

MEDCRUISE NEWS

CELEBRATING 15 YEARS 1996-2011

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MedCruise comes together in Cannes at Seatrade Med

MedCruise held its 37th General Assembly in Cannes, France, on December 2nd, 2010 on the occasion of Seatrade Med Cruise Convention, hosted by the French Riviera Cruise Club. The event was held at Cannes' famous Palais des Festivals et des Congrès.

Greek deputy minister of culture and tourism, George Nikitiadis, addressed the assembly to confirm the importance of cruise tourism in Greece, proven by the admission to MedCruise of six Greek port members at Cannes.

The assembly voted in a record number of new members – eleven port members and six associate members.

New port members admitted to the association were Heraklion, Igoumenitsa, Kavala, Kefalonia, Kos and Patras (Greece), Istanbul, Rize and the holding that manages Kusadasi, Bodrum and Antalya Ports (Turkey), Portimão (Portugal) and Yalta (Ukraine). See pages 4 & 5 for info.

New shipping and tour agents joining as associate members were Cambiaso & Rizzo (Genoa), Idu Shipping & Services (Constanza), Londonskaya (Odessa), Mercantile Marine Shipping (Tunisian Ports), Donomis Cruise Services (Volos), and Navigator Travel and Tourist Services (Volos).

This brings MedCruise membership to 67 port members and 28 associate members, representing nearly 100 ports in 20 countries.

The General Assembly was held on the third day of the Seatrade Med Cruise Convention and exhibition. MedCruise, principal supporter of Seatrade Med, constructed its largest ever trade show pavilion, housing 36 stands at which 43 of its members exhibited.

MedCruise was also well represented at the Conference sessions with Board members Giovanni Spadoni and Carla Salvado invited to speak at the Port Development session whilst Sniježana Papes joined the Upscale Cruising panel.

Topics discussed by the assembly included waste management at ports, joining efforts with other regions on finding solutions to reducing at-port ship emissions, the selection of a cruise port benchmarking consultant, the creation of

MedCruise 'day workshops' on cruise port operations, and the MedCruise 2010 Mediterranean cruise statistics report.

During the General Assembly, Peter Wild of G. P. Wild (International) Limited presented the opportunity for Mediterranean ports to participate in the European Cruise Council's 2011 study on the economic benefits of the cruise industry.



L-R: Greek Minister Nikitiadis, Giovanni Spadoni & Figen Semerciyan of Global Ports

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Seatrade Med 2010 Conference & Exhibition

Managing cruise calls in high demand destinations

The Port Development panel discussion looked at home porting in the Med, the expansion of existing home ports and the development of new ones and infrastructure investment and passenger handling.

Port of Barcelona's marketing & cruise manager Carla Salvado spoke about the role of home ports and the responsibility they have in the development of a region. 'You need to always be planning for the future and looking at the financing of new infrastructure and be ready for new trends,' she said.

Cruise lines welcomed a MedCruise initiative to reduce port congestion at peak times that was announced by MedCruise president Giovanni Spadoni during the session.

The proposed MedCruise Unified Berth Booking Process will set up a system of fixed dates for ports to receive berth requests from the lines and for ports to confirm those bookings, including the class of berth where applicable. There will also be fixed dates for ports to offer alternate dates to avoid congestion.

'This will herald a new relationship between lines and ports,' Spadoni said.

He added that the new process would require those cargo/commercial ports which are unable to provide such confirmation to alert cruise lines to the level of priority that their booking request will receive and also of any congestion issues.

Royal Caribbean Cruises Ltd.'s vp commercial development John Tercek called the idea 'exciting ... one we have been asking for over many years.'

Costa Cruises' director of marine operations, Roberto Ferrarini, said the system is similar to one that has been in place in Barcelona for several years, adding: 'It works.'

The reasons behind the new process were outlined by Spadoni who pointed out that



Port Development session speakers L to R: Luis Ajamil, president of Bermello, Ajamil & Partners; Bob Jaques, Seatrade (moderator); Carla Salvado, marketing & cruise manager Port of Barcelona; Giovanni Spadoni, President MedCruise and commercial director Port of Livorno 2000; Jacques Truau, president Marseille Provence Cruise Club and Roberto Ferrarini, director marine ops, Costa Crociere.

cruise capacity in the Mediterranean had trebled in 10 years and that, although growth had slowed in 2009/10, it was set to accelerate again in 2011.

