

MEDCRUISE NEWS

BRINGING THE MED TOGETHER

Expanding horizons - MedCruise targets Asian source market



MedCruise, through the positive spirit of its membership, continues to expand its work in advancing cruising in the Mediterranean and its adjoining seas.

Membership has grown to represent more than 100 ports in 22 countries. This membership covers 86% of passenger movement and 81% of calls in the region.

MedCruise provides a platform for the representation of its members in all major cruise related events around the globe. Earlier this year a record number of members participated at Cruise Shipping Miami 2013 convention.

During the last half of 2013, MedCruise is expanding its presence at Seatrade Europe in Hamburg (see page 2) and participating officially for the first time at a cruise event in Asia.

Asia is the fastest growing source market predicted to generate over seven million passengers by 2020. China is the region's most promising source market due to its vast population and growing middle class.

Last year over half a million Chinese cruised and that figure is expected to reach two million by 2018. With more exposure to international brands deployed in local waters, more Asian travellers are appreciating cruising and the value-for-money proposition and variety of onboard entertainment and activities.

Having been tempted to cruise close to home, the next step will see Asians travelling further afield and cruising in the Mediterranean offers an appealing way of seeing multi-countries and experiencing

their rich culture and history in a relatively short space of time.

MedCruise is exhibiting and is also the exclusive registration sponsor at Cruise Shipping Asia-Pacific Convention 2013 taking place in Singapore October 8-10th at the Marina Bay Sands (stand C-13).

In a new development, MedCruise has designed and produced a Chinese language postcard promoting the Association and the Mediterranean as a cruising destination. The postcard has been sent to over 400 Chinese travel agents specialising in selling cruises. The second element of the promotional campaign is a highly visual brochure with Chinese language text describing the diversity offered by MedCruise member ports in a series of themes, such as culture, folklore, history, architecture, cuisine, shopping, luxury, sporting activities and nature. MedCruise is also preparing a promotional video. All these promotional activities are targeting the expansion of attractiveness in new source markets.



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MedCruise raises its profile at Seatrade Europe



Following a successful debut on the exhibition floor at the last Seatrade Europe Cruise and River Cruise Convention, MedCruise is expanding its presence (on stand 315) at the 2013 edition taking place on September 24-26th at Hamburg Messe.

This is the second time MedCruise has taken a stand at the Hamburg event, an important place for networking with cruise line representatives and hearing key issues debated at the high-level conference.

MedCruise president Stavros Hatzakos will also be providing a view from the Mediterranean as a speaker in the gmec Cruise: Environmental Advances in Cruise Ship technology session taking place on September 25th. Other fellow panellists include Henning Brauer, head of project management at Hapag-Lloyd Cruises, Marco Digioia, director of government affairs, CLIA Europe, Monika Griefahn, chief sustainability officer at AIDA Cruises, Richard Pruitt, avp safety and environmental stewardship, Royal Caribbean Cruises Ltd and Jens Hjorth, senior scientific officer, Institute for Environment and Sustainability, European Commission.



MedCruise is also sponsoring the Environmental Initiative of the Year category at the Seatrade Insider Awards 2013, which will be presented immediately after the State of the Cruise Industry in Europe conference session on September 24, 2013.



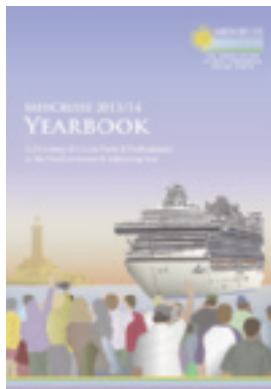
The following members are exhibiting at Seatrade Europe:

Alanya Cruise Port
Autoridad Portuaria Almeria-Motril
French Riviera ports
Global Ports Holding (Kusadasi, Bodrum, Antalya)
Heraklion Port Authority / Souda Port Chania
Igoumenitsa
Inflot Worldwide
Intercruises
Kavala Greece

Malaga
Marseille Provence Cruise Club
Motril
Port of Lisbon Authority
Port of Sete / Sete Cruise Club
Tarragona
Azores
Trieste
Tura Turizm
Toulon - Var province
Madeira Ports
Karpaten Turizm

MedCruise member Toulon is shortlisted in the Port of the Year category and associate member, Inflot Worldwide, is shortlisted in the Supplier of the Year.

The latest edition of the MedCruise



Yearbook 2013/14 will be distributed to all delegates and speakers at Seatrade Europe Cruise and River Cruise Convention. Key note speakers on the opening session include Christine Duffy, president and

ceo of CLIA, Manfredi Lefebvre d'Ovidio, chairman, CLIA Europe and chairman Silversea Cruises, David Dingle, ceo Carnival UK, Dominic Paul, vp and group md Europe, Middle east and Africa Royal Caribbean, Michael Ungerer, president, AIDA Cruises, Pierfrancesco Vago, executive chairman MSC Cruises and Richard J. Vogel, ceo TUI Cruises.

MEET THE MEDCRUISE MEMBERS

WEDNESDAY 25TH SEPTEMBER
11.30-13.00

MEDCRUISE STAND (A4.315)



Stavros Hatzakos



Marco Digioia



Jens Hjorth



Henning Brauer



Richard Pruitt



MedCruise invited to participate in ESPO 2013 Conference

MedCruise actively participated at the annual conference of the European port authorities, held in Varna, Bulgaria between May 30th-31st, 2013.

With the theme of the European Sea Port Organisation (ESPO) 2013 Conference being the collaboration of ports in promoting the sector, MedCruise President Stavros Hatzakos and secretary general Thanos Pallis presented the scope of MedCruise, its activities and the dynamic picture of cruise ports around Europe.

Hatzakos also presented a preview of the annual statistics collected by MedCruise, indicating the dynamics of the market and their importance in developing the sector further to boost ports and the local and regional economies. He also presented the logic

of collective action that drives MedCruise since its inception, and the current activities of the association.

