

MEDCRUISE NEWS

QUARTERLY JUNE 2008

ISSUE 20

MedCruise General Assembly 22nd-23rd May 2008, Trieste, Italy

Going from strength to strength



Record attendance



Board of Directors in discussion on the eve of the GA

The 32nd General Assembly of the Association of Mediterranean Cruise Ports (MedCruise) was held in Trieste, Italy, on May 22nd and 23rd, with over 100 participants, including 81 delegates representing 36 port members and several associate members, plus new member candidates and observers, cruise line guest speakers, and trade press.

Several important matters of business were discussed at the meeting on 22nd May, chaired by president Laurent Monsaingeon, including Promotion and Events, the MedCruise Professional Development Course, European Commission and IMO policies, Port Security, Economic Impact Studies, Traffic Statistics and Projections, and the Black Sea Report. One of the top priorities was the deliberations on the amendments to the MedCruise Constitution.

The assembly voted in three new port members as Genoa (Italy) and Odessa

(Ukraine) rejoined the association, and Motril became the third port member in Andalusia, Spain. MedCruise membership now stands at 54 port members, representing 70 ports in 20 countries. Also, seven associate members were voted in (see Back Page) bringing the number to 19.

Iben El Boushaki Mohamed, Minister of Transport and Director of Ports of Algeria, addressed the membership as an observer to confirm the commitment of the Algerian government to promote and develop Algerian ports and destinations for increased cruise tourism, and to foretell of Algeria's involvement in MedCruise.

On Friday, May 23rd, seven cruise line executives took centre stage filling the morning with presentations on their lines, on the state of the industry, and with suggestions on how to improve relations and increase business between the lines and the

ports (see next pages).

Following the presentations, MedCruise set up one-on-one business-to-business meetings between cruise line executives and MedCruise members, and between participants and the press.

On Friday afternoon, cruise line executives met with 25 MedCruise representatives at a roundtable conference to discuss cruise itineraries in the Adriatic. Participants discussed the issues of congestion at certain key ports in the Adriatic, including potential limits that may be imposed to manage congestion. Of concern was the transparency and fairness of the potential application of new regulations. Participants were eager to continue the dialogue to develop solutions that will benefit the industry-at-large. Those present discussed the possibility of the European Cruise Council and MedCruise joining efforts to facilitate this dialogue.

Trieste's homeport aspirations



Trieste Port

At the opening of the 32nd General Assembly, Mayor of Trieste Roberto Dipiazza, spoke of the port being at the heart of Europe, 'a crossroads of different languages, religions and peoples, melting together creating a synthesis of peaceful co-existence,' he remarked.

The belief of the port and city officials is that Trieste is an ideal location to tap

into the passenger source markets of Eastern and Central Europe and they hope homeporting business will increase in the coming years especially as a new highway providing fast access into the centre of Europe and running just 400 mtr from the port entrance will open this summer.

Both Costa and MSC Cruises will use the port to embark passengers this year.

MedCruise General Assembly No. 32 Trieste

Cruise lines' view

Seven cruise line executives participating in the 32nd MedCruise GA in Trieste gave their thoughts on future growth in the Mediterranean and discussed how ports and lines should work together to deliver passenger satisfaction.

Bruce Krumrine, vp shore operations, Princess Cruises, presented an enlightened speech on Italian Renaissance painters, singling out their individual traits and comparing these with port/line relationships today.

'As Leonardo di Vinci created works with a shared vision, lines and ports should work together to create the best destination experience in the world,' he remarked. 'As Michelangelo blended heart and mind you should be passionate about your destination and sell its best points. But like Botticelli you should listen to your customer and as Masaccio dared to be different so you should each differentiate yourself from your neighbour.'

Roberto Ferrarini, director of marine operations at Costa, underscored some negative factors that could affect further growth: lack of infrastructure, port congestion, geopolitical issues and regulatory issues.

On a positive note, he added, it was encouraging that increasingly ports, cities



SVP Albert Poggio (right) introduces the cruise executives

and the local community are viewing cruise ships and passengers as beneficial. 'Our customers are your customers,' he told MedCruise port members.