Marseille Provence Cruise Club president Jacques Truau said: 'Many Mediterranean ports were developed in the 19th century, close to the towns and cities they served. This means that now they have very little space in which to expand to handle the new, very large cruise ships.'

'Those capable of being homeports have also struggled to keep pace because it takes so long to build new berths.' The pre-building

stage is consumed with 'endless red tape,' Truau said, much of it to do with increasingly complex environmental issues.

The result is that, over one recent period, the cruise industry built 38 ships for a combined cost of about €38bn while Mediterranean cruise ports spent just €350m on infrastructure development. While a cruise line can have a ship designed and built within two to three years, it can take a port up to 10 years to add a berth.

Further discussions on the Unified Berth Booking Process are due to take place at this year's GA.

French Riviera Chamber of Commerce and Port Authority general manager, Laurent Monsaingeon, spoke about winter cruising in the Med at the Itinerary Expansion panel which also included cruise line representatives Jacqui Nobile from Thomson and Crystal Morgan from Princess. 'The Med has even more product diversity in the winter,' said the former MedCruise president. 'December, January and February are the Med's 'off season' but in these months you have fewer crowds, winter festivals, mild climate and lower prices.'



MedCruise director and Rijeka Port Authority head of marketing, Snjezana Papes, joined the Upscale Cruising panel talking about the attraction of the Med for the luxury lines. She also highlighted the problems facing some ports in deciding whether they want to be a luxury cruise destination as well as handling larger ships.



Out and about at Seatrade Med 2010

In a packed social programme during Seatrade Med, the Passenger Shipping Association/European Cruise Council held a cocktail reception in Hotel Martinez ahead of the conference speakers dinner, hosted by MedCruise, at the Hotel Belles Rives in Cap d'Antibes.



MedCruise members and associates fared very well at the Seatrade Insider Cruise Awards 2010, principal sponsor Fidelio Cruise, which on the opening evening of the event were presented at the Nice Opera House.

MedCruise members Var Provence (above) won Destination of the Year, French Riviera Cruise Club (below left) won the Environmental Initiative Award sponsored by MedCruise, associate member Intercruises (below right) won the Innovative Shorex



Award for its Mama and Tapas Tour. Madeira (above centre) was a finalist in the Destination of the Year category whilst Tura Turizm's Turkish Wedding Tour (above right) was a finalist in the Innovative Shorex Award.



Manfredi Lefebvre d'Ovidio (above with Mrs Terrevazzi), chairman, European Cruise Council, and chairman, Silversea Cruises, was named Mediterranean Cruise Personality of the Year, an award sponsored by the Mauro Terrevazzi Foundation and selected by Seatrade and V.Ships from nominations received.

Following the awards presentation, the invited delegates, speakers and exhibitors were treated to an evening of music hosted by the city of Nice.

On the second evening local department store Lafayette (Sete's Catherine Lafon with Jose Campos pictured) held a special fun night opening for participants offering discounts for shopaholics and various food and beverage stations throughout the store for those just browsing.



Back to France again in 2012 as delegates cheered when it was announced the next Seatrade Med will take place in Marseille, hosted by the Marseille Provence Cruise Club.



Craig Milan, svp land ops for Royal Caribbean International accepts the French Riviera Cruise Club Green Award 2010 on behalf of Celebrity Cruises whose ship Celebrity Century was the first recipient of the award for its exemplary approach to the management of water, air and waste. L-R: Manuella Machado, environment & quality manager FRCC and Caroline Valadie cruise manager Port of Nice & Villefranche.

Patras

Patras is the largest city in the Peloponnese located on the western coast of Greece alongside the Ionian Sea. It is at the centre of the cultural triangle of Delphi, Olympia and Epidavros and so equipped to satisfy even the most demanding visitor. A mild climate tempts visitors to Patras throughout the year including in the winter months for its famous carnival which has been running for more than 160 years. But Patras is not just the capital of the carnival it is a bustling city, where entertainment, history and culture mix to provide a unique charm.