Notably, this was the first ever time that MedCruise was invited to intervene at the ESPO Conference. The dual representation of the association provided a first class opportunity to discuss the dynamics of the cruise ports in the Med, as well as the issues that its 100 plus members collectively discuss and promote.

These interventions took place in front of an audience of over 200 industry delegates, as well as the vice-president of the European Commission Siim Kallas who presented the new initiatives of the European Commission on ports, and several others port policy makers.



Further changes to MedSecretariat



L-R: Aimilia Papachristou, Stavros Hatzakos, Thanos Pallis, Kleopatra Arapi

Further changes of the MedSecretariat took place in the summer, with the recruitment of two new members to advance the work of the Association, Mrs Aimilia Papachristou and Mrs Kleopatra Arapi.

Aimilia holds a BSc from the Department of Shipping Trade and Transport, School of Business, University of the Aegean, Greece (2002), and a MSc in Shipping Trade & Transport, School of Business, University of the Aegean, Greece (2004). She has a 10 years experience in contract research in the port and maritime research projects. Among others she has developed research on the state of cruise ports in the Med, while she works on a PhD

thesis examining industrial relations in seaports. She speaks English and Greek.

Kleopatra Arapi has completed a postgraduate degree at the National Technical University of Athens (MSc in Applied Mathematics: BSc in Mathematics). She speaks Spanish, French, Italian, English and Greek.

On the other hand, since the 20th of August, Mrs. Maria de Larratea, is no longer with the Association. On behalf of the

members, the President Stavros Hatzakos and the Board of MedCruise Association expressed his gratitude to Maria for the work she has done for MedCruise and wished her every success to her next professional step.

The Secretary General Thanos Pallis and the incoming members is the new team that is expected to increase further the impact of MedCruise in advancing cruise activities in the Mediterranean and the adjoining seas.

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MedCruise will be participating at the following events worldwide

Seatrade Europe 24-26 September, 2013, Hamburg



MedCruise will have its own stand (A4.315) at Seatrade Europe. The event will take place on 24-26 September 2013, at Hamburg Messe, Germany.

Cruise Shipping Asia-Pacific Convention 8-10 October, 2013 Singapore



MedCruise is exclusive sponsor of registration and has its own stand (C13)

International Cruise Summit 24-25 October 2013 Madrid



MedCruise will be in Madrid discussing the present and future of an industry, which last year hosted more than 20 million passengers worldwide.

Italian Cruise Day 25-26 October, 2013 Livorno



The event provides an opportunity to meet key professionals, entrepreneurs and managers representing the various private companies and public involved in the cruise industry in Italy.



The panel at IAME Cruise industry session: L-R: Dr. Thanos Pallis (MedCruise), Mr Eschena, Erminio (MSC Croisières), Assunta Di Vaio (Parthenope University Naples), Mr Umberto Masucci (Italian Maritime Cluster) Mr Castaing, Laurent (STX France) and Mr Azouze, George (Costa Crociere France)

MedCruise at IAME 2013 Conference in Marseille

MedCruise secretary general Thanos Pallis participated at a special industry session that was held in Marseille on the 3rd of July during the annual conference of the International Association of Maritime Economists (IAME). Fellow panelists included: Mr Umberto Masucci (Italian Maritime Cluster) Mr Eschena, Erminio (MSC Croisières) Mr Castaing, Laurent (STX France) and Mr Azouze, George (Costa Crociere France) who

discussed the ways of managing complexity in the cruise industry, and the strategies and business models in development in the Med, with the MedCruise secretary general emphasising the outstanding progress that the ports of the region have made in effectively accommodating cruise traffic. The event was organised by the Italian Maritime Cluster, in association with the Parthenope University in Naples.

MedCruise contributes at COTER Conference on ports and Europe 2020 strategy

MedCruise secretary general Thanos Pallis participated at the meeting of the European Commission for the Territorial Cohesion Policy Conference on "The contribution of European ports to the implementation of the Europe 2020 strategy". The event was held 11-12 July, 2013, Dunkirk, France.

Approved in June 2010 by the Heads of State

Conference of the Commission for Territorial Cohesion Policy (COTER)

The contribution of European ports to the implementation of the Europe 2020 strategy

Conference Dunkirk, France 12 July 2013

and Government, the aim of the Europe 2020 strategy is to boost Europe's economy over a ten-year timeframe in order to develop growth that is smart, sustainable and inclusive through greater coordination between national and European policies.

Thanos Pallis emphasised that cruise ports in the Med and its adjoining regions have a key role to play in this process as genuine drivers of growth and sustainable jobs, that can act as catalysts for the successful implementation of this strategy. Thanos also stressed the MedCruise members have responded to the challenges speedily and successfully, adapting operational practices and updating infrastructures and services required, offering an even bigger and stronger choice for the cruise lines and passengers and opportunities for further growth of a sustainable economy.

Venice

Venezia Terminal Passeggeri has unveiled plans to provide shoreside power for ships berthing at Tagliamento quay, and using terminals 107/108 and 109/110.

On completion, electricity will be supplied directly from the national grid to two or three ships simultaneously. The project has taken 15 months to complete, at a cost of around €20m.



Venice can now accommodate seven ships simultaneously at the Marittima terminal, and up to 12 including San Basilio, and handles up to 33,000 cruise ship passengers a day.

This year's forecast points to 2.5% growth, equivalent to 1,820,000 passengers.

Building 109/110, an old warehouse, is being completely refurbished and when completed in 2014 the Port of Venice will have 10 cruise terminals.

VTP is a shareholder in managing cruise terminals in Ravenna, Catania, Cagliari and Brindisi in Italy and is studying possibilities to become involved in cruise terminal projects in Istanbul Turkey, in Dubrovnik, Pula and Zadar in Croatia and in southern Italy with the Port Authority of Gioia Tauro where the regional government of Calabria's master plan for 2013 envisages 15 cruise berths at the four ports of Reggio Calabria, Vibo Valentia, Crotone and Corigliano Calabro, which will be able to handle an estimated 7,000 passengers, almost double the figure for 2012.

