



MEDCRUISE

NEWS

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MedCruise General Assembly 5th-6th May, 2005, Ceuta

Reasons to be optimistic

The 26th General Assembly of MedCruise was held on May 5th and 6th and chaired by president Juan Madrid. The event was kindly hosted by Ceuta Port Authority and was attended by more than forty delegates from member ports. The President of Ceuta region, Juan Vivas Lara, and the President of the Port of Ceuta, Jose Torrado, welcomed all delegates.

On the first day, internal matters of the Association were discussed:

In an overview of the state of the 2004 cruise market Juan Madrid said that statistics provided by MedCruise members show that there has been a slight decrease (about 2%) at marquee ports, but a considerable increase in many small ports. Most of the medium size ports have also experienced a remarkable growth.

Looking at 2005 he described the vibrant Med market and said MedCruise members have enough reasons to be optimistic:

- a) A 14% increase in the number of ships operating in the Mediterranean.
- b) Three out of the four deliveries of this year will operate in our region: Carnival Liberty, Arcadia and Norwegian Jewel.
- c) New entrants: easycruise and Carnival Cruise Lines
- d) Several of the ships from the former MyTravel and Festival will be operated by other companies (MSC Cruises, Louis Cruise Lines, Thomson, Iberojet) in the Med.
- e) Optimistic cruise ship order book.
- f) Cruise lines 2004 results are showing record figures
- g) Big investments in Mediterranean cruise ports. The President encouraged members to keep on investing to prepare to receive big ships. That means: not only good infrastructures and facilities at ports but also enough guides, tourist attractions,... (see also back page).
- h) ISPS compliance. According to ESPO, security plans have been fully approved and implemented in the Mediterranean ports.



Finance: Enrique Linde, Director responsible for Finance, presented the statement of accounts and the results of the audit of year 2004 and both were unanimously approved.

Marketing: Albert Poggio, Senior Vice President and Director responsible for Promotion, spoke about the promotion of the association among tour operators and tourism boards.

Website: Charles Axisa presented the statistics of medcruise.com. The MedCruise website is working successfully and it has become a useful tool not only for members but also for the industry. Some minor changes will be done.

Security: Laurent Monsaingeon spoke about his intervention about security in the "Training Seminar on Maritime and Port Facility Security" held in Malta last January. Laurent Monsaingeon informed that the European Commission will make very strict ISPS inspections in ports in the near future.

Economic study: Yiannakis Kokkinos evaluated some proposals to carry out the Study of the impact of Cruises on local economies.

Cyprus: Chrysis Prentzas, President of the

Cyprus Port Authorities, made a presentation about his country and encouraged all members to participate in the General Assembly to be held in Cyprus October 19-21, 2005

Board of director elections : During the Cyprus general assembly in October a new board of directors will be elected. A new president will also be elected as Juan Madrid will step down following three consecutive terms of service.

New member: Croatian port of Sibenik was elected as the 46th member of MedCruise (see back page Destination MedCruise). At present MedCruise has 46 members representing 63 ports.

During the second day members enjoyed the interesting intervention of representatives of three cruise-related companies (see back page).



MedCruise General Assembly No 26, Ceuta, Spain

Ceuta march past



Every Thursday evening throughout the year Ceuta citizens turn out to watch the soldiers march past and raise the Spanish flag in the town centre

A light lunch



MedCruise board of director for Security, Laurent Monsaingeon and Holland America Line's Simon Douwes enjoy lunch at the Mediterranean Maritime Park

All smiles



Albert Poggio, senior vice president MedCruise(left), Port of Barcelona's Sandra Yunta and MedCruise president Juan Madrid

Italian/delegation



Barbara Casolla (Naples), Enrica Capretti (Venice), Roberto Lippi and Fabrizio Mazzei (Livorno) enjoy some Ceuta hospitality

Line meets port



NCL's vp planning and analysis Steve Riester and French Riviera ports' Laurent Monsaingeon

Cypriot corner



Getting some ideas...Cyprus Ports Authority chairman Chrysis Prentzas (left) and General manager Yiannakis Kokkinos

Lunch break



(L-R)Ceuta Port Authority's Victor Jimenez and Jose Carrasco Lesmes and Azores delegate Carlos da Silva. Standing behind are Joaquin Gonzalez (Ceuta Tourist Services) and Barcelona's Sandra Yunta.