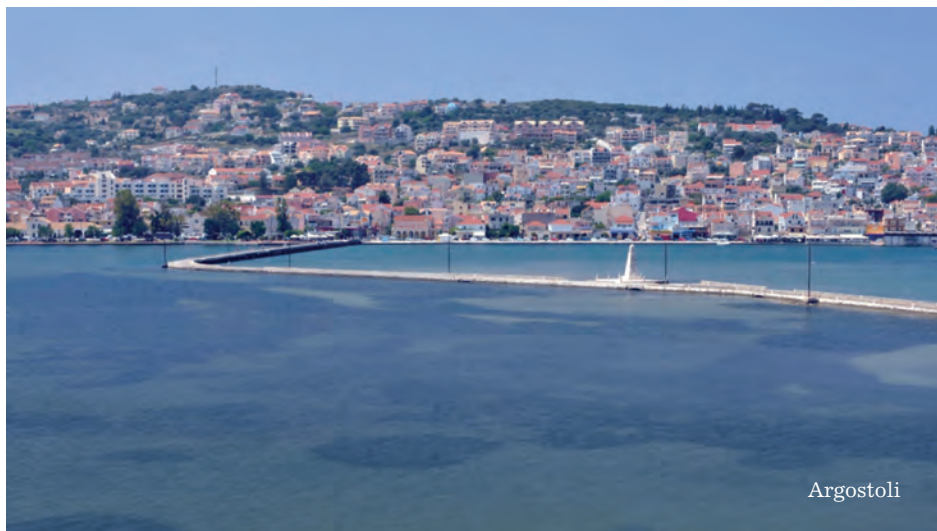


A major ferry port with links to other Greek cities and to Italy, one of the top priorities of the new port administration is to expand into the cruise market.

There are plans to transfer all the activities of the North Port to a new South Port this year freeing up the former harbour to host mega yachts and cruise ships. The existing passenger terminal will be converted into a cruise terminal.

The port aims to gradually build up its cruise business to reach 70 calls a year by 2013.

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Argostoli

Kefalonia

Kefalonia is the biggest island in the Ionian Sea, located between Zante and Lefkada. It possesses a splendid natural beauty with numerous small bays and amazing beaches; the mountain Aenos rising over 1,600mtr surrounded by a dense forest of fir trees (a National Park since 1962 supporting rich flora and fauna) looks impressive and the cheerful, hospitable people are ready to welcome cruise passengers.

Some may have already seen the island in the movie Captain Corelli's Mandolin which was shot around Kefalonia's natural scenery.

Argostoli is the island's capital. It is a modern town, which preserves its traditional character, built like an amphitheatre with a view of the Koutavous lagoon, which is a crossing area for the migratory birds. The city

has many neoclassical buildings, big squares, churches and remarkable cultural activity.

Not to be missed are the Archaeological Museum exhibiting important findings discovered in the island, mainly dating back to the Mycenaean period and the Korgialeneios Library, one of the biggest libraries in Greece, housing more than 55,000 volumes and a great collection of Byzantine icons.

The Folklore and History Museum tells the history of the island and the belfry tower in Kampanas Square, situated in Lithostroto, the central street of the town, offers an amazing view of the town and the Koutavou Lagoon.

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Heraklion

In the past few years Heraklion has become an important base and transit port in the Eastern Med. A combination of luxurious 5 star hotels, an international airport and a 5,500 year rich history make the Cretan port city an attractive proposition for vessels sailing in the region.

10 minutes away by car is the ancient city of Knossos and the city of Heraklion is just 10

minutes walk from the port.

The Port Authority is continuously working to improve its infrastructure and quality of services for both cruise ships and passengers. Free city maps, new signage and discounts offered at more than 250 local shops plus excursions such as horse riding, scuba diving, wine and olive oil experiences and traditional Cretan food tasting are some of the new features on offer.

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Kavala



Kavala located in northern Greece serves both cruise ships and daily passenger traffic to the islands of Thassos, Limnos, Mytilini and Chios.

Kavala International Airport is 30km away and being located 90km from the Greek/Bulgarian border, the port provides opportunities for transit as well as turnaround operations.

