

eCruises **news**
ONLINE

*51st MedCruise
General Assembly*

51st General Assembly
MEDCRUISE
11-14 oct. 2017 • Toulon



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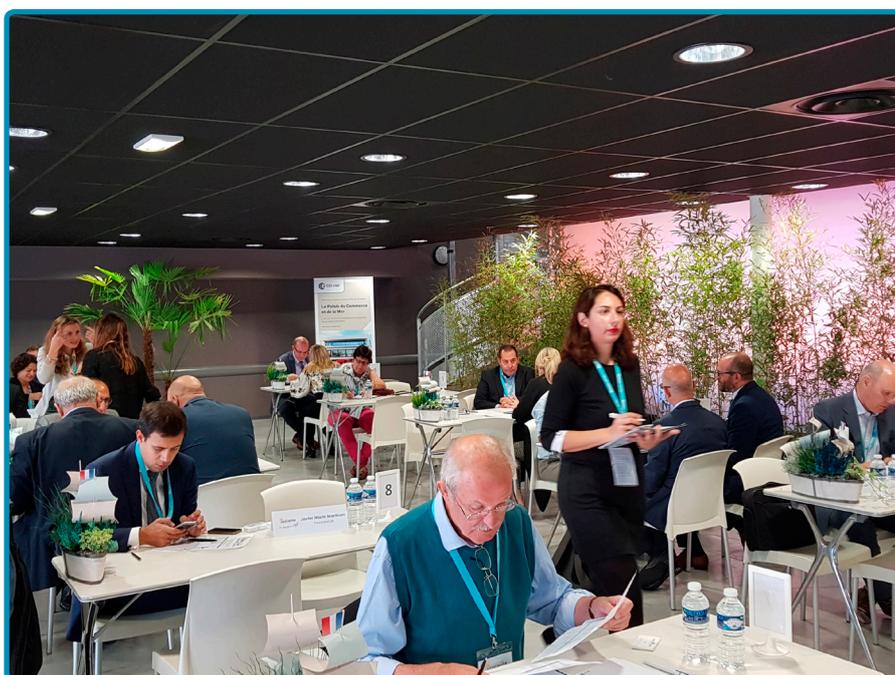
51st MedCruise General Assembly



Throughout 11th and 14th October 2017 the 51st MedCruise General Assembly, the meeting organised by the Association of Mediterranean Cruise Ports, was held. This event took place in Palais du Commerce et de la Mer in Toulon, Var Provence, France.

51st MedCruise General Assembly

During the General Assembly, around 160 representatives from MedCruise port and associate members, cruise line executives and media discussed the latest developments in the cruise sector, as well as the implications and prospects of cruising in the Mediterranean and its adjoining seas.



This is the first time that the MedCruise General Assembly has taken place in Toulon, and the city was delighted to host this event where cruise ports, partners and other stakeholders, were able to talk over with cruise lines executives the developments in the region.

Cruise Lines executives and international cruise press representatives were invited to participate in a social programme specially organised for them. This extensive programme of leisure activities included a trip by cable-car to Mount Faron to see

PROGRAMME

WEDNESDAY, 11 OCTOBER 2017

- 08:30 - 19:00 Airport Transfers | Hotel Check-in
- 08:30 - 19:00 Delegate Registration
- 10:00 - 11:00 Press Conference (Hall CCI du Var)
- 13:30 - 14:30 WG-Studies meeting (Hotel Kyriad Prestige)
- 14:30 - 15:30 WG-China/Asia meeting (Hotel Kyriad Prestige)
- 15:30 - 17:30 MedCruise Board of Directors meeting (Hotel Kyriad Prestige)
- 17:30 - 18:15 In Partnership: MedCruise/Princess Joint Project (Hotel Kyriad Prestige)
- 19:30 - 20:00 Opening by Local Authorities (Grand hotel des Sablettes plage – Hilton)
- 20:00 Welcome Cocktail (Grand hotel des Sablettes plage - Hilton)

