

MEDCRUISE

NEWS

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A message from MedCruise President Laurent Monsaingeon

A wonderful and fruitful three years

Just one example of the kind of personal satisfaction I've experienced as president of the Association of Mediterranean Cruise Ports has been watching real business getting done at the B2B meetings MedCruise organises for its members, and witnessing the efficiency of brining our ports into one room to meet face-to-face with the cruise line itinerary planners and decision makers.

It's been wonderful serving MedCruise as president during the last three years and having the pleasure of working hand-in-hand with an exemplary Board of Directors. We've all worked very hard at expanding the purview of the association, strengthening our ties with industry leaders and sister associations as well as policy makers, and most importantly, expanding the services MedCruise provides its membership.

An example of increasing the level of services we provide was the creation of MedCruise's first professional development course, "Ports and Passenger Shipping", which brought together 40 cruise port managers on a four-day, at-sea training with over a dozen top-level cruise line executives, such as Giora Israel, Bruce Krumrine, Luis Ajamil, among others, to

teach the ports the industry ropes.

These services and unmatched networking opportunities MedCruise provides has resulted in a record increase in membership over the last three years. Former members have come back to the association, such as Genoa, Civitavecchia and Odessa, and we've rolled out the welcome mat for them. We've had many ports joining quite new to the cruise industry that have profitted significantly by working with and learning from their MedCruise colleagues from larger, world-renowned ports.

I've seen more cruise line managers involved with our association in very positive and proactive ways, whether as speakers at our assemblies, participants with our ports at our round table workshops or teaching our courses.

The association continues to evolve and will certainly grow under the next



presidency and Board of Directors. MedCruise is a unified family that stretches its boundaries from Batumi, Georgia in the Black Sea to the Azores in the Atlantic, and the new MedCruise Board that will be elected this month will hail from every region in MedCruise, as guaranteed by our bylaws and by our spirit of collaboration.'

Cartagena to host 34th General Assembly, May 28th-30th 2009



Port of Cartagena will host the next and 34th MedCruise General Assembly on May 28th-30th, 2009. The Spanish port is anticipating a 25%

increase in calls next year with 50 ships scheduled to bring 65,000 passengers.

A 150mtr extension of the cruise berth is underway which when finished will enable two ships to berth simultaneously. The passenger terminal, located a short walk away from the city centre, will also be enlarged by about 1,500sq mtr.

A message from MedCruise Senior Vice-President Albert Poggio

Director responsible for press and promotion

As MedCruise Senior Vice President, my focus has been on promotion and I am happy to report the MedCruise philosophy of unity and collaboration amongst all ports has shown through in the promotion work we have achieved.

To help accommodate the incredible expansion in Mediterranean cruise activity, MedCruise has actively promoted through its newsletters, magazine articles and marketing campaigns new angles and excursion opportunities at its successful, famous ports as well as new discoveries at its less-known ports and destinations.

MedCruise also recently introduced its associate membership scheme, which has become very popular with now over 20 MedCruise associate members representing port and ship agents, industry associations, and tourist boards at our destinations. The associate member scheme's philosophy of joining all industry stakeholders to work together at the local level matches seamlessly the association's broader

mission of full collaboration throughout our seas.

MedCruise has developed promotional tools to assist with this collaboration – our widely-distributed Yearbook Directory, our Who's Who of Mediterranean Cruise Ports Directory, and the MedCruise Cruise Line Directory provide us all the vital contact information needed for one-on-one access to our colleagues at the ports and at the cruise lines.

One area where I have not achieved as much as I would have liked is that of developing a closer working relationship with National Tourist Boards. It is my strong belief that this must be done for the benefit of the ports and the destinations. The Tourist Boards have for too long ignored this important sector under the tourism umbrella.'



A message from MedCruise Vice-President Valeria Mangiarotti

Director responsible for EU Relations

The focus of my responsibility as MedCruise Vice President has been on MedCruise's relations with the European Union and on cruise port policy and legislation.

We began our term contemplating the proposed expansion of EU passenger rights laws to maritime transport, and we developed a position paper fully supporting the rights of persons with reduced mobility at our ports. Then, the European Commission's Office of Maritime Affairs became very proactive and developed first its Green Book and then its Blue Book on a unified European maritime policy, incorporating a great deal of stakeholder input.

Through this process, MedCruise provided the EC with a thorough report of its positions on various matters related to cruise ports and the industry in general. Of key importance was MedCruise's

recommended policy points with respect to any future legislation requiring or encouraging shoreside electricity (cold ironing).

MedCruise advocates the application of cold ironing only after all due-diligence is complete: cost-benefit analyses, universal compatibility and global coordination, testing of the most efficient technologies, and financing strategies.

It must be made quite clear, however, that MedCruise is not a European association. MedCruise membership extends through North Africa, the Middle



East, and the Caucasus and Eastern Europe. MedCruise has served as a liaison between countries within and outside of the European Union. For example, most recently, in September 2008, I had the pleasure of representing MedCruise in the Black Sea as a partner with its member port, Odessa, which hosted the first Black Sea 2008 Cruise Conference.'

Disney Cruise Line

Disney to return to Med in 2010

Disney Cruise Line confirmed that **Disney Magic will return to the Med in 2010 in a five-month European program that will include the line's first 12-night 'Northern European Capitals' cruises from Dover, bookended by 10- and 11-night Mediterranean cruises from Barcelona.**

Disney Magic's return to the Mediterranean will offer three new ports. In addition to visiting destinations in Italy, France and Spain, the ship will call at Tunis, Malta and Corsica.

