



MedCruise 35th General Assembly, Monaco October 28th-31st, 2009



L to R: Giovanni Spadoni, president MedCruise, Aleco Kousseoglu, president of Ports of Monaco, HSH Prince Albert II of Monaco

Monaco receives the Ports of MedCruise

MedCruise president Giovanni Spadoni addressed H.S.H. Prince Albert II of Monaco at the opening ceremony remarking 'it is a privilege and a delight to have a head of state attending our General Assembly in Monaco.'

Monaco hosted the Association of Mediterranean Cruise Ports (MedCruise) 35th General Assembly from October 28th to 31st, at which Mediterranean port managers convened with cruise company leaders to discuss the challenges facing the cruise industry in the Mediterranean regions.

H.S.H. Prince Albert II of Monaco attended the assembly's opening ceremony on October 29th, as the Principality's heads of state welcomed more than 100 delegates to the event.

Delegates representing 51 ports, ranging from as far as the Black Sea to newest member Madeira in the Atlantic. They met with cruise executives Carol Marlow, P&O Cruises; Norwegian Cruise Line's (NCL) president and COO, Roberto Martinoli, and NCL's Steve Bock; MSC Cruises' Luigi Pastena; Silversea president, Amerigo Perasso; V-Ships president, Roberto

Giorgi; Star Clippers CEO, Mikael Krafft; and Costa Cruises' Elisabetta de Nardo.

On Thursday the 29th, MedCruise delegates met in private to discuss controversial issues cruise ports are confronting. In response to requests by cruise lines, the ports considered joining efforts to create a unified berth booking and confirmation process so that cruise lines can efficiently confirm their itineraries among MedCruise members. Members discussed environmental regulations on the horizon, including shore-side electricity. The members also brainstormed on indicators which MedCruise should investigate to create benchmarks for top-class cruise ports and facilities.

During a second workshop on Thursday afternoon, cruise line executives agreed to collaborate closely with MedCruise in developing benchmarks and best practices for its cruise

ports. At the workshop, MedCruise offered the lines a unified Mediterranean cruise berth booking process to confirm calls at its member ports over a year in advance.

At the workshop on Friday cruise line executives presented their company's strategies for the Med and spoke of some of the challenges ports and cruise lines are facing (see page 2). Friday afternoon was devoted to business-to-business meetings between the cruise line executives and the port managers.

The MedCruise 35th General Assembly was a 'green conference' with a minimal use of paper, sustainable practices at its venue hotel, and €3,000 of air flight carbon offsets donated by Société Monégasque de l'Électricité et du Gaz and Ports de Monaco to Monaco's École Bleue, which protects the Mediterranean's marine environment through childhood awareness programmes.

MedCruise General Assembly No 35, Monaco



Photo captions

- 1. MedCruise newest member Madeira Ports, represented by president Bruno Freitas (right) and Maria Joao Monte
- 2. Portuguese and French port representatives enjoy the gala dinner
- 3. P&O Cruises' Carol Marlow discusses ideas at the B2B workshop

- 4. Star Clippers' Huguette Lubrano, Capt Harald van Exem and Mikael Krafft at the B2B workshops
- 5. During the GA, Crystal Cruises' Crystal Serenity called at Monaco's semi-floating cruise berth
- 6. MSC Cruises' Capt. Luigi Pastena and Valeria Mangiarotti (Cagliari) at gala dinner

Monaco on a roll

Host of the 35th General Assembly, Ports de Monaco, is enjoying a renaissance of its cruise business, notes managing director Gianbattista Borea. In 2010, 260 calls are scheduled alongside at the port's semi-floating cruise berth or at anchor off Monte Carlo. This represents a 30% increase in calls on 2009 and includes 80 turnarounds compared to 36 this year, Borea said.

'We are now in the enviable position of having a waiting list for berthing and are giving priority first to turnaround traffic and secondly for luxury brands,' he remarked. 'This is quite an achievement considering we have just one berth.'

Cruise line executives toured the port facilities and some of the main tourist offerings in Monaco such as lunch at the Hotel de Paris (pictured right) preceded by a special wine tasting tour of the Société des Bains de Mer

wine cellar housing 660,000 bottles of fine wines and champagnes, and after, a visit to the Salle Garnier and the Casino.

The Salle Garnier was built in 1878 and took just eight months to complete from start to finish. The ornate theatre, fully restored two years ago, seats 525 people plus a handful of private boxes including one for the royal family. The opera house features lavishly painted walls and ceiling and is the venue for classical concerts, operas and ballet.



Aleco Keusseoglu, president of Ports of Monaco (front row centre) hosts lunch at the Hotel de Paris

Cruise executives share their likes and concerns



Caption L to R: P&O Cruises' new managing director, Carol Marlow; Roberto Martinoli, president of Norwegian Cruise Line; Silversea president Amerigo Perasso; Elisabetta de Nardo, port operations manager for Costa Cruises; Star Clippers CEO Mikael Krafft, and Roberto Giorgi, president of V. Ships.

Cruise line executives spoke about their strategies for the Mediterranean and also the challenges lines and ports are currently facing. First up was P&O Cruises' new managing director, Carol Marlow, who said the Med is the most popular destination overall for the lines' six ship fleet. Wearing her Passenger Shipping Association vice chair hat, Marlow said around 43% of the 1.53m Britons expected to cruise in 2009 will choose the Med 'because of the history and culture, good weather and the close proximity for ex-UK sailings and fly cruise opportunities.'

