

# MEDCRUISE NEWS

BRINGING THE MED TOGETHER

June 2012 | Issue 36



L-R: Laurent Monsaingeon, Stavros Hatzakos, Salah Tagguez, Lotfi El Ajmi, Mohamed Daoud, Giovanni Spadoni

## MedCruise heads to Tunisia - small country with a big history

Tunis in North Africa hosted the 30th MedCruise General Assembly on May 31st to June 2nd, providing an opportunity for members and invited cruise lines executives and media to see the new and forward thinking cruise facilities at nearby port of La Goulette.

The meeting, which saw the addition of three new members ports: Brindisi (Italy), Corfu (Greece) and Kotor (Montenegro) was attended by around 80 members from 20 countries.

MedCruise president Stavros Hatzakos, chairing his first general assembly, thanked hosts, the Merchant Marine Office and Ports (OMMP), one of the founding members of MedCruise in 1996.

He reminded that this was the second time the GA had been held in Tunis. 'We were first here in 2001 and postponed our return last year due to the Arab Spring but we are here today to declare how absolutely safe and secure Tunisia is and invite everyone in the cruise industry to also do so.'

He called Tunisia, the 'perfect link between Europe and Africa' and remarked how its history has been influenced by all who have travelled through the Mediterranean. The Berbers were the first settlers,

followed by the Phoenicians, Romans, Byzantines, Arabs, Spanish, Turks and French. It became independent in 1956.

Salah Tagguez, deputy transport minister said, 'we are a country going through an historic transition towards democracy and freedom and tourism is a cornerstone of that process.'

Hatzakos said he was delighted by the attendance and the work that has been achieved so far by the new board, elected last October in Sete. 'I am pleased that we continue to grow, as our strength is working together in a common interest which benefits the whole region.'



### IN THIS ISSUE

Association News/People 1-3

MEDCRUISE HEADS TO TUNISIA - SMALL COUNTRY WITH A BIG HISTORY 1  
40TH MEDCRUISE GENERAL ASSEMBLY 2-3

Port facilities & Infrastructure 4-7

BARCELONA 4  
CASTELLON 4  
TARRAGONA 4  
NORTH SARDINIAN PORTS 5  
LIVORNO 5  
VENICE 5  
RIJEKA 6  
KAVALA 6  
TURKISH PORTS 6  
BALEARIC ISLANDS 7  
VALENCIA 7  
TOULON 7

Itineraries / deployment 8

MARSEILLE HOSTS BIG TICKET EVENTS 8  
MEDCRUISE IN MIAMI 8



MEDCRUISE

THE ASSOCIATION  
OF MEDITERRANEAN  
CRUISE PORTS

# 40th MedCruise General Assembly

## Lines talk about changing world of itinerary planning



Eight cruise line executives addressed the MedCruise GA in Tunisia discussing a broad range of topics including deployment, source markets and operational issues.

Talking about drivers of deployment, John Tercek, vp commercial and new business development Royal Caribbean Cruises Ltd, said the decision process gets more and more difficult each year, 'whereas before it was instinctive, now its scientific.'

Time, speed and distance is playing a major role in deployment decisions, he remarked. 'Itineraries based on covering up to 252 nautical miles overnight at 15/16 knots is ideal for fuel burning,' he added.

Holland America Line's manager, deployment and itinerary planning, Justin Poulsen said, his line is looking at more open jaw legs compared to closed jaw and for 13-15 knots as an optimum fuel speed.

Looking at operational issues Costa

Cruises' head of port ops, Elisabetta de Nardo, berated ports and tourist offices for their lack of providing information on the total cost of calling at destinations. MSC Cruises' port captain and strategic itinerary manager, Capt Luigi Pastena, added vital information such as the wind speed at the port entrance, the swell and size of wave at the berth under wind conditions and the power of your tugs,' is often lacking.