Alfredo Serrano, gm of Iberocruceros, gave an insight into the emerging Spanish-speaking market where his brand will operate three ships in 2008 as Grand Celebration joins the fleet from Carnival Cruise Lines. Last year Iberocruceros, a jv between Carnival Corp & plc and Orizonia, had 16% of the Spanish market behind leading brand Pullmantur with 37%.

Luigi Pastena (right), MSC Cruises' port captain, marine operations department, touched on the issue of high fuel costs and inflated port fees. 'As fuel prices continue to climb we will seriously have to consider how far we can sail in a seven- or 11-day itinerary,' he said, adding this issue may start to affect itinerary planning and the time spent in port.

As operators of luxury brands, Peter Cox (right) and Hugues Lamy had similar perspectives: both use the same seven



homeports in the Med 'simply because we need to be close to airports for turnarounds,' said Lamy (left), director marine operations, Silversea who believes the Adriatic holds more potential to grow as a destination with many Italian ports still under-developed for cruise tourism.

Cox, director of itinerary and land development at Seabourn, said ports need to build support and a positive attitude to cruise ship visits from the local community.

'It is essential to extend a warm welcome and to create shorex that provide unique experiences such as making a pizza with a local chef or painting a watercolour with a local artist,' he added.

Finally, John Tercek, vp commercial development at Royal Caribbean, reminded delegates of the numerous changes that are taking place within his group. The company has seven brands, including start-up TUI Cruises coming on stream next year, which operate ships in the Med. He once again urged ports to discuss with lines before investing in costly new terminals: 'We want to work with you to ensure it suits both our needs,' he advised. 'Our intent and vision goes beyond a piece of concrete on the waterfront.'



Bruce Krumrine (left) and John Tercek

Sights and sounds of Trieste

On Wednesday, May 21st, the Province of Trieste invited MedCruise delegates and guests to a cocktail and a concert at Trieste's Verdi Theatre featuring renowned violinist, Uto Ughi. The Trieste Port Authority hosted a gala dinner Thursday evening at Trieste's Pier IV overlooking the waterfront and the historic central waterfront square, Piazza Unità d'Italia.

Friday evening, Samer & Co Shipping of

Trieste, hosted an excursion, dinner and dancing at Muggia, a local hillside village. There, MedCruise delegates and guests were treated to local gastronomy and music at the rural Taverna Santa Barbara Cigui. On Saturday, May 22nd, Samer & Co Shipping invited participants to the Collio region of vineyards, famous for superb white wines. In Collio, Giusepinna Benatti, owner of the Villanova winery estate, hosted MedCruise delegates and

guests at a luncheon, including wine and grappa tasting.

Cruise line executives and press representatives had a tour of Trieste and its environs taking in the port area, the Risiera di San Sabba concentration camp museum, San Giusto Castle and Cathedral, the Roman amphitheatre dating back to the first century AD, the castles of Miramar and Duino and finishing at one of the city's historic coffee houses.



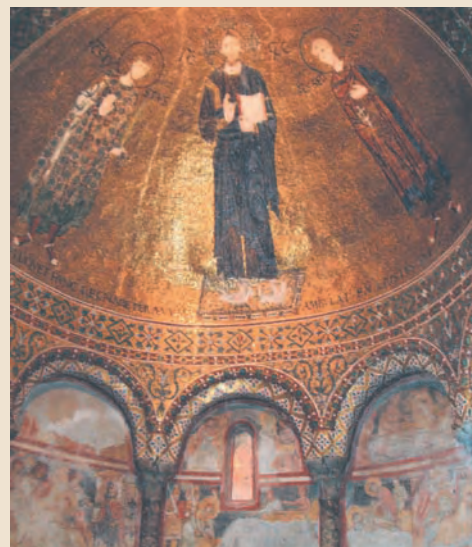
Delegates enjoy the Uto Ughi concert, Verdi Theatre



