

# MEDCRUISE NEWS

BRINGING THE MED TOGETHER

## All roads lead to Cannes



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**M**edCruise will have a strong presence at Seatrade Med 2010 taking place in Cannes, November 30th to December 2nd, at the Palais des Festivals et des Congrès.

The pavilion is the biggest MedCruise showcase ever at the bi-annual event and will house 31 exhibition stands representing the following members: Balearic Islands, Barcelona, Bari, Cartagena, Castellon, Ceuta, Croatian Ports, Cyprus Ports, French Riviera, Gibraltar, Inflat World Wide, Koper, La Spezia, Livorno/Portoferraio, Malaga, Marseille, Monaco, Naples, Palamos, Portuguese Ports, Sardinian Ports, Sete, Sicilian Ports, Sochi, Tarragona, Toulon/Var, Trieste, Tunisian Ports/Goulette Shipping, Valencia, Valletta and Venice with Ravenna and Alloschi/Bassani.

Organised in association with the French Riviera Cruise Club and supported by MedCruise, the Seatrade Med Cruise Convention is taking place on French soil for the first time.

MedCruise also has a high profile at the conference with Giovanni Spadoni, MedCruise president and technical and commercial director of Porto di Livorno 2000, participating in the Port Development panel discussion along with Carla Salvado,

marketing and cruise manager Port Authority of Barcelona and Jacques Truau, vice president Marseille Fos Port Authority.

Snjezana Papes, MedCruise board member and head of marketing Rijeka Port Authority will speak at the Upscale Cruising session whilst Laurent Monsaingeon, general manager French Riviera Chamber of Commerce and Ports Authority, will participate in the Itinerary Expansion session along with Erkunt Oner, ceo of associate member Tura Turizm.

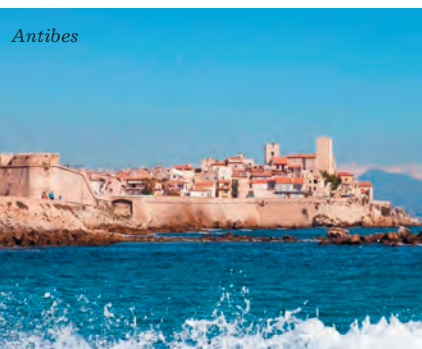
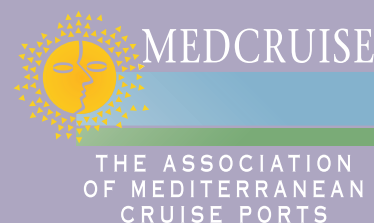
Adding to the mix and discussing the state of the Mediterranean cruise industry will be high-calibre players including Manfredi Lefebvre d'Ovidio, chairman of the European Cruise Council and deputy chairman Silversea Cruises; MSC Cruises' Pierfrancesco Vago; Royal Caribbean Cruises' Michael Bayley; Costa Cruises' Gianni Onorato; P&O Cruises' Carol Marlow; Louis Cruises' Charis Papacharalambous and NCL's Kevin Sheehan.

New at Seatrade Med is a one-day Dining at Sea Workshop to introduce potential new suppliers of high-quality food and beverage products to influential buyers within the cruise industry. The 10th edition of Top Cruise, a unique day of cruise line workshops and tailored conferences for travel agents also takes place on November 30th.

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**F**or participants planning to go to Seatrade Med 2010, a dedicated website by host French Riviera Cruise Club ([www.frenchrivieracruiseclub.com](http://www.frenchrivieracruiseclub.com)) provides information on the cruise community and activities along the Cote d'Azur including member contact details, technical information on ports and shore excursion suggestions at 21 towns and villages accessible from Cannes, Golfe-Juan, Antibes, Nice or Villefranche. New this year are pedestrian maps of each port.

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# MedCruise welcomes

## Sardinia trio of Olbia, Golfo Aranci and Porto Torres

A trio of North Sardinian ports (Olbia, Golfo Aranci and Porto Torres) have collectively joined MedCruise.