THURSDAY, 12 OCTOBER 2017

- 08:45 - 19:00 Delegate Registration
- 09:00 - 11:00 **DISCUSSION OF INTERNAL MATTERS AND ISSUES OF INTEREST TO CRUISE PORTS AND THEIR PARTNERS #Portstogether** Session (PCM - salle croisière)
- 11:00 - 11:15 Coffee Break
- 11:15 - 11:45 **DISCUSSION OF INTERNAL MATTERS AND ISSUES OF INTEREST TO CRUISE PORTS AND THEIR PARTNERS #Portstogether** Session (PCM - salle croisière)
- 11:45 - 12:15 Coffee break | Presidential Elections
- 12:15 - 12:30 **DECLARATION OF NEW MEDCRUISE PRESIDENT** (PCM - salle croisière)
- 12:30 - 13:30 Lunch break | BoD Elections (PCM - salle plaisance)
- 13:30 - 13:45 **DECLARATION OF NEW MEDCRUISE BOD** (PCM - salle croisière)
- 13:45 - 14:45 **IN PLENARY: "THE MED IN A GLOBALISED CRUISE MARKET"** (PCM - salle croisière)
 - President-elect, MedCruise
 - Tom Fecke, CLIA Europe Secretary General
- Discussants**
 - Giora Israel, Carnival Corporation & PLC Miguel Reyna, Royal Caribbean Cruises, Ltd.
 - Bruce Krumrine, Princess Cruises - Holland America Line - Seabourn
 - Moderator: Stavros Hatzakos, MedCruise Honorary President
- 14:45 - 15:00 Coffee Break
- 15:00 - 16:00 **IN PLENARY: "DEVELOPING A CRUISE**

SUPPLY CHAIN" (PCM - salle croisière)

Discussants:

- Michel Nestour, Carnival Corporation & PLC
- Javier Marin Martinon, Pullmantur Craig Milan, Virgin Voyages
- Maud Astesano, Operating Company Toulon Hyères Airport Mihailo Vukic, Allegra Montenegro
- Moderator: Anne-Marie Blum, Var Provence Cruise Club
- 16:00 - 16:30 Coffee Break
- 16:30 - 18:00 **BUSINESS TO BUSINESS (B2B) MEETINGS** (PCM - salle croisière BIS)
- 20:00 Gala Dinner (Pavillon de Frégate)

FRIDAY, 13 OCTOBER 2017

- 08:45 - 14:00 Delegate Registration
- 09:00 - 11:00 **BUSINESS TO BUSINESS (B2B) MEETINGS** (PCM - salle croisière BIS)
- 10:30 - 11:30 **MEETING OF THE NEW BOARD OF DIRECTORS** (PCM salle plaisance)
- 11:00 - 11:30 Coffee Break
- 11:30 - 13:00 **IN PLENARY: "ACHIEVING OPERATIONAL EXCELLENCE"** (PCM - salle croisière)
- Discussants**
 - Andrea Fiori, Costa Crociere S.p.A.
 - Marcus Puttich, TUI Cruises
 - Sander Groothuis, Windstar Cruises
 - A view from Toulon: Jerome Giraud, Ports of Toulon Bay
 - Moderator: Senior Vice President-elect, MedCruise
- 13:00 - 14:15 Lunch break (PCM - salle plaisance)
- 14:15 - 15:30 **IN PLENARY: "BE PART OF AN ITINERARY"** (PCM - salle croisière)
- Discussants:**
 - Marc Berberian, Compagnie du Ponant
 - Mike Bush, Princess Cruises - Holland America Line - Seabourn Adria Bono, Silversea Cruises
 - Silja Eisbein, TUI Cruises
 - Moderator: Vice President-elect, MedCruise
- 15:30 - 16:00 Coffee Break
- 16:00 - 18:00 **BUSINESS TO BUSINESS (B2B) MEETINGS** (PCM - salle croisière BIS)
- 20:00 Farewell Dinner (Restaurant Le "Lido")

SATURDAY, 14 OCTOBER 2017

- 09:00 - 10:30 Technical Port Visit
- 10:30 - 17:30 Shore Excursion

SUNDAY, 15 OCTOBER 2017

- Hotel Check-out | Airport Transfers

the spectacular view of the bay and a visit to the Mémorial du Mont Faron, L'Opera, as well as a walking tour at Hyères. Other exciting activities included a helicopter flight to see the wonderful landscape offered by the Var Provence and karting races at the racing circuit of Paul Ricard, which has been chosen as the venue for the Formula 1 French Grand Prix in June 2018.