In 2009, around 25 cruise ships and 7,500 passengers visited and whilst this traffic declined last year, Kavala Port Authority aims in 2011 to return to the levels of two years ago, and if possible, to exceed them.

The construction of a new passenger terminal was completed a year ago and the main cruise berth was upgraded at the end of 2010. The port can simultaneously accommodate two cruise vessels of 180 and

220mtr respectively.

Until now Kavala was well-known mainly for religious- related excursions: A few kilometres away is Philippi, where the Apostle Paul preached and baptised Lydia, the first Greek and European to be baptised by him.

However the city of Kavala and its region provide a number of additional tours year-round including beaches, nature, thermal springs and mud baths and special interest such as Mohammed Ali's House, Tobacco Museum and Wax Museum.

As the cruise berth is right in the centre of the city, within a few minutes passengers can wander into the shopping area or relax in restaurants and cafes along the waterfront.

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Igoumenitsa

The monasteries of Meteora can be reached easily from Igoumenitsa on a day's excursion from the port.

The six rock monasteries are built on sandstone and are mostly perched on high cliffs. A UNESCO World Heritage Site, the Holy Monastery of Great Meteoron is the largest and was erected in the mid-14th century. The building serves as the main museum for tourists.

The area's beautiful landscape and the numerous tourist attractions located nearby such as the picturesque villages of Syvota and Platara, ancient Greece's holy river Acheron, the historic towns of Ioannina, Arta, Preveza, Metsovo and the unspoiled eco system make Igoumenitsa an ideal cruise port and destination.



The port has 12 berths with alongside water depth of 10.5mtr. A 6,326sq mtr passenger terminal provides state of the art facilities and another two terminals are under construction.

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Kos

As Greece's fourth most popular tourist destination Kos has much to offer cruise lines. Apart from the laid back charm of Aegean lifestyle and superb sandy beaches, there is a variety of cultural and

natural attractions as well as some exceptional historic sights.

Passengers arriving in Kos will see the imposing Castle of the Knights of St John and the stylish 16th century Governors Mansion, a long stretch of beach, tall palm trees and two Ottoman minarets that add a touch of oriental flavour to the town's skyline.

The old harbour of Mandraki and the historic quarter are a short walk away from the port, along a coastal path.

Located on the south eastern edge of the Aegean, Kos is on the path of many established East Med cruising routes. In addition, Kos is only three nautical miles from Turkish port of Bodrum and could easily feature in itinerary enhancing double calls. Cruise ships stopping in Kos can offer a day trip to Bodrum with further tour options.

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Mandraki



Meteora



Istanbul

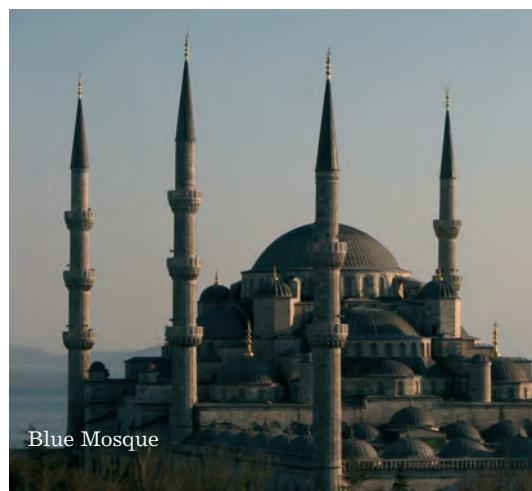


A day in Istanbul or even better an overnight stopover in port or a pre or post stay linked to a turnaround provides passengers with a cornucopia of excursions in and around Turkey's largest city and the country's undisputed cultural and financial centre. Istanbul is the former capital of three great empires, Roman, Byzantine and Ottoman and the city offers history, culture, food and entertainment at every turn with its centuries-old palaces, mosques, churches and other monuments. Istanbul today is also a city undergoing a renaissance, bubbling with a new energy with cutting-edge international film and music festivals, designer shops and chic restaurants and bars.

