



MEDCRUISE

NEWS

Celebrating 10 Years 1996-2006

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MedCruise General Assembly held May 11th and 12th 2006 in Gibraltar



Banner year for MedCruise

Gibraltar rolled out an impressive welcome for the 28th General Assembly of MedCruise held on May 11th and 12th, 2006.

The event was hosted by the Government of Gibraltar and managed by Gibraltar Port Authority's Albert Poggio OBE, who also serves as MedCruise senior vice president.

More than 60 delegates from 32 Mediterranean and Black Sea ports attended and were joined by six leading cruise line and industry executives representing Costa Crociere, the European Cruise Council, the Passenger Shipping Association, Disney Cruise Line, Royal Caribbean Cruise Lines, Cunard Line and easyCruise.

On May 11th, Gibraltar's deputy chief minister Joe Holliday opened the General Assembly expressing his enthusiasm for the future growth of the cruise industry and his support for MedCruise's efforts in promoting Mediterranean ports. He highlighted the importance of a study of the cruise industry's impact on local Mediterranean economies, commissioned by MedCruise, as a useful tool for government planning.

New MedCruise president Laurent Monsaingeon from the French Riviera Ports, presiding over his first general assembly since being elected for a three-year term last October, reported membership up to a record level of 65 ports from 18 countries, at the start of a strong 2006 cruise season. He emphasised

continuing the good work of MedCruise's previous board in promotion and expansion while improving services to its members, and enhancing cooperation with partner associations and governments.

Monsaingeon congratulated and thanked former president Juan Madrid from the Port of Barcelona for his achievements in strengthening the Association's purpose and presence. Monsaingeon thanked the efforts of outgoing secretary general Carla Salvadó and introduced José Campos as the new secretary general (see page 4).

During the General Assembly three new ports officially joined MedCruise: Koper, Slovenia;

Lattakia, Syria; and Rijeka, Croatia (see the June issue of Destination MedCruise newsletter for more information on the three ports).

A decision was taken to hold next year's May general assembly at the Black Sea resort town of Sochi, Russia (see page 4).

Later that evening Gibraltar chief minister Peter Caruana QC hosted a gala dinner in St. Michael's Cave, a stalactite-laden natural cave located within the Rock of Gibraltar. Caruana spoke on the strength and diversity of Gibraltar's economy and culture. The banquet was accompanied by the Royal Gibraltar Regiment band and attendees witnessed a dance performance by Gibraltar Dance Academy.



L-R: Albert Poggio MedCruise svp, MedCruise president Laurent Monsaingeon, Pier Luigi Foschi, chairman and ceo of Costa Crociere and president of the European Cruise Council and Bill Gibbons PSA director

MedCruise General Assembly No 28, Gibraltar

In his welcome address to delegates in the dramatic surroundings of St. Michael's Cave, a natural grotto 300mtr above sea level, Gibraltar's chief minister, The Hon. Peter Caruana (pictured below), underlined his

government's commitment to the cruise industry. There are 205 cruiseship calls expected this year in Gibraltar, with 220,000 passengers set to see the rock's historic sites and enjoy its VAT free shopping.



MedCruise president Laurent Monsaingeon delivers a gift to Gibraltar's chief minister, The Hon. Peter Caruana



L-R: Tom Wolber, Albert Poggio and easyCruise boss Stelios Haji-Ioannou



Members are entertained



L-R: Sebastian Camps, his wife Rosario, and Susana Gutiérrez from Málaga; and Manuela Patrício from Portuguese Ports



Cruise line executives, MedCruise board executives, and members converge in Gibraltar for 28th General Assembly



Tarragona representatives Montserrat Morente and Pedro Bernal



The Hon. Joe Holliday, Gibraltar's Minister for Tourism (middle) meets L-R: Bill Gibbons PSA and ECC director, Albert Poggio MedCruise svp, Tom Wolber, Carol Marlow, John Tercek and Tony Davis, chief port executive, Gibraltar Tourist Board



Luis López, Alicante; Antonio Crespo, Valencia; and Fernando Muñoz, Cartagena



PSA and ECC director Bill Gibbons presented latest trends in the UK and Med markets



Disney Cruise Line's svp Tom Wolber with Hassan Kraytem, president of the Port of Beirut



Laurent Monsaingeon presents a gift to The Hon. Clive Beltran, Mayor of Gibraltar

Membership expansion

Call for Associate members

MedCruise has recently amended its constitution to allow for Associate memberships. Associate membership is open to any public or private entity whose activities coincide with the activities of a MedCruise port member, such as tourist boards, port agents and ship agents. The Associate member will enjoy all the benefits of MedCruise membership, including invitations to participate at General Assemblies and trade fairs; however, will not be a voting member. If your organisation is interested in becoming a MedCruise Associate member, please contact José Campos, secretary general, at +34 607 87 87 50 or secretariat@medcruise.com, or feel free to contact your local Medcruise member port representative.

Cruise lines' view



L-R: Carol Marlow, John Tercek, Tony Davis, The Hon. Joe Holliday, Albert Poggio, Bill Gibbons, Tom Wolber

In a full business session on May 12, delegates heard views from an impressive line-up of leading cruise industry executives. Costa chairman and ceo and president of the European Cruise Council, Pier Luigi Foschi, spoke about the outlook for growth in the European cruise market. He urged ports to centralise quality control, and to keep costs down in winter to assist the growth of year round cruising which his line has pioneered in recent years.