Attendees were able to enjoy conferences on the cruise industry during the morning, and afternoon over the four days. After the official opening made by local authorities, there was a welcome cocktail at Grand Hotel des Sablettes Plage.

The following day the programme started with a discussion of internal matters and issues of interest to cruise ports and their partners. Then there was the election of the new president of MedCruise, Airam Díaz Pastor, Commercial Director of the Port Authority of Santa Cruz de Tenerife, was chosen to succeed Kristijan Pavic, Director of Port of Dubrovnik. Along with its President, MedCruise elected the Board of Directors (BoD) to serve for the period 2017-2020. The members of the new Board of Directors are: Aris Batsoulis (Corfu) elected as Senior Vice President, Laura Cimaglia (Brindisi), elected as Vice President, Figen Ayan (Istanbul), Cherifa Ben Salem (Tunisian Ports), Maria Cano Olmos (Palamós), Cristina De Gregori (Genoa/ Savona), Nicky Guerrero (Gibraltar), Valeria Mangiarotti (Sardinian Ports), Teodor Patrichi (Constantza), Theodora Riga (Piraeus), Carla Salvado (Kusadasi/ Bodrum/ Antalya) and Thrasos Stavridouopoulos (Volos).



After lunch the newly-elected president, Airam Díaz Pastor with Tom Fecke, CLIA Europe Secretary General, Giora Israel from Carnival Corporation & PLC, Miguel Reyna from Royal Caribbean Cruises, Bruce Krumrine from Princess Cruises-Holland America Line-Seabourn, participated in a panel about The Mediterranean in a Globalised Cruise Market with Stavros Hatzakos, MedCruise Honorary President, as moderator. There followed a panel about Developing a Cruise Supply Chain with the participation of Michel Nestour from Carnival Corporation, Javier Marin from Pullmantur, Craig Milan from Virgin Voyages, Maud Astesano, from Operating Company Toulon Hyères Airport, and Mihailo Vukic from Allegra Montenegro, moderated by Anne-Marie Blum, Var Provence Cruise Club. After the panels, time was devoted to business to business meetings where all members could exchange views and ideas with cruise line executives, as well as interactive workshops. The day ended with a Gala Dinner at the Pavillon de Frégate, courtesy of InterCruises.



51 ASAMBLEA GENERAL DE MEDCRUISE

Durante los días 11 al 14 de octubre tuvo lugar la Asamblea General de MedCruise. Toulon fue la anfitriona de la Asamblea, en un evento al que asistieron cerca de 120 delegados de las diferentes áreas que participan en la industria de los cruceros por el Mediterráneo

El evento comenzó el 11 de octubre con una conferencia de prensa y un cocktail de bienvenida para los ponentes participantes en las conferencias y los representantes de la prensa. Al día siguiente los delegados pudieron asistir a las distintas conferencias sobre la industria que tuvieron lugar durante todo el día, además de celebrarse la elección del nuevo Presidente y el nuevo Consejo de Administración de MedCruise, resultando Airam Díaz Pastor, Director Comercial del Puerto de Santa Cruz de Tenerife como presidente electo y el Consejo de Administración formado por Aris Batsoulis (Corfu) como Vicepresidente Senior, Laura Cimaglia (Brindisi), como Vice Presidente, Figen Ayan (Istanbul), Cherifa Ben Salem (Tunisian Ports), Maria Cano Olmos (Palamós), Cristina De Gregori (Genoa/

Savona), Nicky Guerrero (Gibraltar), Valeria Mangiarotti (Sardinian Ports), Teodor Patrichi (Constantza), Theodora Riga (Piraeus), Carla Salvado (Kusadasi/ Bodrum/ Antalya) y Thrasos Stavridoupoulos (Volos). La jornada se dio por finalizada por medio de una cena en Pavillon de Frégate. El 13 de octubre el nuevo Consejo de Administración decidió que la Secretaría de MedCruise continuará desempeñando sus funciones en la oficina en el Puerto de El Pireo y nombró nuevamente a Thanos Pallis como Secretario General de la Asociación. Además continuaron las conferencias a lo largo del día, así como reuniones de networking, finalizando con una cena de despedida en el restaurante "Le Lido". El 14 de octubre, tras una visita al Puerto de Toulon, la organización ofreció distintas opciones de excursiones por la zona para cubrir todos los gustos de los asistentes, y así concluyendo esta edición de la Asamblea General de MedCruise.