Gala Dinner hosted by Trieste Port Authority



Cruise line executives sampled lunch at the Castle de Duino and visited the mosaics at San Giusto Cathedral



Associate Membership growing

The MedCruise associate membership scheme now numbers 19 with seven new companies admitted in Trieste: **Hugo Trumpy** (Genoa/Livorno), shipping agent, shore excursions and port managers headquartered in Genoa with branches in most of the main Italian ports and across North Europe; **Agena Tramp** (Sète), ship agent covering 15 French ports with overseas subsidiaries in Egypt, Algeria, Morocco, The Netherlands, Belgium, Spain and Vietnam; **Mirco Santi** (Venice) shipping agent and ground handler in the Adriatic with main offices in Venice, Koper, Trieste and Ravenna, and operating in all Italian and Adriatic ports; **Olive Branch Tours** (Morocco) travel agent and shorex for cruise ships, based in Casablanca, with branch

offices in Tangier and Marrakech; **Karavanmar** (Alanya) port and shore excursion agent for cruise and ferry with offices in nine main Turkish ports; Sardinia-based shipping agents **Plaisant** (Cagliari) has offices in Cagliari, Olbia and Abatax and **Top Class** (Monaco) port agents and ground handlers for all French ports (Mediterranean and Atlantic), including Monaco.

They join existing associates, European Cruise Council, Mykonos SC a RL (Cagliari), Turisme de Barcelona (Barcelona), Bassani (Venice), Carimar Shipping Agency (Cagliari), Afrimar (Tunisia), Inter cruises Shoreside & Port Services (Barcelona), M H Bland (Gibraltar), Navlomar Maritime (Constantza), P&B Agencies (Barcelona), Samer & Co Shipping (Trieste) and Tura Turizm (Sinop).

Any company wishing to become an associate member of MedCruise please contact José Campos on email jose_campos@apb.es

Next stops Venice and Cartagena

MedCruise voted to hold its 34th General Assembly in May 2009 in Cartagena, Spain. MedCruise's 33rd General Assembly will be held in Venice, Italy, at the Seatrade Med Cruise and Superyacht Convention taking place December 9th-11th, 2008

December meeting in Venice



May 2009 to Cartagena



UK Passenger Shipping Association's 50th annual dinner

MedCruise syp Albert Poggio is seen here flanked by Carnival UK's general manager Philip Naylor (left) and chairman David Dingle (right) at the UK Passenger Shipping Association's 50th annual dinner in Southampton. P&O Cruises provided Ventura as the venue for this upbeat milestone occasion, giving members and their guests a first chance to see the company's new flagship.

A high-powered guest list including Guest of Honour Lord Sterling of Plaistow, life president of P&O Cruises and chairman of Swan Hellenic, as well as Micky Arison, chairman and ceo of Carnival Corp and plc, and Carnival coo Howard Frank, was on hand to offer congratulations on 50 years of

success in promoting cruise and ferry travel in the UK market.



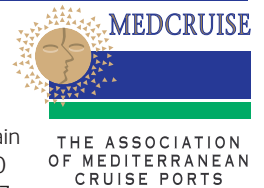
MedCruise Members

- Alanya
- Alicante
- Almeria
- Balearic Islands
- Barcelona
- Bari
- Batumi
- Cagliari
- Cartagena
- Castellon
- Catania
- Ceuta
- Civitavecchia
- Constantza
- Cyprus ports
- Dubrovnik, Korcula
- Egyptian ports
- French Riviera ports
- Genoa
- Gibraltar
- Koper
- La Spezia
- Lattakia
- Livorno
- Malaga
- Messina
- Monaco
- Moroccan ports
- Motril
- Naples
- Odessa
- Palamos
- Palermo
- Pescara
- Piraeus
- Portoferraio
- Portuguese ports
- Ravenna
- Rijeka
- Sete
- Sevastopol
- Sibenik
- Sinop
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- Split
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- Trieste
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- Venice
- Volos
- Zadar

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Published by Seatrade Communications Ltd