Turning to sourcing, Eduardo Lopez, vp of land operations at Pullmantur said 'more and more we are sourcing internationally and for this year only 45% of our passengers will be Spanish.' The brand which also incorporates Croisieres de France will carry more than the projected 60,000 French passengers in 2012, he said.

Touching on Greek cabotage Giora Israel, svp, global port and destination development group, Carnival Corp congratulated Greece for taking cruise 'one step further'. He said operating itineraries out of Piraeus offered 'endless options' with Adriatic, Black Sea and Turkish ports all likely to benefit.



Making his first public appearance Carnival Corp's Michel Nestour(left), recently appointed as vp in Giora Israel's(right) port and destination group responsible for the EuroMed region. He said his first two to three months in the new job 'has been like an express train'.



Russell Daya, Disney Cruise Line's director marine, port, security operations and maritime affairs called the B2B workshops excellent. 'As we are returning to the Med in 2013 with Disney Magic out of Barcelona, it was a great opportunity to find out latest developments from the ports.



4x4 trip over the dunes

On the evening of the last day of the GA, participants had a treat in store when they flew to Tozeur in the south of Tunisia. First experience was a magical bedouin dinner with the area lit by 5,000 candles. The next day it was into the Sahara for a 4x4 drive over the dunes and visit to the film set of Star Wars.



Tozeur



# Assembly - Tunis, May 31st-June 2nd

## Cruise Village, a first of its kind in the Med

Cruise line executives participating in the MedCruise GA got a first hand glimpse of the Goulette Village Harbour in operation, as regular caller MSC Orchestra was berthed alongside the 675mtr long quay.

In 2010, 406 ships brought 900,000 cruise passengers to La Goulette, prior to the uprising. Last year almost all calls were cancelled due to the Arab Spring but in 2012 MSC, Holland America Line, AIDA and Pullmantur are calling and the passenger count is expected to be close to 600,000.

OMMP is offering reduced head taxes of between €1 and €4.5 per passenger dependent on the season. 'These incentives will continue to 2016 and we hope they will bring back those lines that went away as well as increase activity in La Goulette in the winter months,' said Mohamed Daoud, chairman of OMMP. He expects to return to 2010 levels by 2013/14.

'This is the best conceived terminal in the Med,' Giora Israel, svp global port and destination development group, Carnival Corp said on his first visit to Tunisia. 'From the berthing facilities, to the

shopping, the welcoming, the security, the cafes and restaurants and the whole concept of the village,' he added.

Passengers are greeted on the quayside with live music, dancers, flower and jasmine bearers, locals dressed as Roman centurians and camels. Following excursions they pass through the village housing over a 100 outlets before re-embarkation.

The gala dinner was held at the Goulette Village Harbour so all MedCruise GA participants got a chance to see the cruise terminal and facilities.



*What every visitor to La Goulette does: ECC's Tim Marking takes a camel ride*



*Disney Cruise's Russell Daya and Royal Caribbean's John Tercek visit the Goulette Village Harbour*



*The gala dinner held under a tent, quayside at La Goulette*



*MedCruise president Stavros Hatzakos accepts a gift from Tunisia's Deputy Transport Minister Salah Tagguez*



*Local musicians greet passengers as they pass through the Village Harbour*



*MSC Orchestra berthed at La Goulette during MedCruise GA*



# Barcelona – a must visit city once in a life time

According to the National Geographic magazine, 'Barcelona is one of the 10 cities in the world which must be visited once in a life time.'

The capital of Catalonia has a wide variety of cultural, architectural and leisure attractions that make it one of the most highly-visited cities in the world.

The Port of Barcelona, located in the heart of the city, has contributed to the rising numbers of tourists, welcoming 2.6m passengers last year.



In 2012, the port is expecting a similar number of cruise calls to last year at its seven specialised cruise terminals. Creuers del Port de Barcelona operates five cruise terminals. Palacruceros, the Carnival group terminal, this year celebrated its fifth anniversary. Both companies have invested €88.2m to extend and improve the cruise facilities.