En esta ocasión asistieron a Toulon un gran número de delegados de la industria entre los que podemos destacar como ponentes a Tom Fecke, Secretario General de CLIA Europa, Giora Israel de Carnival Corporation, Bruce Krumrine de Princess Cruises - Holland America Line - Seabourn, Javier Marín de Pullmantur Cruises, Marcus Puttich de TUI Cruises, Andrea Fiori de Costa Cruceros, Marc Berberian de Compagnie du Ponant o Sander Groothuis de Windstar Cruises, entre otros. La próxima edición de la Asamblea General de MedCruise se celebrará en Malta.



The next day there was more time for business to business meetings, as well as the first meeting of the new Board of Directors of Medcruise. During its meeting, the Board decided that the MedCruise Secretariat will continue to perform its tasks from the Greek office of the Association at the Port of Piraeus and reappointed Thanos Pallis as the Secretary General of the Association.

Then Andrea Fiori from Costa Crociere, Marcus Puttich from TUI Cruises, Sander Groothuis from Windstar Cruises, Jerome Giraud, Ports of Toulon Bay dis-





MEDCRUISE

Set up in Rome on the 11th of June 1996, MedCruise is the Association of Mediterranean Cruise Ports. MedCruise's mission is to promote the cruise industry in the Mediterranean and its adjoining seas. Today, the association has grown to 72 members representing more than 100 ports around the Mediterranean region, including the Black Sea, the Red Sea and the Near Atlantic, plus 32 associate members, representing other associations, tourist boards and ship/port agents. The next edition of MedCruise General Assembly, 52nd MedCruise General Assembly, is scheduled to take place in Malta.



MEDCRUISE

The Association of Mediterranean Cruise Ports

MedCruise members, cruise lines and media joined the 51st MedCruise General Assembly at the Palais du Commerce et de la Mer.



cussed Achieving Operational Excellence moderated by Aris Batsoulis (Corfu), Senior Vice President-elect of MedCruise. After lunch the programme continued with a discussion about "Be part of an Itinerary" with Marc Berberian from Compagnie du Ponant, Mike Bush from Princess Cruises-Holland America Line-Seabourn, Adria Bono from Silversea Cruises and Silja Eisbein from TUI Cruises, moderated by the Vice President-elect of MedCruise, Laura Cimaglia (Brindisi). After the panels, time was devoted to business to business meetings where all members could converse with cruise line executives. The day ended with a Farewell Dinner for the delegates at the Restaurant Le "Lido", where the attendees could taste the delicious French bouillabaisse. The following day there was a



51^e Assemblée Générale MEDCRUISE
 11-14 oct. 2017 - Toulon

un événement :

MEDCRUISE CCI VAR

Glass of Champagne
 Surprise bread with (crab, Parma ham, cream of gorgonzola, smoked salmon)
 Assortment of raw vegetables served with tapenade, anchoïade, croutons

Octopus salad from the Calanques (Bulgur, peas, octopuses, peas, sauce vierge)
 Roman salad (Pasta di troffi, green asparagus, speck, diced tomatoes, Parmesan, pesto)

verrine of cappuccino of crayfish and whipped spiced cream

Sea bream, sauce vierge, green asparagus
 Sliced Lamb leg, sauce rémoulade
 Zucchini and mini ratatouille

Cheese platter with bread campaign

Fig and almond tart
 Pyramid of assorted macarons

White, rosé and red wine from Provence
 Natural water, sparkling water, coffee

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social programme specially organised for the attendees with a visit to the Port of Toulon and three different excursions:

OPTION 1: Unforgettable Toulon - A visit to the Provençal authentic city of Toulon, capital of Var Provence: its historical pedestrian area, typical Provençal outdoor market and famous Mayol rugby stadium (depending on availability). Then, a climb aboard the exciting red cable car to reach the summit of Mont Faron hill and enjoy the breathtaking view over the Bay, considered the most beautiful one in Europe. From the top, it was possible to visit the Museum of Landing in Provence. After a lunch on the beach, a visit to Le Domaine D'orves, a Provençal bastide surrounded by a beautiful garden where delegates were introduced to a water-painting initiation...