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Portoferraio



Portoferraio is the capital of Elba, the largest island in the Tuscan archipelago and its port lies within the town so all attractions are within walking distance.

Passengers embarking on foot can visit the Medicean town, between fashionable shops and small restaurants, not far from places dating back to Napoleonic times.

From 1814 to 1815 the island was the home in exile of Napoleon Bonaparte, who left two magnificent residences, both of which are now national museums popular with visiting cruise passengers. At the Villa dei Mulini and at the summer house at San Martino visitors can admire period furniture and furnishings and numerous paintings.

Also popular for visiting transit passengers are the remains of the Roman villas at Le Grotte and Capo Castello.

Stretching just 27 kilometres in length, Elba offers natural countryside: from jagged coast to sandy beaches, to the mountainous slopes of its interior amid green chestnut forests and vineyards. Tiny villages hug the coastline strung out a couple of miles from one another overlooking the sparkling Mediterranean Sea. 90 cruise ships called at Portoferraio last year.

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Cagliari

Located on the Bay of Angels in the southern part of Sardinia Island, Cagliari stands at the centre of the Mediterranean Sea. Founded by the Phoenicians in the 8th century B.C., Cagliari became an important maritime and commercial town under the Carthaginian domination, and was later taken over by the Romans, becoming a very prosperous city. Nowadays Cagliari is the capital of Sardinia, with a metropolitan area of about half a million inhabitants.

The town has a soul made of a history, culture, nature, beach tourism and night life: an attractive mix that fascinates all visitors.

The Molo Rinascente provides a dedicated cruise quay capable of handling the largest

ships operating in the Med. It stretches 480mtr long on the Western side and 450mtr on the Eastern side, with a depth alongside of 12mtr. The two berths will be served by a new cruise terminal.

This year, 100 ships and 158,000 passengers are expected to visit Cagliari. Molo Rinascente is a few minutes away from the railway station and 7 km from Elmas International Airport. A free shuttle bus is provided to take passengers to the city's historic centre.

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Livorno

Livorno Port for Tuscany – is mainly a transit port although vessels undertaking partial turnarounds are steadily increasing. In 2012, Livorno received 465 ship calls and over 1 million cruise passengers, of these 128,613 embarked and disembarked at the port.

New infrastructure for passenger traffic has been approved and priority for visiting cruise ships has been given at Alto Fondale, docks 46-47. The Cruise Terminal recently restored is located close to the impressive 16th century monument Fortezza Vecchia. Passengers can use the Porto di Livorno shuttle bus service running from the quaysides to the city centre, passing through the old town and its system of canals and bridges.

Pisa International Galileo Galilei Airport, located only a few kilometres from Livorno has connections to many European cities including



the two largest sources of cruise passengers, UK and Germany. Porto di Livorno 2000 and Pisa Airport have joined forces to ensure a integrated transfer service from airport to ship and vice versa.

The splendid art cities of Florence, Pisa, Siena and Lucca can be reached from Livorno's berths in a very short time. The world famous wine roads in Bolgheri, beaches and natural parks found in Tuscany and the Etruscan ruins represent a vast array of alternative shore excursions to classic Tuscan tours.

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Alicante

Alicante, located in the middle of the Costa Blanca, on the Mediterranean coast of Spain is just two hours from Madrid using a high-speed rail link which offers 18 daily services a day.

For those passengers looking to stay closer to the port, Alicante is a beautiful harbour city, which sits at the foot of Santa Barbara Castle, a silent witness to the numerous civilizations to have settled here

Phoenicians, Greeks, Romans and later reached this coast in search of new trading routes, while at the same time contributing to the city's character. The city and its harbor are flanked by the Benacantil mountain, a rocky promontory crowned by the Santa Barbara fortress.

From the top of the old walls there is a commanding view of the city, the coastline and surrounding countryside.

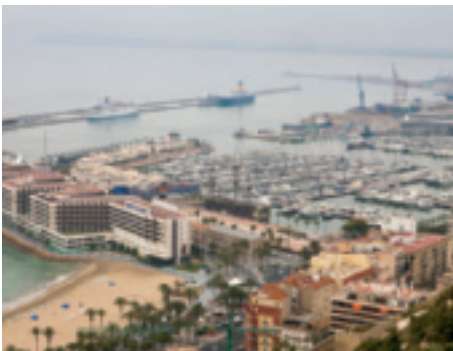
One of the most attractive buildings in the network of narrow streets is the Gothic church of Santa Maria built on top of an old Arab mosque. Across from the church is the MACA, Museum of contemporary Art of Alicante, housing a collection of contemporary art. Visitors can also come to the MARQ the first Archaeological Museum of the XXI century. This archeology center bets for a renewed commitment to the traditional display system, defined as a collection of findings properly classified and cataloged.

The Esplanada de España promenade, located across from the port, is a lively boulevard dotted with terraces and cafes.

Along the coastline of Alicante are a dozen golf courses with excellent views of Mediterranean. No visit is complete without trying local specialty the rice dishes and seafood.

These dishes go well with wines from the Denomination "Origin Wines of Alicante", the result of the diversity of climates, regions and varieties, with a catalog of a large range in types of wines. And of course the visitor should taste The "fondillón", an exclusive wine of the appellation of origin, Just 11 wineries in the world are authorized to make it. The "sacristy", special cellars, where the Fondillón ages are unique places. And the Fondillón is full of stories of yesteryears. Not surprisingly, it appears in the work of Miguel de Cervantes.

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Brindisi



Brindisi is expecting 13 calls this year and 19 in 2014 when TUI Cruises' new delivery Mein Schiff 3 makes eight visits to the southern Italian port. Regular callers Azamara and Seabourn ships will also berth at the inner port close to the town centre. A private consortium – comprised of Royal Caribbean, Venezia Terminal Passeggeri, Marininvest and Bassani Adriatico – which won the concession (still awaiting signature) to operate a new cruise terminal to be built at Costa Morena East will add to the port's momentum. A tender for the new terminal is now issued with a view to being operational next year in order to push ahead

with plans to conduct turnarounds using nearby Papola Casale airport, which has internal flights to Rome, Naples, Milan, Bologna and Pisa.