The Blue Mosque also called the Mosque of

Sultan Ahmed I, St Sophia Museum, Topkapi Palace are all must see sites and no visitor can leave without going to the Grand Bazaar - one of the most colourful sights. A boat ride around the Golden Horn and along the mighty Bosphorus passage or a panoramic drive along the shore past Dolmabahce Palace, then across the Bosphorus Bridge and into Asia is another classical tour. Cruise ships can berth at Karakoy (with water depth up to 7mtr) and for larger ships Salipazari quay is 450mtr long with up to 10mtr water depth.

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Blue Mosque

Kusadasi, Bodrum & Antalya

Three Turkish ports: Kusadasi (Ege Ports), Bodrum (Bodrum Cruise Port) and Antalya (Port Akdeniz) have joined MedCruise under the Global Ports Holding umbrella.

Kusadasi, situated in the heart of the Aegean, is the main gateway to Ephesus and the House of the Virgin Mary. This year almost 600 cruise ships are expected to call bringing over 746,000 passengers. Newcomers in 2011 are TUI Cruises with Mein Schiff due to call 14 times. Mooring dolphins at the edge of the existing two quays will be added for this season to enable ships up to 350mtr in length to berth. The same infrastructure developments are



Kusadasi

planned at Bodrum on the west coast of Turkey where in less than two years of marketing activities the port has managed to attract over 100 calls a year. In 2011, RCI's Splendour of the Seas, and Celebrity Cruises' Constellation will be among first time callers at this safe haven for yacht devotees, lovers of underwater archaeology, history, art, architecture and heritage. Last year AIDA Cruises chose Port

Akdeniz (Antalya) for 30 turnarounds. The German operator is returning again this year, as will Classic International Cruises' Arion which will also use the port as a base. A new terminal building was added last year and 80 calls are anticipated in 2011 bringing 140,818 passengers.

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Rize

Rize is a typical Turkish provincial town, located on the Black Sea coastline near to the border with Georgia. Rize's speciality is tea which is grown in the surrounding area. Tea plantations were introduced to the region in the 1940s and 50s changing the city and port's fortunes.

The city boasts a tea research institute and numerous tea gardens which are visible throughout its panoramic view.

Historically the town was called Rhizion and was the main port for the Kissioi Territory. In Medieval times it was known as Risso. Offering a marvellous view over the

town are the ruins of the castle (Rize Kalesi) with a tea garden dating back to the Middle Ages. Another spectacular view of the countryside can be seen from the Botanical Gardens (Ziraat Bahcesi) which has a collection of sub-tropical flora including a wide range of tea plants.

Nearby are thermal and mineral springs, plus the Andon and Camlik forests.

The port of Rize has a 130mtr long berth with 9.5mtr water depth alongside close to the city.

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Yalta



The Black Sea port of Yalta is the most popular tourist and health resort in Ukraine. The city is spread over a vast area and the centre and harbour are a great place to discover by foot. The waterfront is over a mile long with a rocky beach alongside.

In the centre of town is the Armenian Church, built between 1909-1919 at the top of a mini-Potemkin stairwell and contains many carvings, arches and nooks.

A huge draw for cruise passengers are tours around Crimea. The Romanovs were a big dynasty and many members of it built estates in the Yalta area including Livadia Palace, the last Tsar's holiday residence.

This famous building was the host to Stalin, Churchill and Roosevelt for the Yalta Conference in 1945 at which the Allied leaders met to plan the end of the Second World War and to agree on the resulting division of Europe.

Visitors can walk past the hall where the meetings were held. It is also possible to see the imperial family's private chapel. There is a wonderful view of the Yalta and the Black Sea from the palace grounds.

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Livadia Palace

Portimao

Portimao's excellent climate, delightful, calm waters and fine sands extending up against honey-coloured cliffs make the local beaches an important



tourist attraction.

The white contour of a church on a hilltop, the narrow streets of the old fishermen and tradesmen quarter, the presence of the sea and the immense beach known by the name of Praia da Rocha are some of the aspects that identify the character of this centenary city.

All that is left of medieval Portimao are a few stretches of the city walls now hidden by houses. The old town is dominated by the architecture of the late 19th and 20th centuries: houses on two storeys, with wrought iron balconies and ornate stonework around windows and doors, decorated with balustrades of stone and ceramics and walls covered with tiles.

To savour the spirit of Portimao, there is nothing better than to sit in the shade of the trees in the Manuel Bivar gardens and forget about time, to watch the fishing boats and to walk through streets and squares that exude the ambience of an active community.