OPTION 2: Paradise Island Green Tour - Pétanque, Wine tasting, and bicycle ride. Enjoying the Provence lifestyle visiting this Paradise Island in an eco-friendly way. With the chance to discover «Notre-Dame Beach» which has been ranked first of the 3 most beautiful beaches in Europe » by Europe Best Destination! Porquerolles beaches are known as the Mediterranean Caribbean...



OPTION 3: MONKEY TALK - Unavoidable Saint-Tropez... - No introduction was necessary for Saint-Tropez, the world renowned village where stars and visitors come to get a tan on the idyllic beaches, sip a cocktail on the typical port and do shopping in the luxurious shops. Beach, "pétanque" on the well-known Place des Lices, gastronomy and shopping!

Var Province and Toulon Bay

The Var is a large and attractive department with plenty of stunning natural features. It is France's first department for tourism and second most wooded department, with beautiful coastline stretches across 432km, 92km of beaches ranging from the coves of Le Lavandou to Saint-Tropez.



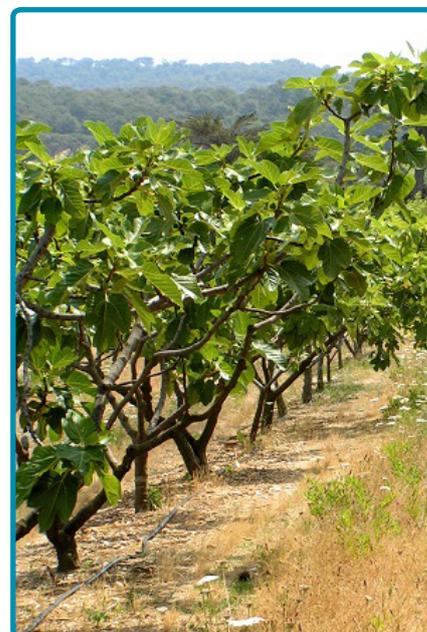
The Ports of Toulon Bay (Toulon/La Seyne-sur-Mer) are incontestably the leaders of Var-Provence, hosting 49% of the calls and 77% of the passengers, with 145 calls and 300,000 guests in 2016

Var Province counts with the Var Provence Cruise Club, a privileged interlocutor for cruise lines, tour operators and journalists. It is a single point of contact that promotes the Var area as a major tourist destination for cruise passengers, as well as its 12 cruise ports located in both Provence and French Riviera: Saint-Cyr-sur-Mer, Sanary-sur-Mer, Bandol, Les Embiez, Ports of Toulon Bay (Toulon/La Seyne-sur-Mer), Hyères, Porquerolles, Le Lavandou, Cavalaire, Saint-Tropez, Fréjus and Saint-Raphaël. These ports received 278 calls during 2016.

Toulon is the largest city and administrative capital of the Var. Nestling between the sea and the mountains, Toulon is stunningly located on one of the most beautiful harbours in Europe, with unspoiled creeks, and a chain of limestone mountain ranges. Other important towns in the Var include Fréjus, Saint-Raphaël, Draguignan, Brignoles, Hyères and La Seyne-sur-Mer.

Ports of Toulon Bay

The expected number of calls in the Ports of Toulon for the year 2017 is 115. Their high securi-



ty standards, including full ISPS compliance and the presence of the French Navy base in the Bay, as well as their advantageous geographical position that allows cruise vessels to berth under all weather conditions, make them a first-choice destination. Every year, they accommodate between five and ten unexpected cruise ships unable to berth at neighbouring ports, mainly due to bad weather conditions. In 2016, the Ports of Toulon Bay accommodated 8 re-routed cruise ships (about 12,600 passengers).

The Var Chamber of Commerce and Industry – manager of the Ports of Toulon Bay – have made significant investments to develop excellent infrastructures able to accommodate the mega-ships. 2016 was a turning point with the inauguration of a brand-new cruise terminal at La Seyne-sur-Mer and important renovation works at Toulon City-Centre's cruise terminal.

Cruise ships to Toulon dock at 2 ports:

Toulon cruise port is located in the city's centre and can accommodate 3 smaller-sized cruise vessels at a time. The port's terminal buildings also serve the ferries to the islands of Corsica (France), Sardinia (Italy) and Elba (Italy). At the terminal there are welcome desk, snack bar, public phones and toilets, vending machines, large-scale city map (showing most popular points of interest), small craft market.