Maltese contingent



MedCruise director for website development Charles Axisa with VISET's Dirk Spitelli Lucas from Valletta

Host's table



Host and president of Cueta Port Authority Jose Torrado Lopez with his wife

Croatian delegation



L-R Ivica Buric' (Zadar), Marijan Petkovic' (Sibenik) and Matjaz Francé (Koper - Slovenia)

Spanish meet



Valencia's Antonio Crespo (left), Almeria Motril's Jose Cuesta and Balearic Islands Mateo Ginard

Dances of the four religions



The dance of the four religions: local ladies perform traditional Jewish, Muslim, Indian dances and the Flamenco to represent the four cultures who live in harmony in Ceuta

Dinner under the stars



An exotic traditional Moroccan open-air dinner under the stars finished off the Ceuta general assembly in grand style

Roundtable discussion at Ceuta



Invited speakers at the 26th MedCruise general assembly in Ceuta on May 6th were Steve Riester, vp planning & analysis of Norwegian Cruise Line, Simon Douwes of Holland America Line and Mark Robinson of port agency and ground handler, InterCruises.

Riester outlined NCL Group's major return to the Mediterranean in 2006 with Orient Line's Marco Polo and NCL's largest ship 2,384-passenger Norwegian Jewel. Pre-9/11 NCL had 38% of its capacity sailing outside North America but in the last four years had opted entirely for itineraries closer to home in Alaska, Hawaii and the Caribbean.

'This is changing in 2006,' said Riester. 'Our decision to deploy three ships in Europe next year (Norwegian Dream will sail in the Baltic) reflects North Americans desire to resume travelling abroad.' Jewel will be deployed on seven day itineraries ex Barcelona throughout the summer plus four 12 day Barcelona-Istanbul cruises - two at the start of the season and two at the end.

When planning Med itineraries Riester said it was important to include marquee ports such as Livorno, Naples, Venice and Rome (Civitavecchia) as Americans are already familiar with many of these. In an on-line survey conducted by NCL it asked what port to add to a Med itinerary. Surprisingly from 15,000 responses 11% opted to add a second day at sea rather than a destination.

Simon Douwes says the Med is perceived by their passengers as a safe place with culture, history and plenty of new places to visit. HAL will have five ships cruising in the Med during 2005-07 with flagship Noordam spending the entire summer of 2006 in the region sailing out of

Civitavecchia on 10-day West and East Med alternating itineraries. Rotterdam will be featuring a number of Black Sea cruises which Douwes described as 'hot tickets'. Veendam will sail in Europe, and the Med, for the first time in 2007. Israel and Lebanon are back on the map for HAL in 2007. In fact Douwes said there will be 16 new calls in the next three years including the Turkish ports of Trabzon, Samsun, Canakkale, Marmaras and Antalya, Bulgaria's Varna and Libya's Tripoli and Benghazi. Most of the new calls are planned for the 1,400 passenger Prinsendam said Douwes.

InterCruise's Mark Robinson spoke of the need for port agents and ground handlers to work together with the port and tourist authorities to ensure a cruise call is smooth and everyone is satisfied. 'It is important on a port visit to get the passengers off the ship quickly and onto the various tours,' said Robinson. He spoke of the importance of knowing the passenger profile of an arriving cruiseship so there are enough good guides available to offer everyone the same tour regardless of nationality. 'The diversity of tours needs to be good too, for example in Malaga, in addition to the city tours passengers can go white water rafting and on helicopter tours.'

In a workshop following the conference session, delegates were given a chance for one-to-one meetings with the invited speakers (below).



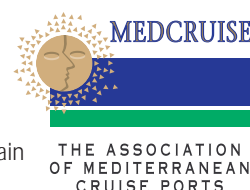
MedCruise Members

■ Alanya	■ Monaco
■ Alicante	■ Morocco
■ Almeria	■ Naples
■ Ancona	■ Palamos
■ Balearic Islands	■ Palermo
■ Barcelona	■ Piraeus
■ Bari	■ Portoferraio
■ Cagliari	■ Portuguese ports
■ Cartagena	■ Ravenna
■ Catania	■ Sete
■ Ceuta	■ Sevastopol
■ Cyprus ports	■ Sibenik
■ Dubrovnik, Korcula	■ Sochi
■ Egyptian Ports	■ Split
■ French Riviera ports	■ Tarragona
■ Genoa	■ Toulon, St Tropez
■ Gibraltar	■ Trieste
■ Israeli ports	■ Tunis
■ Kusadasi	■ Valencia
■ La Spezia	■ Valletta
■ Livorno	■ Venice
■ Malaga	■ Volos
■ Messina	■ Zadar

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