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Trieste

Four new visitors are expected in Trieste this summer: Golden Iris, Royal Iris, Ocean Majesty and Artania, despite a decline in cruise business that is likely to be around 25%. In total 15 calls are booked at the Adriatic port which should bring around 12,000 passengers. Currently Trieste Terminal Passeggeri is investing around €10m in the reconstruction of Hangar 42 and the plans foresee completion of the refurbished terminal by late 2012.

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Ravenna

At Ravenna the second stage of planned expansion at the Porto Corsini new cruise facility allows for the construction of a third berth for ships up to 300mtr and a fourth berth for smaller vessels. The investment amounts to €13m and €8m respectively as well as a wider real estate development which will include new terminal, hotels, residential properties, offices and green areas for recreation.

There are 77 calls booked for 2011 bringing over 150,000 passengers of which 10 calls will be maiden stops. These include RCI's Brilliance and Voyager of the Seas, MSC Cruises' MSC Magnifica and Star Clippers' Royal Clipper.

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Livorno

Livorno is expecting 549 calls and 920,000 passengers in 2011, representing an increase of 8% and up to 12% growth respectively compared to last year. The new visitor roster is impressive with maiden calls planned for Azura, Marina, Ryndam, Celebrity Solstice, Celebrity Eclipse, Norwegian Epic and no less than four Seabourn ships: Seabourn's Odyssey, Pride, Quest and Sojourn.

Porti di Livorno reports it is dredging pier 75 which will this year host ships up to 260mtr in length.

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Genoa



Genoa's Stazioni Marittime is investing €2m plus €600,000 by the Port Authority of Genoa to enlarge and create new interior space in Ponte Andrea Doria Cruise Terminal. The work is almost complete. At Ponte dei Mille the Port Authority is investing €13m in re-shaping the quay. When completed at the end of May/beginning of June the new facility will measure 340mtr in length.

Traffic at Genoa Port is expected mirror that of last year with 260 calls and 860,000 passengers due to arrive in 2011.

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Venice



Venice is expecting a record season with 12% rise in passenger numbers expected to reach 1.8 million compared to last year. Cruise calls will also be up around 2% at 640 including newcomers to the Adriatic base port; Artania, Carnival Magic, Celebrity Solstice, Costa Favolosa, L'Austral, Marina, Ocean Princess and Seabourn Quest.

Construction of a new MBT Multipurpose Boarding Tower serving Terminal 117 at Piave Quay has started and will be operational for next season. The MBT is an innovative solution, based on an industrial patent developed by VTP Engineering, a division of VTP Venezia Terminal Passeggeri to facilitate the embarkation and disembarkation of passengers (especially those with reduced mobility) from cruise ships, using elevators to link the dock, terminal and ship, regardless of height of boarding ramp, giving a number of alternative routes for passengers, dock workers and crew.

Construction of the second part of the new terminal Isonzo is expected to be open this season providing simultaneous berthing for two ships. The conversion of building 109/110 along Tagliamento Quay to a modern cruise terminal of 14,000sq mtr will start soon and is due to be ready for in 2012.

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Koper



Koper is set for an eventful 2011 which is looking like a record breaking year with the number of passengers likely to jump 300%. 80 ships are scheduled to visit the Slovenian port compared to 54 last year but the main driver of growth are the 22 calls booked by Royal Caribbean International's Voyager of the Seas which will call every Sunday. The town and all the main service providers are

preparing activities and events in anticipation to keep every passenger a satisfactory experience. 13 calls will also be made by Thomson Spirit – the third consecutive year a Thomson Cruises ship has visited Koper.

The port is also seeing a rise in calls by luxury lines with Seabourn booked to call 16 times this summer plus Oceania, Crsytal and Regent Seven Seas.

Costa Favolosa will also visit on her maiden voyage: a three night cruise from Venice.

Ahead of the season the port is dredging the 420mtr long passenger berth to a depth of 10.5mtr. Total investment is €2m.