Cunard Line president and managing director Carol Marlow, attending her first MedCruise general assembly, described the company's ocean liner heritage, its history in the Mediterranean and itinerary development. Marlow gave an insight into how lines manage their forward itinerary planning vis-à-vis port and shore excursions. 'With brochures coming out two years in advance it is essential for lines to secure their port bookings earlier than ever,' she added.



Foschi – year round view

easyCruise boss and self-described 'serial entrepreneur' Stelios Haji-Ioannou told delegates about his new cruise concept launched last year on the Italian and French Rivas catering to younger cruisers who prefer to enjoy the port-city nightlife when the ship is in port. 'Our business model is particularly port friendly, as we spend so much time alongside', he said. His concept is centred around shorter, closer itineraries and in his forward plans for ship deployment he is looking for a range of ports within a 200 mile span that includes one hub port with significant airlift and at least two world famous destinations.

Stelios confirmed he would be looking for more Med itineraries following the signing of an LOI for two new 500 passenger ships (plus two options) at Neorion Holdings yard in Greece.

Tom Wolber, svp of Disney Cruise Lines, discussed the line's commitment to quality in family-oriented cruising and its entry in the Med with Disney Magic in 2007 (see page 4).

A firm supporter of MedCruise meetings and regular face at general assemblies in the past is Royal Caribbean Cruise Lines' vice president, commercial and new business development John Tercek. As ever he gave his own view on global industry trends and in particular how the development of very large ships for the Caribbean market will spur increased cruising in the Mediterranean and affect itineraries globally.

Bill Gibbons, director of the passenger Shipping Association and marketing director of ECC gave an insight into the UK cruise market, the second largest source of passengers in the world with 1.25m expected to take an ocean cruise this year. With his ECC hat on, Gibbons also spoke about European source market growth.

The session concluded with business-to-business meetings between the cruise line directors and MedCruise members.

Mickey & Co head for the Med



In true Disney fashion, at its EPCOT Center in Florida, the company used costumed dancers, music and confetti to unveil plans for Disney Cruise Line's first Mediterranean season in 2007. DCL president Tom McAlpin, accompanied by Minnie and Mickey Mouse, announced Disney Magic will sail from Barcelona on a

total of eight 10- and 11-night cruises.

A bevy of Mediterranean officials were on hand to celebrate the Disney news. From left, Peter Canessa, ceo, Gibraltar Tourist Board; Albert Poggio, svp, MedCruise; Juan Madrid, marketing director, and Sandra Yunta, cruise manager, both of the Port of Barcelona, and Eugenio Kielland, md of ship agency Hugo Trumpy.

Sochi to host next General Assembly

The Black Sea resort town of Sochi, Russia will play host to MedCruise's 30th General Assembly next May. Sochi is located in southernmost Russia, on the Black Sea coast, and on the western slopes of the Caucasus. It is often called the summer capital of Russia. Lying in the subtropical zone, the town of Sochi knows only two seasons: a warm and humid summer and a long lasting autumn. Millions of tourists come to holiday in Sochi to enjoy her natural beauty: palm-trees, magnolias and cypresses, the mountains with their fast rivers and picturesque waterfalls and, of course, the beautiful Black Sea. Sochi is home to



worldfamous tea plantations; the Matsesta Spa springs, with curative waters known since the times of the ancient Romans; and wonderful botanical gardens full of exotic plants from all over the world. Sochi will welcome MedCruise delegates, speakers and guests with open arms.

New Secretary General, José Campos

José Campos has recently been named MedCruise secretary general taking Carla Salvadó's place. Carla is leaving the post after three years of service to MedCruise for a position at the Port of Barcelona. José originally hails from southern California, one of the few places on Earth outside of the Mediterranean that is known to have a uniquely Mediterranean climate and landscape. Needless to say, José feels quite at ease living and working on the shores of the Mediterranean. José's background over the last 15 years has been in urban regeneration. His last job was directing the planning efforts for the San Francisco redevelopment agency. During his nine years in San Francisco, José managed the creation of several urban regeneration plans, including port-adjacent projects, the conversion of former shipyards, and



José Campos with Carla Salvadó

large-scale transportation infrastructure projects. Prior to that, José worked as project manager and town planner for the city of San Diego, where he worked on transforming a derelict industrial area near the port to a mixed-use, transit-oriented neighborhood, and on a commercial/entertainment revitalisation project at the world's busiest international border crossing at San Diego-Tijuana, Mexico. José received a Masters in Public Administration through the National Urban Fellowship at the City University of New York and a Bachelors of Arts in Urban Planning at the University of California at San Diego. José is thrilled to serve as MedCruise secretary general, as he is able to marry his skills in project planning with his lifelong interest in languages, diverse cultures and tourism development.

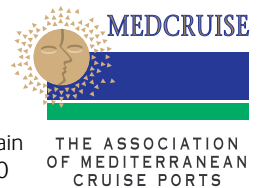
MedCruise Members

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

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