Located in the heart of the West Med, the three ports are well connected to Italy and France with regular ro/ro and ferry connections and together they handle around 6m passengers every year.

Cruise calls to Olbia and Golfo Aranci numbered around 120 in 2009 accounting for 250,000 passengers with MSC, Azamara, Costa, Oceania, Thomson, NCL, and Sea Cloud amongst visiting cruise lines. The Port Authority administering the three ports is keen to expand its cruise business having improved and expanded its cruise facilities.

Each port offers dedicated cruise berthing. The largest and main gateway to Sardinia is the natural harbour of Olbia.

A 187mtr-long dedicated cruise berth was built in 2008 and two more cruise piers, each 275mtr long and located north of Isola Bianca wharf, were completed this May with a view to expanding cruise business. The port offers a free shuttle bus to town and Costa Smeralda is a short distance away, easily

reachable on a half day tour.

Golfo Aranci is a small town 15 minutes from Olbia and currently has two passenger berths but is planning four new ro/ro-ferry quays plus a fifth 350mtr dedicated cruise berth. Costa Smeralda is also close and there are numerous beaches 150mtr from the port for relaxing and water sports.

Recently renovated, Porto Torres has a 300mtr-long cruise and ferry berth. The town itself has several Roman remains many shown at the archaeological museum. Twenty minutes away is the fishing town of Alghero.

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*Olbia Lighthouse*

## Marseille targets a million passengers



Marseille is proud to join MedCruise as the fourth French member. The leading French port is expecting more than 700,000 cruise passengers this year with traffic up 30% in turn over.

The Marseille Provence Cruise Terminal (MPCT) is managed by MSC Cruises, Costa

Cruises and Louis Cruises and the concessionaires are helping boost turnaround business in 2010 with seven vessels between them homeporting: MSC Fantasia, MSC Splendida, Costa Concordia, Costa Marina, Louis Orient Queen, Louis Majesty and Louis Coral. In addition, CDF's Bleu de France uses Marseille as a base.

Marseille is expecting to reach

one million passengers a year in 2011, notes the Marseille Provence Cruise Club, comprising the City of Marseille, the Marseille Provence Chamber of Commerce and Industry and the Port of Marseille Fos Authority, bringing together all those involved in the development of cruise activity at the port.

Port of Marseille Fos Authority and MPCT are investing in a new dolphin in the northern part of the terminal which will increase the length of dock 181.

The new cruise facilities and improved transport network (Marseille Provence Airport will be a hub for over 40 European destinations) alongside the customer-focussed commitment of the local community is encouraging more operators to choose Marseille as a Mediterranean homeport.

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# four new members

## Lisbon launches terminal design competition

Lisbon, previously part of a multi-grouped Portuguese Ports membership, is now a stand alone member of MedCruise.

Lisbon expects 308 calls bringing 450,000 passengers in 2010, representing an increase of 5% and 8% respectively compared to 2009.

This year Lisbon will welcome 19 new visitors: Silver Spirit, AIDAblu, MSC Magnifica and Queen Elizabeth will all call

at the Atlantic coast port on their maiden voyages; the other ships are Saga Pearl II, Star Flyer, Prince Albert II, Norwegian Sun, Azura, Celebrity Eclipse, Costa Deliziosa, Le Boreal, Ocean Countess, Ocean Princess, Kristina Katarina, Seabourn Sojourn, Thomson Dream, Nieuw Amsterdam and Louis Majesty.

Port of Lisbon Authority launched an ideas competition for the project of the new cruise terminal due to start operations in 2013. The new facility, to be named Lisbon Cruise Terminal will be constructed under the eye of the Portuguese architect Carrilho da Graça, the



*Lisbon Cruise Terminal project*

winner of the international competition, and together with the existing Santa Apolonia terminal, will offer more than 1,500mtr of quay which will be operational by the end of next year.