Many passengers taking a cruise from Barcelona arrive by air and last summer the international airport implemented baggage check-in for those continuing their journey on a cruise ship.

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# Castellon - a hidden secret on the coast



Spanish port of Castellon offers a dedicated berth for cruise ships calling at this relatively undiscovered coastal city.

The cruise pier can take any size ship alongside and a shuttle bus to the city centre is offered free of charge.

Earlier this year Holland America Line's Prinsendam visited for the first time and reported very positively about the call, with passengers greeted on the quayside upon arrival and treated to a folklore dance on departure.

Popular shore excursions from Castellon

include Valencia, just 40-45 minutes away by road and the medieval walled city of Morella, which is in line to be given UNESCO World Heritage site status soon. Also close is Peniscola, home to Papa Luna Castle, the second most-visited building in Spain.

Another must-see place of interest is the town of Vall d'Uixo and the San Jose caves, the largest subterranean navigable river in Europe. Tourists can take a boat ride through the caves.

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# Tarragona awash with Roman remains

Tarragona, the southernmost capital of Catalonia, located in the north east of Spain, has exclusive quays for cruise ships, a passenger terminal and can take any size ship alongside.

The city centre is located just 10 minutes from the cruise berth and a free shuttle bus to/from the city centre is available.

Passenger tax discounts are offered by the Port Authority and this year Thomson and Silversea are booked to visit Tarragona, a city awash with Roman remains.

Popular with visitors are the Roman walls and medieval fortifications plus the

amphitheatre that held fights between gladiators in the 2nd century and over which the Visigoth basilica was built in the 6th century as well as the Romanesque church in the 13th century.

The Cathedral, built at the highest point of the capital dates back to 12th-14th century.

The beauty and quality of its sandy beaches and mild weather makes Tarragona and its surrounds a popular destination in the Med.

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## Agri-tourism popular in North Sardinia

**O**lbia, Golfo Aranci and Porto Torres are three ports lying in the North of Sardinia which are steadily growing their cruise traffic. This year the trio expect to receive 139 calls.

West of the island are Olbia and Golfo Aranci, gateways to Costa Smeralda set in the middle of an unspoiled natural landscape. This year, one of 83 calls to Olbia will be the inaugural visit of Carnival Cruise Lines' latest ship Carnival Breeze.

Porto Torres, in the north west of Sardinia, will receive 43 calls by Iberocruceros this year. Popular with the Spanish market is nearby

Alghero, 30km away and a town where Catalan traditions fill every corner and are still alive in its inhabitants' typical dialect.

Agri-tourism is popular in North Sardinia with visits to vineyards and wine tasting high on the list of shorex offerings plus Italian style cooking lessons where passengers have the chance to knead dough, roll it, fold it, shape it and cook it before tucking into a tasty lunch featuring their own handmade pasta.

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## Livorno breaking all records

**L**ivorno, the gateway to Tuscany is expecting 1 million passengers in 2012 following a record 2011 which saw 497 calls bring 983,000 cruisers to the port.

This year MSC Orchestra is using Livorno for partial turnarounds. Starting April through to end of October the vessel will call every Sunday for a total of 29 visits embarking/disembarking 1,200 passengers each time.

Costa Magica (three turnarounds), Voyager of the Seas and MSC Orchestra are all using Alto Fondale berths 46 and 47 which have been designated as cruise-only quays this year.

A 900 sq mtr warehouse alongside plus tented area outside acts as a terminal facility for handling passengers and their luggage. In total, 202 cruise ships are scheduled to call at this facility throughout 2012 in a season which will extend to the end of the year with seven calls booked in December.

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## Venice provides better access and continued terminal expansion



**A**ccessibility to and from Venice Passenger Terminal has been greatly improved this year with the roads leading into and out of the cruise port widened. In addition a new fifth car parking area has been opened providing an additional 2,000 parking places.