The airport is served by Alitalia, AirOne, Volareweb.com and Myair; and there are direct flights in summer from London (Stansted) with Ryanair, from Brussels with Jetairfly, from Vienna with Austrian Airlines, and from Zurich with Helvetic.

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Barcelona

During the first six months of this year, Barcelona handled 1,040,823 cruise passengers, 56% of them turnaround passengers on 352 calls. Both passenger and call numbers are up 15% from last year.

The tally represents Barcelona's all-time record for cruise passengers in the first six months of the year.

Europe and the Mediterranean's leading hub port, Barcelona is expecting 2.6m passengers this year, equalling the record set in 2011.

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Tarragona

Led by the Port of Tarragona, in collaboration from different institutions such as the Town Hall, Tarragona Chamber of Commerce, Tarragona Provincial Council and local travel agencies the Spanish destination is promoting itself as an alternative to other, more established cruise ports in the vicinity.

The main aim is to position the Tarragona World Heritage and Costa Daurada brand on the cruise map of, which is rapidly expanding in the Mediterranean.



Tarragona is just one hour by road from Barcelona, which offers great potential for lines looking for new, alternative ports of call that can also provide excursions to the Catalan capital alongside the wide range of tourism and cultural activities available in Tarragona.

Tarragona, heir to the ancient imperial city of Tarraco, is a lively town where culture and history can be found in every street. Its impressive archaeological legacy from the Roman Empire, recognised by UNESCO as a World Heritage Site, with medieval past and modernist buildings offer visitors the opportunity to enjoy a thrilling journey through time.

The beauty and quality of its sandy beaches, unique landscapes, mild climate, friendly inhabitants, wide range of shopping areas and stores and excellent cuisine make it one of the most exceptional destinations in the Mediterranean.

The Port of Tarragona has a berth for the exclusive use of cruise ship traffic; it is located on the quay attached to the Levante berth and two cruise ships can tie alongside at the same time.

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Valencia

Norwegian Cruise Lines started calling at Valencia for the first time this year, resulting in the Spanish port welcoming ships from the four major cruise groups: Carnival, Royal Caribbean, Norwegian and MSC.

Cruise traffic has grown 201% in ship visits and 745% in terms of passengers in the last 10 years. In 2012, Valencia recorded 205 ships and over 490,000 passengers.

Port Authority of Valencia aims to exceed 509,000 passengers and 231 calls in 2013. The first phase of a new cruise facility located on the northern extension of the port, offering two berths of 430mtr and 440mtr long, is operational. These two berths together with a

third one planned alongside, allows ships up to 362mtr of length and 14mtr draft to call at Valencia.

The port is close to the historic old town, Bioparc and the City of Arts and Sciences - an example of architecture at its most futuristic. The structure houses an IMAX cinema as well as Europe's largest aquarium - the Oceanogràfic, interactive educational exhibits in the Príncipe Felipe Science Museum and the avant-garde opera house - Palau de les Arts Reina Sofia.

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Balearic Islands



Baleares Port Authority is set to welcome 670 ships in 2013 and 1.4m passengers, a rise of 8% compared to last year. Following the creation of two new 360mtr long cruise quays in Palma de Majorca earlier this year, the islands most popular cruise port can accommodate seven cruise ships over 300mtr long at the same time. In Ibiza, five new gangways, designed and built by Barcelona-based Ingenierias Tecnicas Portuarias, are being put into operation at the new cruise terminal. Two gangways went into service in July and

another three in September/October.

Star Clippers will begin offering new itineraries from Palma de Majorca starting summer 2014. The round trip voyages from the largest of the Balearic Islands will also call at Formentera, Ibiza and Menorca back to Mallorca. Additional stops will be made in Valencia and Sant Carles de la Ràpita in Catalonia.

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Portimao



Atlantic to the north Atlantic, from the Baltic Sea to the Atlantic Islands, or in Western Mediterranean cruise itineraries, the Algarve and the Port of Portimão is easy to stop. It is just one night's sailing distance from cruise destinations such as Lisbon, Gibraltar, Cádiz, Tangier, Malaga or Casablanca.

Besides the opportunity of having 20 golf courses within an hour's drive from

the port, Portimão also offers unique experiences such as diving in the largest single artificial reef structure in the world created by deliberately sinking old naval vessels, driving/track experiences at Autodromo Internacional do Algarve or skydiving.

Just five minutes away from the city centre or from Praia da Rocha, the Port of Portimão is the gateway to this fantastic destination.

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Cartagena

Cartagena is looking forward to over 100 calls and more than 120,000 passengers this year following the extension of its cruise berth to 560mtr last year.

The port has added a covered waiting area of 1,000sq mtr to provide shelter for passengers going on or arriving from tours.

On June 24, this year Independence of the Seas made a maiden call at the Spanish port. The Royal Caribbean International vessel is set to return again in September. Other large vessels making first time visits in 2013 include Celebrity Constellation, Eurodam and Ruby Princess.

On 12 different days this season two ships will visit Cartagena whilst on four occasions there will be triple ship days. Due to the proximity of the cruise berth to the city centre, its Roman Theatre, Cathedral, National Museum of Underwater Archaeology, Conception Castle and Punic rampart, Naval and Artillery Museums, as well as many modernist buildings are all within walking distance. This year is the 125th Anniversary of the Submarine Peral, the first electric battery powered submarine built by Isaac Peral, Spanish engineer and sailor from Cartagena.

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The Port of Portimão is located in the Algarve, the southernmost region of Portugal.

Blessed with over 300 days of sunshine a year, the Algarve enjoys the perfect climate to complement its spectacular shoreline and over 200 kilometres of beaches.

Due to its location, it was from the Algarve that five centuries ago the Portuguese navigators sailed to discover the new world. Nowadays, this region is in the centre of many important cruising routes: From the Caribbean to the Mediterranean Sea, from the south

Ports of Tenerife

Ports of Tenerife in the Canary Islands is MedCruise's newest member, having officially joined the Association at the 42nd General Assembly in Madeira in June, 2013.