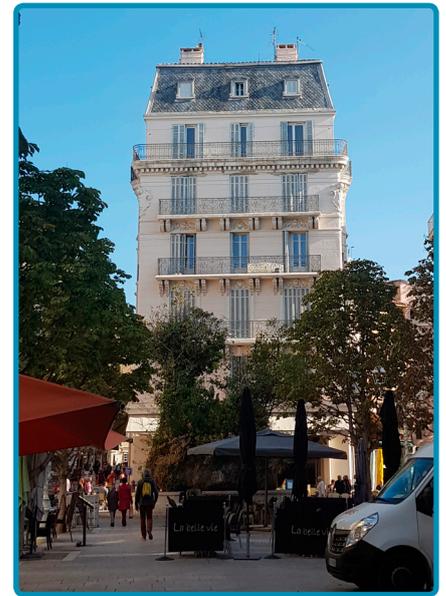
This cruise port has 3 quays / docking areas: Quai Fournel, Quai Minerva and Corsica Quai.

La Seyne-sur-Mer cruise port is located to the southwest (across the bay). It is regarded the French Mediterranean's most sheltered

harbour, being well protected in the winter from the Mistral wind. A new cruise ship terminal at La Seyne-sur-Mer was inaugurated in 2016 and includes Comptoir office ((multilingual hostesses, reception, tour and city information), cruise line desk, accessible toilets, drinks dispensers and seating areas.

The La Seyne cruise terminal is located just a 20-minute walk from the town centre.

In 2003, a quality label named "Cruise Friendly" was created by the Var Provence Cruise Club in the Ports of Toulon Bay. Three years later, 127 local tourism providers and storekeepers were members in Toulon/La Seyne-sur Mer and other ports such as Sanary-sur-Mer and Saint-Raphaël also developed the label. All of them provide the cruise passengers and crew members with the best services (adapting their opening hours to the scheduled calls, speaking English, etc) and are included in the Cruise Friendly map available for all the passengers at the Cruise Terminal and show a yellow "Cruise Friendly tag" on their shops' windows to be easily spotted by the passengers.



Toulon: Best sheltered bay in the Western Mediterranean with strategic position in the heart of Provence and the French Riviera.



Toulon

Toulon, capital of Var Province and the second leading tourist destination in France after Paris, is tucked away in one of Europe's largest and most beautiful bays. The city is also home to a naval base where it is possible to admire the French Navy's most famous ships, such as the Charles de Gaulle aircraft carrier. The museum "Musée National de la Marine" (National Naval Museum), exhibits many magnificent scale models and reproductions of ancient figureheads as well as the maritime history of Toulon.

Just 15 minutes from the port, the vast, easily-accessible, family-style beaches, lined with bars and restaurants, are an invitation to the joys of the gentle Provençal lifestyle.

Food markets are naturally one of the emblems of Provence and the Cours Lafayette market – one of the city's main landmarks – is unquestionably one of the most famous of them all.

The City of Toulon is built between the land and the sea. The mountains bordering the city (Coudon, Faron, Baou de Quatre Aures, Croupatier and Mount Caume) are referred to as the "Mounts of



Toulon". Mount Faron – the most famous of them all – overlooks the city and is served by a cable car, unique on the Mediterranean coast. From Toulon it is possible to discover the other towns lining the bay as La Seyne-sur-Mer, Les Sablettes or Saint-Mandrier, and their beaches.

La Seyne sur Mer

La Seyne sur Mer, a charming town with a rich maritime history, overlooks the bay and the city of Toulon on one side, and the Mediterranean Sea on the other. The town centre, with its typical Provençal market, beautiful church and the Pont Levant, is 20 minutes' walk from the cruise ships. Passengers and crew can get to Toulon town centre by sea (either through a private service provided by the cruise companies, or by public maritime transport). The beautiful Sablettes isthmus, which encloses the bay of Toulon forming the Saint-Mandrier peninsula, naturally makes this an attractive location. The highlights of this holiday resort dating from the late 19th century include the Grand Hotel and a casino on the edge of a long sandy beach with a lovely forested park.



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