She applauded the investment made recently on expanding port infrastructure, naming Livorno, Venice, Lisbon, Valletta and Ponta Delgada as being helpful in feeding the growing market. She

mentioned that areas that still needed addressing are: 'the removal of the compulsory tug rule at certain ports and improved coach parking areas.'

Roberto Martinoli, president of Norwegian Cruise Line (NCL), which will have three ships in the Med in 2010 including a second year-round presence for Norwegian Jade said the percentage of international guests on ships sailing in Europe is growing and is likely to be just over half in 2010. Next year, said Martinoli, NCL will do embarkations in Palma (as well as homeport Barcelona), specifically for the UK fly-cruise market.

Silversea president Amerigo Perasso called Europe the line's main destination with 32% to 38% of capacity deployed there at any one time. The most frequent ports of call in 2009 are Livorno, Venice and Monaco. Perasso called for a more consistent approach to H1N1 at European ports, noting UK ports are the 'best prepared'.

Safe and clean berths, commercially driven berth reservation rules, cost reductions for calls at cargo berths, better environmental awareness in relation to shoreside facilities and fewer politics are just some of the points that Elisabetta de Nardo, port operations manager for Costa Cruises, drew up in her '10 Commandments' for Med ports.

Star Clippers CEO Mikael Krafft, whose three sailing ships will all be in the Med next summer, pleaded for more cohesion on the operational front: 'There are too many decision makers in ports. Sometimes we have to talk to four different authorities.'

Roberto Giorgi, president of V. Ships, which manages 140 passenger ships, called for ports to step up in providing grey and black water discharge facilities. He highlighted the need for uniformity of custom rules and their widespread interpretation.

French Riviera to host Seatrade Med 2010 in Cannes

On Thursday 26th November Dominique Esteve, President of the French Riviera Chamber of Commerce, Alain Gumiel, President of the French Riviera Cruise Club, and Seatrade's Andrew Callaghan, sales director and Vanessa Stephens, Global Events director, officially signed the contract sealing the organisation of the next Seatrade Med 2010 in Cannes.

Seatrade Med is an international exhibition for the cruise industry which takes place every two years in the Mediterranean. Previous exhibitions were held in Genoa (Italy) from 1996 to 2004, in Naples (Italy) in 2006 and Venice (Italy) in 2008.

French Riviera Cruise Club, as the local host for Seatrade Med 2010, will organise:

- A Gala reception for 800 persons at Nice Opera House
- A glamorous venue: the Cannes Palais des Festivals (home of French Film Festival)
- Exciting evening program for exhibitors
- Programme for the cruise industry such as seminars, panels and discussions
- Educational tours at regional highlights for itinerary planners and shorex managers.

The French Riviera Cruise Club is an informal structure whose founding members are the Regional Tourist Board, the CCI, and the cities of Cannes, Nice and Villefranche-sur-Mer and their Tourist Offices. French Riviera is selected to host Seatrade Med 2010, which will be held for the first time in France, in Cannes at the Palais des Festivals from 30th November to 2nd December.

The hosting of this event on the Côte d'Azur is a wonderful opportunity for France and this region to attract cruise lines, and to give international promotion to the area and its cruise destinations.



L-R: Vanessa Stephens (signing on Michael Kazakoffs behalf), Dominique Esteve, Alain Gumiel and Aliko Heinrich (for SEMEC in Cannes)

Next MedCruise GA, May 2010

Next stop Constantza



The next MedCruise General Assembly will take place in Constantza, Romania on the shores of the Black Sea during May 2010.

NCL's Norwegian Jade became the largest cruise ship and the lines' first ship to call at Constantza's passenger terminal in October. Both the ship and terminal were built in 2006.

A 13 hour stay at the Romanian port

enabled some passengers to take a full day tour to Bucharest – the capital city where Ceausescu's Palace, the second largest building in the world, is a must-see.

Around Constantza itself popular are tours to the museums, churches and monasteries, and the Danube Delta which is 60 miles away. Dracula's Castle in Transylvania is also a well-visited attraction.

Valletta, Malta

Magnificent seven for Valletta

November 4 was a significant day for port of Valletta as seven cruise ships sailed into the Grand Harbour with 7,478 guests onboard. The ships included MSC Musica, MSC Splendida, Coral, Island Sky, Prinsendam, Arion and Seven Seas

Navigator. A total quay length of 1.36km was used to service these vessels.

VISET, operators of Valletta Cruise Terminal have invested heavily in creating state-of-the-art terminal facilities to accommodate larger vessels.



L-R Prinsendam, MSC Splendida, Island Sky, MSC Musica, Coral and Seven Seas Navigator © Custom Aerial Photos

MedCruise Members

- Alanya
- Alicante
- Almeria
- Azores
- Balearic Islands
- Barcelona
- Bari
- Batumi
- Cagliari
- Cartagena
- Castellon
- Ceuta
- Civitavecchia
- Constantza
- Cypriot ports
- Dubrovnik, Korcula
- Egyptian ports
- French Riviera ports
- Genoa
- Gibraltar
- Koper
- La Spezia
- Lattakia
- Livorno
- Madeira ports
- Malaga
- Messina
- Monaco
- Moroccan ports
- Motril
- Naples
- Odessa
- Palamos
- Palermo
- Pescara
- Portoferraio
- Portuguese ports
- Ravenna
- Rijeka
- Sete
- Sevastopol
- Sibenik
- Sinop
- Sochi
- Split
- Tarragona
- Theodosia
- Toulon-Var-Provence
- Trieste
- Tunisian ports
- Valencia
- Valletta
- Venice
- Volos
- Zadar

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