The volcanic Canary Islands are one of the most popular holiday destinations for Europeans, especially during winter. The temperature fluctuates between 16 to 21 degreesC all year-round.

Tenerife offers two ports, Santa Cruz de Tenerife, the main cruise port and Los Cristianos, an anchor port, located in the south and 10 minutes/one nautical mile from the jetty.

319 ships called at Santa Cruz de Tenerife last year bringing 669,353 passengers. The Muelle Sur cruise pier offers 1.2km of berthing line with draft alongside of between 7 to

12mtr. An additional cruise berth at Muelle Ribera is 395mtr long with 8mtr draft.

Santa Cruz de Tenerife provides access to El Teide, on the UNESCO World Heritage List and the highest peak in Spain.

The Port Authority of Santa Cruz de Tenerife manages five ports in four of the Canary Islands in addition to the above two mentioned ports. These are include Santa Cruz de la Palma in La Palma island, San Sebastian de la Gomera in La Gomera island, the last island Columbus called before discovering America and La Estaca in El Heirro islands, known as the end of the world by the ancient conquerors.

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Lisbon



Port of Lisbon Authority is expecting 355 ships this year, an increase of 13% on 2012 and around 560,000 passengers, representing a 7% growth year on year.

Whilst being a year-round port for cruise activity, a large concentration of visiting ships arrive between April and May and in September to November on repositionings to/from North Europe.

13% of ships arriving are on transatlantic repositioning and 15% are vessels going to, or coming from, the Mediterranean. 32% of calls are Atlantic-based itineraries, a sector which is growing.

Almost half the passengers attracted to Lisbon are British, followed by Germans (17%), Italians (11%), US (10%) and French

2%. In 2012, average passenger spend was €118.

The Port has launched a public tender for the management of its cruise activities including the construction and management of a new €22m terminal building designed by Portuguese architect Carrilho da Graca. The successful bidder, which will be announced later this year, will also manage Lisbon's existing terminal buildings in Santa Apolónia area where a new pier costing €54m and offering berthing of 767mtr was completed in 2011.

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Gibraltar



‘AzAmazing Evening’ was held in Gibraltar on March 30, where the historic St. Michael’s Cave was opened exclusively to Azamara Quest passengers that night. Members of the ‘History Alive’ re-enactment society, clad in traditional Scottish regiment dress uniform, ushered the visitors into a cocktail reception with local canapés in Cathedral Cave, a large cave within St. Michael’s Cave named for its pipe organ-like stalactites.

The main feature of the evening was a concert in the cave by the Royal Gibraltar Regiment Band and Corps of Drums in Cathedral Cave, accompanied by noted

Gibraltar vocalist Andrea Simpson.

Gibraltar features next year on a new itinerary being launched by Fred Olsen – a Film Stars & Fast Cars - 16-night cruise on Black Watch departing from Southampton on May 17, 2014 visiting Spain, France and in Gibraltar, where films including Das Boot and The Living Daylights were shot.

160 cruise ships are expected to visit Gibraltar this year.

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La Goulette

The interior of La Goulette Cruise Terminal has been given a makeover ahead of the upcoming peak season. In addition to the freshly painted Village and shore excursion terminal, new signage has been added.

230,784 passengers visited La Goulette in the first six months of 2013. For the second half of the year 130 ships are due to call bringing about 300,000 passengers. Regular callers include MSC Splendida, MSC Preziosa, AIDAblu, Sovereign and amongst new arrivals Norwegian Jade, Silver Wind, Saga Sapphire, Arantia, Island Sky and Black Watch.

On display are images from some of the attractions found in nearby Carthage and La Goulette including the new look Bardo



Museum, the village of Sidi Bou Said, and the preserved Arab Medina.

New directional signage in reflective white lettering on a blue background will help assist passenger flow around the village and for those going outside on tours.

To improve the welcome of cruise passengers at La Goulette Cruise Port, the Tunisian Tourism Office (ONTT) organized an exceptional promotional campaign ‘ASSLAMA Tunisia’ (Welcome to Tunisia) from July 15th to 31 August, 2013.

The ONTT strengthened its presence in the terminal with a welcome desk in front of the quay. Two young tourism trainees were located there and distributed information about the tourist attractions reachable during a day visit to Tunis. In addition they offered cruise guests customized stickers, T-shirts, caps and key rings.

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Rijeka



The Port of Rijeka Authority, in cooperation with the City of Rijeka, launched a competition in July this year for an urban-architectural concept design for the redevelopment of the Delta and Porto Baross port areas in the Croatian city.

The competition is public and international, and covers a total surface area of 32 hectares from Rijeka's Liberation monument to the shoreline and requires the design of new residential, commercial and mixed-use buildings, hotel and public use areas, as well as the organization of public areas - streets, squares, promenades, and coast of Southern Delta.

Within the area of Porto Baros, competitors are required to offer a solution for the new marina with supporting facilities integrating the port warehouses protected as cultural heritage.

The deadline for submitting entries is October 22, 2013.

Rijeka is starting to get onto the cruise map with a call by P&O Cruises' Oriana in 2012, followed by the UK cruise line's Adonia this year. Crystal Cruises has announced it will make a maiden call to Rijeka in 2015.

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Valletta



Joseph Zammit Tabona has been appointed chairman of Valletta Cruise Port plc, a position he held previously between 2007 and 2009. Prior to this re-appointment, Tabona served as Malta's Commissioner for the United Kingdom and Ireland.

In a career spanning more than 40 years, Tabona has held positions on a number of boards of private and public companies including chairman of the Malta Stock Exchange, the Malta Accountancy Board, the Malta Development Corporation and Malta Enterprise.

He also held directorships in Bank of Valletta, the Malta Council for Arts, Science and Technology and HSBC Life Assurance (Malta) Limited.

In August this year, Tabona, was appointed as the Prime Minister's Special Envoy for Investment Promotion.