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Split

Split is planning to add two more cruise berths of 300mtr and 320mtr lengths. Construction of the south side of the main breakwater is due to commence in January 2012. In the meantime the Croatian port is expecting 254 calls this year slightly down on 2010. Several smaller sized ships will call for the first time including Ocean Majesty, Saga Ruby, Saga Pearl II, Artania and Amadea.

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Dubrovnik



Work on the redevelopment of Batahovina I area has started and will create a new 230mtr long alternative cruise berth when finished in August. Dubrovnik Port Authority is planning to carry out a second phase project here between 2013-14 creating an additional

400mtr of berthing line. This area will be mainly for local and ferry traffic but can offer additional berths if the 810mtr long cruise berth at Gruz Bay is full.

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Rijeka

Rijeka is looking forward to a growth in cruise business this year with around 15,000 passengers projected and new cruise ships announced to visit the new passenger terminal which opened at the end of 2009. Situated in the heart of the city the modern cruise terminal building is the focal point of the newly refurbished Rijeka breakwater creating a 1,740mtr long pedestrian zone.

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Barcelona

No stopping the Mediterranean's top hub port which is anticipating a 7% rise in numbers in 2011 as 900 ships will visit and 2.5m passengers. Norwegian Epic, Liberty of the Seas and Carnival Magic all join the cruise ship roster this year. Terminal C has been improved with the addition of a new passenger embarkation system comprising mobile and fixed gangways, escalators, lifts and stairs.

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Valencia

Valencia has started work on a Cruise Master Plan which envisages new berthing for cruise ship in 2012 as calls at the Spanish port continue to spiral upwards. The anticipated growth in 2011 compared to a year earlier is projected as a 35% hike in calls and a 66% jump in passenger numbers. This year 211 ships will bring 400,000 cruise visitors including an amazing 16 newcomers ranging from Nippon Maru and Artania to Adventure and Liberty of the Seas, Costa Luminosa and Pacifica, Queen Victoria, and Celebrity Equinox.

Happy Cruises, with its ship, Ocean Pearl,

will sail from Valencia every Sunday from end January to mid November, stopping at Barcelona, Villefranche, Livorno, Civitavecchia and Naples. Royal Caribbean's Adventures of the Seas, will also be departing every Sunday from mid-May to end September, whilst between June and October MSC Sinfonia will depart every Monday. In addition, Grand Voyager, owned by Ibero Cruceros, will sail from the port between September and November.

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Cartagena

Port of Cartagena continues to receive new visitors with three new operators and 13 first time ship calls in 2011. Compagnie du Ponant, MSC Cruises and Oceania are newcomers. Among those ships making maiden calls are Thomson Dream, Ryndam and L'Austral. Three Royal Caribbean International ships: Splendor, Mariner and Liberty of the Seas will also visit the port's newly extended cruise berth.

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Palamós

Culture and music lovers have an array of activities to choose from when visiting Palamós: The Dalí Museum in Figueres, the upcoming opening of the Thyssen Museum in Sant Feliu de Guíxols, or four international music festivals held every summer in the Costa Brava at Cap Roig Garden, Castle of Peralada, Torroella de Montgrí and Porta Ferrada.

In addition, those interested in the works of Truman Capote, the US author who wrote the famous novel 'In Cold Blood' while spending long periods of time in Palamos in the early 1960s, can follow a new tour organised in and around the town to discover this writer.

45 calls and 45,000 passengers will visit in 2011. Azamara Journey, Grand Mistral, MSC Melody and Seabourn Quest will be among ships making maiden calls.

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Tarragona



Tarraco

A new area providing waiting space, bar, toilets and other services for passengers and crew is under construction alongside Tarragona's passenger berth. Outside the terminal, a new esplanade for buses and roundabout to ease manoeuvrability of the vehicles is also being built.

Tarragona is home to the Tarraco Archaeological Site, designated a UNESCO World Heritage area and passengers are offered a free shuttle bus service from the cruise quay to the city centre.

The province has several nature reserves, which are perfect for outdoor sports.

Highlights of the gastronomic attractions are a range of wine-related activities, especially along the Penedés Wine and Cava Route. There are also numerous gastronomic festivals where visitors can enjoy specialties

such as *calçotada* (grilled spring onions) and *xató* (cod and escarole salad).