This year two new shorex have been introduced: exploring Lisbon's ancient historic quarters by segway and a tour by private buggy with a driver who will pick up passengers from the cruise quay for a memorable visit of the city. The buggy includes a talking audio guide describing points of interest. This is a 100% fun and 0% emissions tour, contributing to a clean and green lifestyle.

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*Santa Apolonia undergoing major expansion*

## Super Burgas envisions new cruise terminal

The Port of Burgas in Bulgaria is aiming to ramp up its cruise traffic and is planning to build a cruise terminal and dedicated cruise quays as part of a major redevelopment of the old port area.

The Super Burgas project involves the reconstruction of an area totaling 750,000sq mtr by transforming it into a place for business, culture and entertainment. It will be implemented in stages and the first phase will include a terminal with throughput for at least 100,000 passengers a year plus two cruise quays up to 1,000mtr in total length.

'A consulting group is currently undertaking a feasibility study and anticipate having the results next year. We want to open the terminal by 2011 and have had meetings with representatives of the major cruise lines about cruise calls, but we are at a preliminary stage,' said Vittorio Coco, international relations, senior adviser for the Free Access Zone (ZOD) Burgas, a public consortium entrusted by the Bulgarian government and managed by reknown transport expert Pavel Marinov.

Whilst cruise ships are currently calling at the nearby port city of Nessebar, Burgas

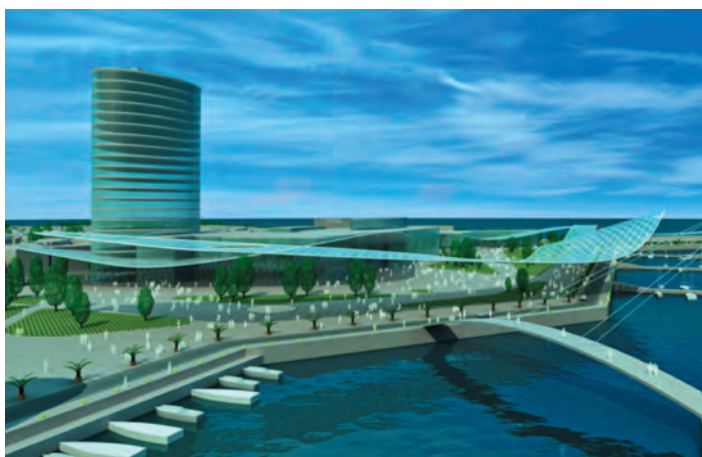
intends to promote Burgas Bay as a cruise destination with Burgas being the preferred location for handling larger vessels.

Burgas is Bulgaria's fourth largest city and provides easy access to Nessebar, a UNESCO World Heritage site located 35km (40 mins) away. Closeby is Sunny Beach, the leading resort in Bulgaria with 200,000 hotel beds. There are a number of Byzantine churches in the city which are popular tourist attractions as well as 3,000 year-old picturesque fishing villages called Sozopol and Pomorie that are popular in summer for their atmosphere and traditional Bulgarian architecture.

With an international airport, Burgas also has ambitions to be a

turnaround port serving Southern Europe. 'We also feel that our proximity to the port of Istanbul will work in our favour to facilitate the extension of Mediterranean cruise itineraries to the Black Sea,' added Coco.

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# Funchal's new terminal functioning smoothly

**I**naugurated at the beginning of the summer, Madeira Port's new cruise terminal in Funchal is functioning well. Covering an area of 3,000sq mtr, the terminal costing €12.8m is located alongside the port's south quay and offers berthing for two vessels of 300mtr or three ships of 220mtr in length.

The authority's administrative headquarters and all its services are located in the new terminal building as well as some commercial activities.

The building project was funded through a combination of money raised by the port authorities (37% of the total €12.8m), with the remaining 63% sourced from EU funds.

Funchal receives approximately 450,000 passengers a year from around 300 cruise calls and joined MedCruise in 2009. The Port Authority is looking to boost traffic in the lower summer season and make Madeira a more profitable year-round destination.