Tabona said he is looking forward to his return to Valletta Cruise Port. During his tenure, he will be focusing on strengthening Valletta Cruise Port's relationship with the cruise lines, their local agents as well as other stakeholders, in particular the Malta Tourism Authority.

Last year cruising generated €98m to the Maltese economy. On landside activities, Valletta Cruise Port's new chairman will continue with the further development of the company's property in the port of Valletta.

MaltaPost issued a set of three stamps depicting cruise ships that have visited the Valletta Cruise Port in previous years. The stamps depicted Riviera, Costa Deliziosa and Ryndam respectively.

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Dubrovnik

Disney Magic made its maiden call to Dubrovnik, Croatia, on July 5, 2013. Disney Magic was in Dubrovnik as part of the 2013 Mediterranean season and this is the first time a Disney Cruise Line ship has called on a Croatian port. In 2014, the Disney

Magic will return to Dubrovnik on select European itineraries. (Matt Stroshane, photographer).

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Piraeus



The number of transit passengers visiting Port of Piraeus in the first seven months of 2013 grew by 11.72%, compared with the corresponding period of January to July, last year. However home porting traffic fell mainly due to the cancellation of itineraries on Pullmantur's Zenith following a fire whilst cruising in the West Med. As a result, total cruise passenger numbers calling Piraeus between January and July this year rose 6.02% compared to the same time last year.

Construction of a new cruise berth at Agios Nikolaos is due to be completed by the end of 2013. Located alongside the new International Cruise Passenger Terminal C

which officially opened earlier this year, the facilities will be ready to operate fully at the start of the new cruise season, which begins on April 1, 2014.

The new infrastructure coming on stream will result in Piraeus offering 11 cruise berths next year, and after approval by the EU to add new quays capable of handling the new generation cruise ships, the number of berths will rise to 14 by 2016, making Piraeus Europe's largest hub for cruise ships.

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Corfu

In order to cater with increasing numbers and sizes of cruise ships wanting to visit the Port of Corfu, the existing cruise berth is being extended by 435mtr to provide a 770mtr long quay with 11mtr depth alongside. When operational next year the port will be able to accommodate six ships at the same time.

Traffic has been steadily growing in the past few years and expected to jump from 624,000 passengers in 2012 to more than 700,000 this year, representing an increase of 11% in passengers although the number of ships remains the same but of much greater capacity.

Costa neoRomantica, Hapag-Lloyd Kreuzfahrten's Europa 2, TUI Cruises' Mein Schiff 2 and MSC Cruises' MSC Fantasia and MSC Divina are all first time callers at the Greek island this year.

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Constantza

MSC Cruises will undertake partial turnarounds in Constantza this September and October with MSC Musica boarding Romanian passengers on four 11 night round trip Venice itineraries calling in Italy, Greece, Turkey, Ukraine and Romania. In 2014, the company is scheduling eight partial turnarounds in Constantza on MSC Sinfonia and MSC Orchestra.

This year sees the Black Sea port recording 68 calls in total, up from 52 last year and a rise of 20% in passengers compared to 2012 when just over 34,000 visited Constantza.

The old part of the city is currently undergoing regeneration, partially financed by the EU and costing \$30m. The 18 month project is due to be finished by 2014 and includes the complete repaving of all the streets and sidewalks, plus landscaping with trees and plants in the old city, restoration and pedestrianisation of Ovid Square and connection to Tomis Marina by a new



staircase.

Also included are the works is a revitalisation of Carol Park just outside the Port Gate where events will be held in the summer; reconstruction of the Promenade area with its many historical buildings such as the

old Casino, Navy Headquarters, Genoese lighthouse and numerous statues.

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Marseille



More than one million cruise passengers are expected to visit Marseille this year and transit figures are up 35%.

Marseille Provence Cruise Terminal (MPCT), managed by MSC Cruises and Costa Cruises is set to reach 1.6m passengers a year by 2015/16 thanks in part to turnaround operations by the concessionaires' 17 vessels, including MSC Fantasia, Sinfonia and Splendida and Costa Atlantica, Luminosa, Serena and Voyager. CDF's Horizon is also using Marseille as a turnaround port.

The construction of a new 16,000sq mtr terminal this year which will be able to accommodate two additional large cruise ships for turnarounds. The facility includes a 450-space parking lot and 3,000sq mtr baggage area and 3,000sq mtr check-in area.

The Port of Marseille is also investing as almost 70% of ships calling at the port are over 300mtr in length, a \$35m project to widen the northern entrance is underway and due to be completed by 2016.

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French Riviera

It was a busy start to the summer on the French Riviera. On June 6, 2013, the French Riviera Cruise Club held its first 'Happy Cruise' day as part of CLIA France's annual meetings between cruise lines and local travel agents. 20 agents were invited to taste the flavours and scents of the French Riviera by Fragonard perfume workshop in a musical and artistic atmosphere.

Two special cruises welcome days named 'Tourism Shopping and Sensation', organized annually by the CCI Nice Côte d'Azur in partnership with the City of Villefranche/Mer

Toulon Var Provence

Royal Princess was greeted by French navy tugboats spraying plumes of water, traditional Provençal music and treats for the passengers when the ship made its maiden call to the Port of Toulon, also its first call to France.

Passengers stepped ashore onto a red carpet at the pier in La Seyne-sur-Mer, which was decorated with banners and red, white and blue balloons. They were greeted by locals in traditional Provençal dress and an accordionist and singer, and offered tastings and gifts of local lavender honey.

Officials including Var Chamber of

Commerce president Jacques Bianchi exchanged plaques with Royal Princess Capt. Tony Draper at a ceremony on board.

Pierside festivities organized by the Var Provence Cruise Club/Port of Toulon continued throughout the ship's stay and Royal Princess was escorted out of the harbor with great fanfare. Capt. Draper responded by sounding 'The Love Boat' theme song on the ship's horn.

