.

Please note VTP has changed address to Fabbriato 248, Marittima 30135 Venice, Italy. (Phone and fax numbers remain unchanged).

### MedCruise Board 2006-08 and responsibilities

President	Laurent Monsaingeon	French Riviera	
Senior Vice President	Albert Poggio	Gibraltar	Marketing
Vice President	Valeria Mangiarotti	Cagliari	Relations with the EU and other international associations
Director	Jose Amate	Almeria	Finance
Director	Jose Torrado	Ceuta	Training Courses
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Director	Giovanni Spadoni	Livorno	Security
Director	David Stupelman	Sochi	Promotion of membership in the Black sea region
Director	Ivan Franicevic	Split	Promotion of membership in 'the Adriatic region
Director	Lotfi El Ajmi	Tunis	Statistics
Director	Antonio Crespo	Valencia	Events-website
Secretary General	Carla Salvadó		

## MedCruise Members

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■ Alicante	■ Palamos
■ Almeria	■ Palermo
■ Balearic Islands	■ Pescara
■ Barcelona	■ Piraeus
■ Bari	■ Portoferraio
■ Cagliari	■ Portuguese ports
■ Cartagena	■ Sete
■ Catania	■ Sevastapol
■ Ceuta	■ Sibenik
■ Cyprus ports	■ Sochi
■ Dubrovnik, Korcula	■ Split
■ Egyptian ports	■ Tarragona
■ French Riviera ports	■ Toulon, St Tropez
■ Gibraltar	■ Trieste
■ Israeli ports	■ Tunis
■ La Spezia	■ Valencia
■ Livorno	■ Valletta
■ Malaga	■ Venice
■ Messina	■ Volos
■ Monaco	■ Zadar
■ Moroccan ports	

## Contacts

### MedCruise

Carla Salvadó  
Secretary General  
Portal de la Pau. 6  
08039 Barcelona, Spain  
Tel: +34 93 3068800  
Fax: +34 93 3068817  
secretariat@medcruise.com  
presidency@medcruise.com



### MedCruise News

Editor: Mary Bond  
Editorial Assistant: Libby Isted  
Production Editor: Fiona Hockey  
Seatrade Communications Ltd  
Tel: +44 1206 545121  
Fax: +44 1206 545190  
mary@seatrade-global.com

# Seatrade

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