Madeira is a refined holiday destination, set in a spectacular landscape with a wonderful climate.

Madeira is a sub-tropical island. The Laurisilva Forest, in the Madeira Natural Park, is the largest evergreen forest in the world - a fact that has earned it classification as a World Heritage site and one of the seven natural wonders of Portugal.

Elsewhere the exotic flowers and fruits compete with one another in their variety and colour. And then there's the sea, always blue and visible from wherever you are.

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# Valletta welcomes nine maiden callers this year



**S**ilver Spirit, Silversea's newest luxury ship, graced the port of Valletta on a maiden call, in early July. The port will see a total of nine maiden calls by the end of this year.

A live band cheered disembarking passengers with tunes on the quay, whilst Roman soldiers further added to the special atmosphere along the Valletta Waterfront promenade while re-enactors wearing British Victorian period military uniforms distributed information about various historic sites and national heritage.

Just before the ship left the Grand Harbour, passengers were treated to a performance of the popular In Guardia parade - a historical re-enactment portraying an inspection of the Knights' fort and garrison by the Grand Bailiff of the Order.

During its exit from the harbour, the Port of Valletta gave its greeting to the Silver Spirit firing a cannon from the Saluting Battery at the Upper Barrakka Gardens.

'Along the years, Malta has established a good reputation of offering its visitors a warm and unforgettable welcome,' said VISET ceo John Portelli, manager of cruise ops.

During the first half of 2010 the number of passengers visiting Valletta, stood at 198,152 compared to 132,454 in the first six months of 2009. This equates to an increase of almost 50%.

On June 29, Costa Allegra carried out a first fully fledged homeport operation, which involved around 930 Maltese passengers.

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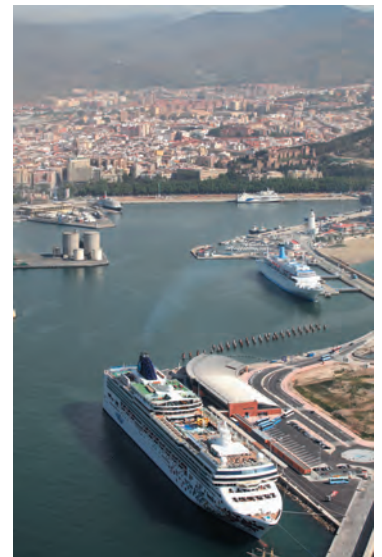
# Malaga's massive traffic increase

**C**ruceros Málaga, in charge of Port of Malaga's Cruise Terminal operations, recorded a total of 43,041 disembarking passengers during the summer months of June, July and August. This represents a massive increase of 8,885% compared to the same period in 2009. Main reason for the huge rise in traffic numbers (thousand percentage rise) is this year's regular weekly homeporting by Royal Caribbean International's Adventure of the Seas and Pullmantur's Pacific Dream (latterly replaced by Atlantic Star), notes Cruceros Malaga's Susana Gutierrez.

Embarking passengers reached 44,618, representing a 10,944% increase on last year, whilst passengers in transit 90,662, a 20% increase.

The number of calls between June 1 to end of August totalled 67, up 36% compared to the same period of last year, with weekly calls by Royal Caribbean International, Pullmantur and Louis Cruises and regular visits by ships from Costa Crociere, MSC, P&O and AIDA.

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## Get Sete and go to 'Little Venice'

Sete, located in the south of France, is also known as the Little Venice of Languedoc.

The port is central to Sete's daily life. Along the canals lined with colourful facades, passengers can taste macaronades, tielles and other Sete specialties while watching ships come and go. A new royal harbour was built in the 17th century and since 1743, the port town has celebrated a famous medieval-style water jousting event every August 25th.

The jousts are mounted on two colourful wooden boats painted red and blue which are rowed towards each other passing each other on the left, like horses in conventional land jousts.