'The response from guests who sailed on our Mediterranean voyages in 2007 was overwhelmingly positive,' Disney Cruise Line president Tom McAlpin said at the New York announcement, adding that the line hopes



to make the 2010 Med season even better.

Disney Magic will sail from Barcelona on four 10- and 11-night cruises in April, May, August and September. Rates start at \$2,529 per person for a Category 11 stateroom.

The ship will additionally sail four repositioning cruises including two 14-night trans-Atlantic voyages, a seven-night cruise from Barcelona to Dover, and an eight-night cruise from Dover back to Barcelona.

Black Sea Cruise 2008, Odessa

Black Sea ports get sporting chance

Ports and destinations in the Black Sea are hoping two upcoming sporting events - Euro 2012 soccer championships in Ukraine (and Poland) and the 2014 Winter Olympics in Russia (Sochi) - will help boost cruise and passenger shipping activity in the region. This subject and others came under the spotlight at the first BlackSeaCruise 2008 conference held in Odessa, in September. Among participants were representatives from Ukraine, Russia, Turkey, Romania, Bulgaria and Georgia, plus the wider Mediterranean, US, Germany and UK.

MedCruise vice president, Valeria Mangiarotti said the Black Sea region is witnessing higher rates of growth in cruise calls compared to the Mediterranean average, but that the Black Sea's share of the overall market was still small.

John Tercek, Royal Caribbean Cruise Lines' vp, commercial & new business development, stated to stimulate more calls cruise lines needed to see increased interest in the region from passengers. 'We just meet the wishes and curiosity of our clients,' said Tercek.

Princess Cruises' vp shore operations



Bruce Krumrine recommended a joint promotional effort with participation of representatives from all the Black Sea. 'For a good choice of itineraries; cruise lines need not one or two ports, but a whole cluster of ports in the region that provide a high level of quality passenger and tourist services.'

MSC Cruises' Luigi Pastena urged ports to build more infrastructure. 'You should develop your ports taking into account the increase in size of cruise ships,' said Pastena. 'For example, MSC is currently building two new ships of more than 300mtr in length

with more orders to come, which means that none of the Black Sea ports would be able to accept them alongside.'

Conference participants were invited onboard Cunard's 294mtr long Queen Victoria during her maiden Black Sea cruise (pictured). Thousands crowded the Odessa passenger terminal pier to welcome the largest ship to call.

The conference was organized by the Odessa Commercial Sea Port, the International Black and Azov Seas Port Association (BASPA), Ports of Ukraine and BlackSeaTrans.

Ponta Delgada's new terminal opens

Celebrity Cruises' Constellation called at Ponta Delgada's new cruise terminal on September 17. Two weeks prior to that Amadea was the first ship to use the new facilities. Both calls made front page news in the local press, radio and TV. Amadea's Captain Jens Thorn told 'Correio dos Açores' newspaper, that the infrastructure was very good. 'We were pleasantly surprised by the way we were received. I think that this

quay is a great incentive for cruise lines to visit the Azores,' the ship's master said.

Concerning the logistics of the call Thorn stated 'everything was well cared for and so we are satisfied.'

Constellation's captain Dimitris Manstras said he was surprised at the size and how modern the new terminal was. During the calls numerous visitors from the city went to the Gateways of the Seas terminal to look at the ships and the new facilities.



Gibraltar appoints new chief exec and port captain

Gibraltar Port Authority announced the appointment of its new chief executive and port captain, Captain Peter W Hall who has worked in the marine industry for 36 years.

Initially spending 18 years at sea on a range of ships, Hall gained his Masters

certificate in 1984 and command soon after. The past 18 years Hall has been working in the port industry, first in the towage and salvage sector and then port



management with Bristol Port Company where he was instrumental in establishing a vessel traffic system for the Bristol Channel.

As chief executive, he will be responsible for steering the Gibraltar Port Authority from a port in the public sector into becoming an independent authority.

Gibraltar is expecting over 215 calls this year and more than 280,000 passengers. Maiden calls included Queen Victoria, Norwegian Jade, Island Star, Pacific Princess, Le Levant, Emerald Princess, Ventura, Spirit of Adventure, Independence of the Seas (nine times), Balmoral, Eurodam and Azamara Journey.

Gibraltar's cruise passenger numbers jumped 31% in 2007 compared to 2006 reaching 275,993, whilst cruise calls rose 12.3%, year-on-year, to 227.

AIDA Cruises' Matthias Ludwig visits Malaga

Port of Málaga welcomed Matthias Ludwig port operations manager of AIDA Cruises for a weekend in October as the winner of a prize draw organised by Medcruise News.

Ludwig visited the Eastern Passenger Terminal, and was impressed with the spaciousness of the Passenger Terminal as well as 'the good organisation of the passenger flow'. He also enjoyed visiting the historical centre, checking for himself how close the port facilities are to the most famous landmarks such as the Cathedral and

the Picasso Museum, among others. He also visited some places of interest outside the port city, such as Ronda, Puerto Banús and Marbella.



L to R: Head of Public Relations of Málagaport, Ana Marín; Port Operations Manager Aida Cruises, Matthias Ludwig and wife; md of Málagaport, Sebastián Camps and md of Passenger Terminal, Susana Gutiérrez.

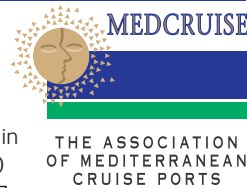
MedCruise Members

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- Alicante
- Almeria
- Balearic Islands
- Barcelona
- Bari
- Batumi
- Cagliari
- Cartagena
- Castellon
- 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
- Portoferraio
- Portuguese ports
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- Sibenik
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- Split
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- Trieste
- Tunis
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- Valletta
- Venice
- Volos
- Zadar

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