Cruise traffic is handled at S. Basilio Terminal (mainly medium-size cruise ships), plus Cruise Terminals 103, 107/108, 117, Isonzo 1 and 2 in the Marittima area.

Next on VTP's agenda is the refurbishment of building 109/110, which will be transformed into a multi-purpose cruise facility. Work will begin this summer on renovating the old warehouses at a cost of €10m. The two storey-building covering an area of 14,000sq mtr has a 219mtr long berth alongside.

Currently there is a baggage handling point outside Isonzo 1 and 2 and one just opened at Terminal 117. Staring from next season a new baggage handling facility will be operational servicing each of the terminals.

At 117, a new Multipurpose Boarding Tower has been operational since April 2011, providing access on and off the vessel as an alternative to a traditional gangway. Designed and built by VTP Engineering S.r.l, a subsidiary of VTP, the company is looking to sell this passenger logistic concept to other ports.

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## Explore Rijeka's glorious past and present

Rijeka, located in the Adriatic coast, is Croatia's largest port accommodating cruise ships up to 7.5mtr draught alongside its passenger terminal or vessels of any size at anchor.

To attract cruise calls the Port Authority charges no port fees for the first visit and is ready to discuss reduced fees for returning visitors.

The town centre can be reached by foot from the port in ten minutes. It is rich in culture and history and in particular industrial heritage such as the first sugar refinery in south-eastern Europe, the first oil refinery (1883) and famous paper factory (1821).



Must-see places for passengers arriving in Rijeka are Opatija, 10 km away by road and a town where tradition, the glory of its former aristocratic tourism, and its Austro-Hungarian spirit are boldly mixed with a modern approach to fun and entertainment.

Krk is a small island that is connected to the mainland by a 1,430mtr bridge. Known as the Golden Island its abundance of olive groves, fields and vineyards provides great hiking and biking opportunities plus beautiful sandy beaches offer time for relaxation.

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## Kavala, a year-round destination



Greek port of Kavala, located on the Aegean Sea is a 12 month destination offering history, religion, nature and the sea all within easy reach of the port's 160mtr long berth, although from this year ships up to 380mtr long with 10mtr draft can be accommodated.

Located in Kavala and its wider region are a number of major museums: The Archaeological Museum with ancient collections from Neapolis, Philippi, Dikli-Tas and Amphipoli; The Folklore Museum in a neoclassical building exhibits traditional costumes, jewellery and handicrafts while excavations are

still going on at the main archeological site at Philippi. It was here also that Paul the Apostle preached in Europe for the first time.

For nature lovers the Nestos River, running 20km into the sea, is considered one of the most important biotopes in Europe, attracting numerous birds to its wetlands.

Kavala also has many beautiful beaches and taverns for relaxation. There are more than a dozen Blue Flagged beaches with clean waters within a few kilometres of the city centre.

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## Turkish trio keep on growing

Global Ports Holding operates the three Turkish ports of Kusadasi, Bodrum and Antalya.

Port of Kusadasi – Ege Ports boasts a 35% market share of all cruise business in Turkey aided in part by its location near to the country's most popular tourist attractions: Ephesus and the House of the Virgin Mary.

Cruise traffic here has grown exponentially since GPH was granted a 30 year concession in 2003. Since its first full year of operation to 2011, passenger numbers have grown 205% accounting for 656,900 on 573 calls in 2011.

Three-digit growth has also been achieved at Bodrum since GPH took over the running in 2008. Referred to as 'The New St Tropez of Turkey' by the New York Times and Conde Nast Traveler magazine Bodrum chalked up 80

calls and just over 50,000 passengers last year.

Marketed as the 'New Turnaround of the Mediterranean', Port Akdeniz – port of Antalya handled 80 calls and 140,818 passengers from 21 different cruise companies in 2011.