Jousts carry a shield and a lance and wear white costumes. Each tries to knock the other off into the water. The winner is the one remaining on his platform after the other

has been hoisted off.

Sete offers two berths for visiting cruise ships including one quay close to the town centre for ships up to 200mtr in length. Another berth is available from where a shuttle service to the town centre is provided by Sete Cruise Club.

Aside from Sete itself, the Languedoc-Roussillon region offers a wide range of tours including four UNESCO World Heritage gems. Tours lasting from four to nine hours include trips to Pezenas and Valmagne Abbey (4hrs 30), Sete and the Thau Lagoon (4 hrs), the Canal du Midi (4hrs), Montpellier and Chateau de Flaugergues (5hrs), Exploring Roman Nimes (5hrs), Narbonne (5 hrs), Uzès and the Pont du Gard (9hrs), Carcassonne (9hrs) and Aigues-Mortes (4hrs).

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## Venetian art on display

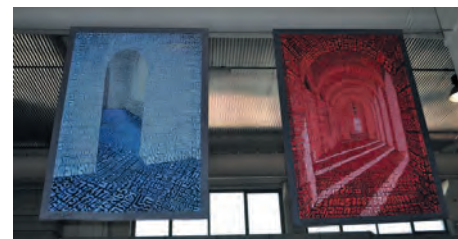
Two exhibitions this summer in the Port of Venice's passenger facilities, managed by Venice Passenger Terminal (VTP), are dedicated to the promotion of Venetian contemporary art and the Murano Glassworks.

An exhibition of Tobia Rava's works focusing on Kabbalah and Mediterranean Landscape (pictured) is part of the Summer of Arts Exhibition.

Twelve canvas' and one sculpture are displayed, having as a leading thread travel and the Mediterranean Sea. The masterpieces will be exhibited at Terminal 107 until October 15th, 2010.

Also on display, until November 24th, is an exhibition of Murano Glass at the Venice Cruise Terminal. Organized by Consorzio Promovetro and the Regione del Veneto in cooperation with VTP and entitled, 'The Breath of the Sea, the Breath of the Glass', it presents 20 pieces of Murano glass inspired by the sea produced by trademarked concessionaries.

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## Ravenna's new cruise facility officially opens



*Azamara Quest, the first visitor*

The port of Ravenna's new cruise terminal at Porto Corsini managed by Ravenna Terminal Passeggeri S.r.l. (RTP S.r.l.) welcomed its inaugural call, Azamara Quest on the 24th of August.

Located at the entrance of the Ravenna Port Canal, the first stage of the new cruise terminal, consists of a 301mtr long pier, with two berths and a 600 sq mtr terminal housing the security, customs and immigration controls. The project represents an overall investment of €32m including the cost of the dredging works in the turning basin, entry canal, and alongside the two berths and the placing of navigation and mooring buoys.

The second phase will see the addition of a third (for ships of up to

300mtr) and fourth (for smaller ships) berths, at an overall cost of €21m. The time of completion will be announced in due course.

In the adjacent area (covering 14 hectares) an entire new complex comprising of luxury hotels, restaurants, residential properties, shopping malls and open air recreation activities, is planned for a total building area measuring 26,000 sq mtr. The shareholders of RTP S.r.l. are: Bassani Group, Bologna Airport, Royal Caribbean, VTP and the Chamber of Commerce of Ravenna.

In the month of September calls will include Seabourn Odyssey, Columbus and Pacific Princess whilst confirmed bookings for 2011 amount to 75 calls counting over 155,000 passengers and around 55,000 crew members.

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*Odessa's Potemkin Steps lead to the passenger terminal*



## Odessa's step-by-step walking tour

**W**hat better way to get familiar with Odessa than to explore it by foot.

Referred to as the Pearl of the Black Sea, Odessa is a city boasting historic architecture, cozy squares and long streets which still retain their old-fashioned charm.