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L-R: Dirk Brand, Hotel Director Royal Princess, Delphine Beudin, Cruise Development Manager Var Provence Cruise Club/Port of Toulon, Captain Tony Draper, Master Royal Princess and Anne-Marie Blum, Head of Marketing Var Provence Cruise Club/Port of Toulon



and the city of Cannes, local shops and the French Riviera Cruise Club took place on May 30th and June 25th. 5,000 cruise passengers in Villefranche-sur-Mer and 3,000 in Cannes visited the area during these days and took advantage of special offers by the local shops.

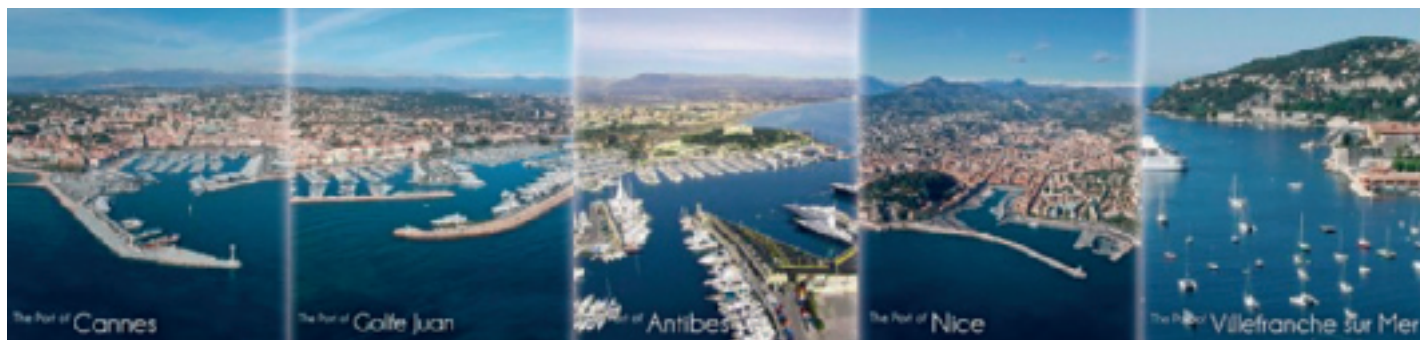
(See video at: www.frcc.fr 2).

On June 13th Club Med 2 was welcomed for the first time in Antibes. Already a loyal customer for many years in Cannes and Nice, the French Riviera Cruise Club and the city of Antibes were pleased to welcome all passengers and crew from Club Med in a

jazzy ambiance.

The port of Cannes, organized a popular and free party evening to celebrate the arrival of summer. A new video combining sound, images and light was projected onto the old Suquet district and visible from afar. The party welcomed over 15,000 people from Cannes and tourists, accompanied by popular 1980s music.

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Sinop



The Black Sea city of Sinop offers unique natural beauty, long beaches, blue seas, green forests and deep bays on both sides of the peninsula. Stroll around the harbor and sample local cuisine and drink in the numerous fish restaurants.

In Sinop which is more than 4,000 years old, you can see relics of the Ottoman, Seljukies, Byzantium, Roman, Greek and Pontus periods.

The Castle, founded in 2,000 BC by the local Gaska tribe and the Temple of Serapis, older than the Castle, might have seen Noah's Flood.

Famous philosopher Diogenes was born in Sinop around 412 BC and was exiled from his native city and moved to Athens.

Balatlar Church belongs to the Byzantium period featuring an atrium and cross-shaped symmetrical plan.

The archaeological Museum houses artefacts from the Romans, Byzantium, Seljuks and Ottoman periods.

The port offers two quays of 130 and 139mtr long.

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Trieste

Passengers coming to Trieste have the chance to sample the delights of the city's cultural heritage, not to mention visit the top grade vineyards to be found in the region.

Antonio Paoletti, president of Trieste Terminal Passeggeri, stresses the importance of the terminal's Maritime Station premises in the heart of Trieste and its location 'close to new countries that are entering the cruise market, including Bulgaria and the former Yugoslavia.'

Trieste Port Authority transferred 60% of the shares in the terminal to investors in 2010, Costa was one to take up the option, along with Unicredit, Generali and Guiliana Bunkeraggi, whose boss Dr Franco Napp, is chief executive of the passenger terminal, and Costa's agent in Trieste.

Trieste has been the home port for Costa Classica this year and in 2012. Next year, Costa Voyager will be based in the city offering 30 cruises, with AIDAaura due to make 18 calls.

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Mersin

Mersin International Port (MIP) caters for the needs of International trade and tourism in the region. Located in the heart of the East Mediterranean Turquoise sea coast, MIP is a don't miss stop on any cruise ships route in the Mediterranean.

Mersin, which is also known for fresh agricultural products mainly fruits such as oranges, bananas and strawberries offers a rich menu of gastronomy in many traditional and modern restaurants located along the sea coast and downtown, ranging from fresh meat and Mediterranean sea food, traditional Turkish cuisine specialties. Other attractions include modern and traditional shopping centers, a wide choice of cafes, famous Turkish Ice Cream tastes and delights in the city. In the nearby surroundings Capadoccia, Saint Paul's sacred place in Tarsus, historical sites and nuns in the nearby province are worth to see.

Mersin, the rising star of world tourism is located on a long coast at the eastern end of

the Mediterranean. The sun shines 300 days a year in Mersin. hence in the ancient world the city was called "Solipompeopolis", meaning "Sun City".

1.6 million people living in Mersin welcome their guests from all over the world. Mersin enjoys marvellous beaches along the coastline of 321km. and offers its guests the opportunity to refresh themselves.

The first settlements in Mersin, which is known as Cilicia in ancient times, dates back to the New Stone Age. It is still one of the important ports of the Mediterranean and the centre of maritime commerce just as it was during ancient time. As a settlement place of dominant powers since Neolithic Period. Mersin hosts lots of archaeological and historical monuments.

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MSC's co-operation with Menorca

MSC Sinfonia called Mahón, the capital of Menorca Island, for the first time in May, 2013 launching a new cooperation between MSC Cruises and the northernmost island of the Balearic archipelago.