Antalya International Airport is 25km away and is the entry point for 32.5% of all tourists coming to Turkey accounting for around 9m visitors per year.

The Antalya region is scattered with ancient theatres, ruined cities and crusader castles dating back to the Romans, Byzantines, Greeks, Seljuks and Ottomans. It is also an important region for Christian history.

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Bodrum



# Major berth expansion in the Balearics

The Balearic Islands Port Authority manages the ports of Palma, Alcudia, Mahon, Ibiza and La Savina. Five doors open to the world for 12 million visiting tourists each year.

These ports recorded 1.6m cruise passengers in 2011, with the port of Palma in front welcoming nearly 1.5m cruisers on over 500 calls.

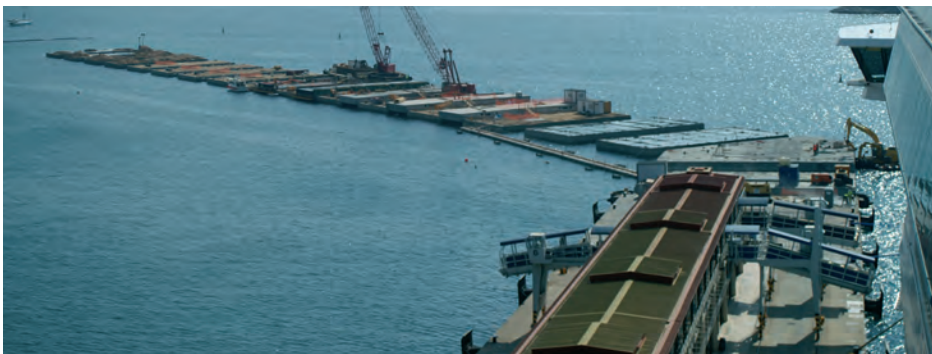
Ongoing investment in infrastructure taking place in the Balearic capital comprises a 360mtr long new cruise berth (pictured) which will be finished in November 2012 as part of the extension of the existing Western Docks. With an investment of €28m it will enable the simultaneous berthing of six cruise ships strengthening Palma as one of the top five

Western Med cruise hubs.

In October this year, a new berth will open in Ibiza as part of the reorganisation of cargo traffic away from the old city, declared an UNESCO World Heritage site. The new concourse of about 75,000sq mtr with two 200mtr long piers will enable simultaneous operation of five ships. The length of ship capable of being handled should increase to over 300mtr with the addition of dolphins significantly enhancing Eivissa, Ibiza as a cruise destination.

In Mahon, €1.8m is being spent on dredging to enable docking operations to be carried out under optimal conditions.

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# Transit port Toulon now undertaking interporting

Toulon is projecting a record year for cruise traffic with 120 calls and 320,000 passengers expected at the leading port of the Var-Provence Cruise Club, a network of 10 ports in Provence and the French Riviera.

Across the 10 ports passenger numbers are due to reach 380,000 as tenders ports of Sanary and St Raphael, in particular, are becoming increasingly popular, especially with luxury lines.

An established port of call, Toulon has added Norwegian Cruise Line and AIDA Cruises to its roster of new customers this season. Royal Caribbean International's Liberty of the Seas is interporting this summer as Toulon stakes its

claim as an alternative French hub for turnarounds.

50 of this year's calls are at the 340mtr long Le Mole-La Seyne. Here a temporary terminal has been constructed to handle Liberty of the Seas. Transfer to the town centre is normally by bus taking around 30 minutes although Norwegian has pioneered the transfer of passengers to/from the ship by boat which takes only 10 minutes and brings them to the marina right in front of the Provence market and old town.

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# Valencia Passenger Services Terminal launches



Spanish port of Valencia attracts both homeporting ships and transit calls. Around 40% of the 200 or so calls expected in 2012 are using the port for embarkation.

Regular visitors include Iberocruceros, Pullmantur, MSC Cruises and Costa Cruises.