Starting at Kateryninska Square, a walking tour will take in the seaside promenade of Primorsky Boulevard, past the imposing statue of city founder Catherine the Great to the famous Potemkin Steps, then onto the pink and white

colonnaded City Hall (right) with Pushkin's monument in front and cannon recalling the events of the Crimean War. From the Opera House passengers can stroll down Deribassovskaya Street, the main pedestrian area and stop off in one of its cafes for a tea or coffee. Don't forget the magnificent Opera and Ballet theatre.

Odessa hosted the second edition of the international conference Black Sea Cruise 2010, from September 16-18th at the Odessa Passenger Terminal Hotel.

Supported by Black Sea Economic Cooperation, Ukraine's Ministries of Transport & Communications and Foreign Affairs amongst others and organised by Odessa Commercial Sea Port, MedCruise and the Black Sea and Azov Sea Ports Association, cruise line executives and administrators from Black Sea port cities and regions will meet up to discuss the challenges and prospects of extending Mediterranean itineraries to the Black Sea, the state of tourism infrastructure in regional ports and passenger terminals – existing facilities and proposed projects.

MedCruise president Giovanni Spadoni made a presentation on the role of MedCruise in developing the Black Sea as a cruise destination. Among cruise line participants were John Tercek, vp commercial at Royal Caribbean International and Marc Berberian of Compagnie Iles du Ponant. Nikolay Pavlyuk, general director of Odessa Sea Commercial Port presented a paper on passenger terminal development in the Port of Odessa.

A full report on the event will appear in the December issue of MedCruise News.

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## Koper celebrates a trio of milestones

**P**ort of Koper recorded some significant milestones this summer in its on-going development as a cruise destination: in the space of one week in

July NCL's Norwegian Gem became the biggest ship to call at the Slovenian port, Princess Cruises' Pacific Princess made a second out of three first-time

calls this season and Regent's Seven Seas Mariner Mariner returned to Koper.

Koper is expecting 60 calls and 40,000 passengers this year, up from 53 calls and 31,021 passengers in 2009 and representing a 94% increase in passengers compared to 2008.

Other lines scheduled to visit this year include Oceania, Azamara Cruises, Thomson Cruises, Costa Crociere, Seabourn, Classic International Cruises, Voyages of Discovery and Spirit of Adventure Cruises.

In June, Costa Allegra became the first Costa Cruises' ship to visit Koper (pictured).

The medieval city centre is a 300mtr walk from the cruise pier. Popular shorex are the Lipica Stud Farm home of the Lipizzan horses, which was founded in 1580 and the Postojna Cave system.

Close to Postojna is Predjama Castle,



commanding spectacular views of the surrounding countryside. A visit to Ljubljana, the capital of Slovenia or to Piran one of the country's oldest and best preserved towns are also recommended.

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# Costa enhances its green credentials

Costa Pacifica is taking part in the pilot REPCET project, a reporting system promoted by World Wildlife Fund Italy aimed at reducing collisions between ships and whales while tracking their movements.

The REPCET program uses the global satellite network and reports of sightings are sent by participating ships that warn passenger and commercial vessels whose routes are likely to take them close to the animals.

Costa Cruises has partnered with WWF for five years, most recently with the aim of setting up an integrated network of Marine Protected Areas in the

Mediterranean: Miramare in Trieste (Italy), Cabrera (Spain), Cap d'Agde (France) and La Galite (Tunisia).

Costa has also been collaborating with the Joint Research Centre of the European Commission since 2005 with automatic air pollution monitoring stations installed on three of the company's ships, most recently Costa Pacifica, all deployed on regular routes in the Western Mediterranean.

The next stage of the project of collaboration with JRC involves new measurements of the atmosphere in the Mediterranean using weather balloons to measure variations in the concentration of ozone.



# Royal godmother names HAL ship

Fincantieri delivered Nieuw Amsterdam to Holland America Line in early July. It is the 14th ship Fincantieri has built for the brand.

At 87,000gt, the new vessel can accommodate up to 2,106 passengers in 1,053 cabins.