In total, MSC Cruises has scheduled 27 calls by MSC Sinfonia to Menorca this year during Western Mediterranean itineraries.

Others stops include Palma de Mallorca, Olbia, Salerno, Genoa and Saint Tropez.

Sinfonia will be generating approximately 45,000 MSC guests visiting Menorca Island this year.

The last call will be on November 8, but MSC Sinfonia is going to return in 2014 at the end of May and remain a frequent visitor until late September of next year.



Diamond Swan

Swan Hellenic is marking the company's 60th anniversary of cruising in 2014 by undertaking a replica of the cruise line's first voyage.

The Diamond Anniversary voyage on board Minerva is a 15-day cruise following the first itinerary where 128 passengers travelled with four classical history experts around the Greek islands in August 1954 on m/s Miaoulis.

The closely replicated itinerary starts in Naples and finishes in Piraeus and includes visits to MedCruise members Heraklion and Kusadasi (overnight) as well as Nauplia, Delos and Santorini and undertakes a transit of the 21.3mtr wide Corinth Canal.



New routes from Star Clippers

Star Clippers 2014 summer season sees Star Flyer moving back to the Mediterranean with new routes from Cannes, France, and Monte Carlo, Monaco. Two seven-night departures in May are timed to the Monaco Grand Prix. The ship continues to sail from Monte Carlo and Cannes throughout the season to destinations throughout the Balearic Islands, France, Spain and Corsica.

In October and April, Star Flyer offers a five- and seven-night cruise between Lisbon, Portugal, and Málaga, Spain; North Africa and the Canary Islands.

Royal Clipper, the 227-passenger flagship of the fleet, sails seven-night round-trip Venice cruises that visit ports in Montenegro,

Croatia and Slovenia. Royal Clipper also sails seven-, 10- and 11-night cruises to Italy, Portugal, Morocco, Spain, France and Greece. There are three-, four- and five-night itineraries round-trip from Venice, Civitavecchia (Rome) and Málaga, too.

The 170-passenger Star Clipper returns to Greece and Turkey on seven-night itineraries. On 10- and 11-night sailings between Venice and Piraeus, Star Clipper calls at ports in Croatia and Montenegro.

Star Clipper also sails around Spain, Italy, the Balearics, Portugal and the coast of North Africa in spring and fall on two nine- and 10-night sailings. Passengers can visit the Canary Islands on a seven-day sailing from Málaga to Las Palmas.



Tere Moana calls



In 2014, Paul Gauguin Cruises' Tere Moana sails week-long Mediterranean cruises including round-trip Rome, Rome to Nice, round-trip Nice and Nice to Barcelona.

The 95-passenger vessel (former Le Levant) sails to Greece, the Spanish isles, the Dalmatian coast, and coastal France, Italy and Spain visiting, among others, MedCruise members Mahón (Menorca) and Palamós, Spain; Villefranche, Sanary-sur-Mer and Antibes, France.

Palamos



Windstar firsts



Windstar Cruises' 2014 Europe program includes several new itineraries on sailings through Italy and Malta, stops along the Adriatic and the islands of Greece and the Amalfi Coast. New routes include 'Sicilian Splendors,' a 10-day cruise round-trip from Civitavecchia on Wind Surf. Passengers can explore the ruins of Pompeii, Capri's Blue Grotto and the Amalfi Coast. Windstar will make maiden calls to Valletta and Gozo, Malta.

Also new, is an eight-day voyage on Wind Surf from Venice and Piraeus visiting the Greek Isles, the Ionian Islands and the Croatian Riviera. Stops at MedCruise ports are Brindisi(new), and Dubrovnik.

Cunard's flying

Cunard's 2014 programme includes an expanded season of Mediterranean fly-cruises.

Queen Elizabeth's Mediterranean fly-cruise season extends from June to December 2014, with seven, 14 or 21 night durations, with departures from Venice, Rome and Athens and includes maiden calls to MedCruise members: Elba, Italy; Volos, Greece; Toulon, France; La Goulette, Tunisia and Palermo, Sicily.

Queen Victoria sails from Southampton to the Black Sea and Atlantic Isles.



Costa Diadema to debut

132,500gt Costa Diadema, under construction at Fincantieri's Marghera shipyard, will debut in Venice in November, 2014, with a five-day cruise to Savona, its homeport for the winter season. Costa Diadema will sail weekly to Marseille, Barcelona, Palma de Majorca, Civitavecchia and La Spezia.

With Costa Diadema, the company's Mediterranean offering in winter 2014/15 will rise 50%.

Costa continues year-round Mediterranean service with a total of 13 ships sailing in the region at various times.

Western Med offerings include the return of Tunis to the itinerary for the first time since early 2011 and using La Spezia for access to Florence, Pisa, Cinque Terre and Portovenere.

Eastern Mediterranean cruises will visit the Greek Islands, Turkey and Croatia. Mini-cruises of three to five days are also back with calls at destinations like Barcelona, Palma, Ibiza and Marseille.

A winter cruise to the Canary Islands and Morocco departing from Santa Cruz de Tenerife gives an overnight and two days in both Casablanca and Madeira.



Viking puts destinations first

Viking Cruises luxury newbuild, 928-berth Viking Star debuting in 2015, will sail in the Mediterranean as well as North Europe in its maiden season.

The guiding principles of river cruising veteran Torstein Hagen's ocean product are putting destinations as the top focus. Also key: a small ship at a great value; a design that emphasizes functionality, comfort and understated elegance; great food, and culturally enriching excursions.

Hagen said the product is designed for 'people like me'—55-plus, English-speaking,

well-educated, affluent, curious and active, with an interest in history, culture and music.

Viking Star will stay an average of 12.1 hours in each destination, and overnight in embarkation and disembarkation ports and in other key cities. A cruise between Barcelona and Venice includes a midnight sailing from Civitavecchia to allow an evening visit to the Sistine Chapel in Rome.

Among the itineraries are a nine-night 'Empires of the Mediterranean' itinerary between Venice and Istanbul.



MEDCRUISE NEWS



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