A new company, Valencia Passenger Services Terminal (VPS Terminal) is launching on July 1, 2012 to provide a complete and continuous service to both passengers and cruise ships, which are calling in Valencia.

Set up by four local shipping agents with wide experience in the cruise industry: Bergé Marítima, Pérez&Cia, Roca Monzó and Transcoma, VPS Terminal will operate out of a building located in the Marina Real Juan Carlos I, one of the most attractive tourist areas of Valencia and close to cruise berths and the city centre.

The new company is offering passenger and luggage check-in, baggage reclaim on arrival, shuttle service from the terminal to the ships and vice versa as well as shuttle to the city centre and back, three kilometres away.

The 1,600 sq mtr building, a former ferry terminal built around 40 years ago, is currently being refurbished at a cost of €500,000 and will contain baggage scanning equipment, seating area, check in and cafes on the ground floor. The start up has been given a five year concession, informs Cristina Rodríguez, senior manager at VPS and former cruise manager of Valencia Port Authority (pictured together with Manuel Rodríguez Ruiz, director of shipping at Valencia Port Authority).

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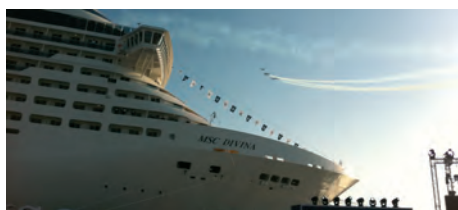
BRINGING THE MED TOGETHER

## Marseille hosts big ticket events

'Med with passion' was the tag chosen by MSC Cruises for the late May naming ceremony of its newest flagship, MSC Divina, which took place alongside the Marseille Provence Cruise Terminal. The ceremony began in spectacular fashion as the Breitling Jet Team performed an aerial stunt show around and above the vessel. Guests gasped and clapped as the display team flew in formation just 100mtr above the top deck before peeling off and soaring up into the sky.

A eulogy by home-grown actor Gerard Depardieu was followed by Maxim Vengerov, acclaimed violinist and UNICEF goodwill ambassador, who gave an exquisite performance on his Stradivarius before Italian jazz singer Paolo Conte sang and played piano to round off the musical component.

As the sun went down MSC Divina's



godmother, screen legend Sophia Loren, named the ship as pyrotechnics and confetti were thrust into the sky from huge letters spelling out the ship's name.

Later this year Marseille will host Seatrade Med, the Mediterranean's largest cruise event on November 27-29 with MedCruise as the main sponsor.

In 2013, the city will host over 400 cultural events during its year as European Capital of Culture. A new cruise terminal is being built, for completion by the end of 2012, for turnaround calls whilst the entrance into the port is scheduled to be extended soon to enable access for the largest cruise ships.

Marseille Provence is set to welcome more than 910,000 passengers in 2012.

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Jacques Truau, President of Marseille Provence Cruise Club

## MedCruise in Miami

The MedCruise booth at Cruise Shipping Miami 2012, held in March, provided a great meeting place for members, associates and cruise lines. The open-sided booth, decked out in pastel colours reflecting MedCruise's branding and supplemented with white chairs, also featured a flat screen TV showing rolling imagery from 100 member ports in 20 countries.

MedCruise hosted a reception on the opening afternoon of the show at which the newly published 2012/13 Yearbook was presented. The Directory of Cruise Ports and Professionals in the Mediterranean and Adjoining Seas has been mailed to cruise line executives and members and also appears as an e-book on the www.seatrade-insider.com homepage. It will also be distributed by Seatrade to cruise line executives and tourism officials at cruise events this year in Greece, Argentina, China and Dubai plus at Seatrade Med in Marseille.



Maria de Larratea, MedCruise secretary general and Stavros Hatzakos, MedCruise president

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Don't forget to come and visit the MedCruise pavilion at Seatrade Med at Parc Chanot, Marseille, France on 27-29 November 2012