The interior decor honours the style of New York City. In the 17th century Nieuw Amsterdam was the Dutch name for the fortified village which went on to become the Big Apple.

Nieuw Amsterdam's naming ceremony took place in Venice. The godmother was Her Royal Highness the Princess Maxima of the Netherlands.

HAL's new ship will spend this summer in the Med using Venice and Barcelona as hub ports for a variety of cruises of differing lengths covering the entire basin. Next year Nieuw Amsterdam returns to the Med for a full season starting in April through to October. Once again turnarounds will be conducted from Venice and Barcelona and cruises will comprise 7, 12, 19 and 24 days in length.

# Changes afoot for itinerary and shorex planners

Holland America Line hired Justin Poulsen as manager of deployment and itinerary planning, a position that opened when Tim Littley left to become director of itinerary development at The Yachts of Seabourn.

Poulsen reports to Capt. Simon Douwes, director of deployment and itinerary planning at HAL.

He joins the line after serving as operations manager at a Seattle-based tugboat company.

Poulsen earlier spent four years as a deck officer on tugboats.

Tim Littley signed on with The Yachts of Seabourn as the successor to itinerary planner Peter Cox, who retired at the end of May after 17 years with Seabourn.

He has served as manager of deployment and itinerary planning at Holland America Line in Seattle since 2005. For the prior decade, Littley sailed in various deck officer positions, most recently as second officer.

Littley reports to Helen Panagos, vp shore side operations at Seabourn.

Fred. Olsen Cruise Lines has appointed Stephanie Farrow as Tours Manager, with responsibility for heading the department that deals with shore excursions on cruises worldwide.

Stephanie replaces Tim Moore, who retired at the end of August after almost 14 years with the UK-based cruise company.

She has been with Fred. Olsen since 2005, working in the Tours Department, so has a wealth of experience to bring to the role.



Tim Littley



Stephanie Farrow



Tim Moore



# MEDCRUISE NEWS

BRINGING THE MED TOGETHER

## MSC Cruises makes it 12

**M**SC Cruises and STX France have concluded the legal and financial processes for the line's new Fantasia-class ship to be called MSC Fantastica. The price is €565m.

An important factor in the success of finalising the project was the financial backing provided by French financial institutions, and especially by Coface, the French Export Credit Agency, making it

possible for the vessel to be delivered by the end of spring 2012.

Pierfrancesco Vago, ceo of MSC Cruises said: 'We are delighted at the confirmation of this important investment, a sign of the success of our ambitious growth strategy, and we would like to thank all those who have made it possible.'

MSC Fantastica will be the 12th ship in MSC Cruises' fleet.



On the day the MSC order was announced French President Nicolas Sarkozy (right) visited the STX France shipyards together with Gianluigi Aponte (middle), president of MSC, and Pierfrancesco Vago, ceo of MSC Cruises (left).

## Voyages of Discovery returns

**V**oyages of Discovery has been visiting the Med and Black Sea annually for years. In September 2011, 650-passenger Discovery sails south to make the very best of the warmer weather and late-season calm of the Med region. From the Ionian to the Adriatic and Black Seas, there are six cruises that round off her summer programme for its mainly British passengers.

A 12-day Classic Mediterranean cruise starting in Lisbon and finishing in Dubrovnik visits seven MedCruise member ports. Guest speaker is Kate Gamons

Williams, graduate in Ancient Greek and Roman History & Culture who is an expert on the subject. A 13-day Venetian & Adriatic Treasures cruise follows starting in Venice before the ship moves into the Black Sea in October.

MedCruise members Limassol and Alexandria are amongst ports of call in the Search for the Holy Land cruise whilst Valletta, La Goulette, Cartagena and Malaga are visited in the final cruise of the season departing Egypt on November 8 and finishing in Malaga 10 days later.



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### MEDCRUISE

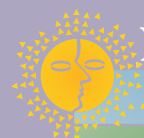
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