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Almeria

Almeria Port is working with the city authorities and regional government on a project to enlarge the port's marina. Part of the plan calls for a new exclusive cruise berth. Next month Grand Celebration will make a maiden visit to Almeria followed by Holland America Line's *Ryndam* in May. Later on in the year HAL's *Maasdam* will be a first time caller in November. 57,755 passengers are expected to visit in 2011, up around 6% year on year.

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Malaga

The Port of Malaga expects about 750,000 passengers in 2011 and 308 cruise ships, representing another year of growth in a season running between April and December.

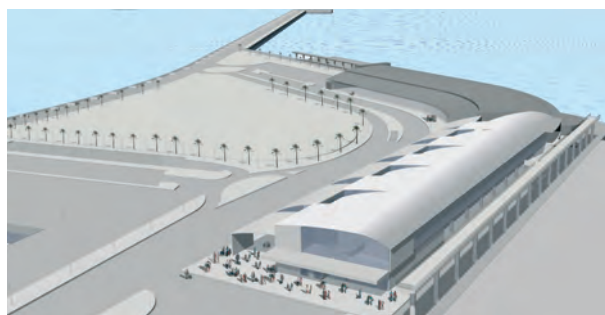
This rapid increase in cruise traffic prompted the Port to start construction of the second stage of the Eastern Passenger Terminal ahead of schedule providing an additional two floor terminal building. This is on schedule with inauguration planned for May 2011.

The installation of the two first units of the luggage carousel in the ground floor of the building began in January. Four big conveyor belts will work in the new terminal, providing a total of

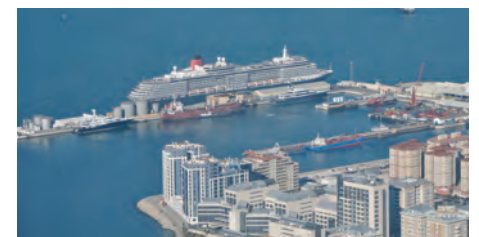
784 linear meters.

The carousel will be capable of handling 8,000 pieces of luggage in two hours. The equipment represents an investment of €915,000 by *Cruceros Málaga*, operator of the terminal. Once fully operational it will be the longest conveyor belt installed in Spain.

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Gibraltar



Passenger numbers are projected to rise this year by 14% compared to 2010 as 189 ships and 343,376 passengers are expected to visit the Rock of Gibraltar. Nine inaugural visits sees the arrival of MSC Cruises pair, *MSC Poesia* and *MSC Musica*. Holland America Line's trio of vessels *Nieuw Amsterdam*, *Eurodam* and *Ryndam* will also visit for the first time in Gibraltar.

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Sete



Sete's newly renovated and refurbished cruise terminal was inaugurated last October. Recent investment amounting to €200,000 has been spent on an information office, shop, currency exchange kiosk and a wi-fi spot. 23 ships are due to call in 2011 bringing 21,000 passengers, a 260% increase on last year. Adonia, Ocean Princess and Le Ponant will be first time visitors.

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Marseille

Marseille is scheduled to receive a growing number of turnarounds in 2011 resulting in about 200,000 more passengers than last year. Total numbers are projected to reach 900,000 as 15 new ships will call in Marseille for the first time, including a number of new deliveries. Marseille is looking forward to also welcoming visitors to the city when it plays host to the 2012 Seatrade Med.

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French Riviera

French Riviera Ports comprising Cannes, Golfe Juan, Antibes, Nice and Villefranche offer access to traditional heritage and cosmopolitan culture on the French Riviera. All are located in the heart of the cities and provide direct access to shopping and sightseeing. The huge variety of must-see attractions provide first time cruisers and repeat passengers the chance to discover a new itinerary every time they visit.

The five ports are expecting 700,000 passengers in 2011 which is similar to last year's figures. Calls are also about the same as 2010 with Nice and Villefranche projected to welcome 324 ships and Cannes/Antibes

looking to attract 147. The latter is expecting calls from Oceania's Marina, named last month in Port Everglades, and Cunard Lines' Queen Elizabeth named by Her Majesty Queen Elizabeth II in Southampton last November. Among newcomers to Nice/Villefranche will be Celebrity's latest ship Celebrity Silhouette which is currently under construction at Meyer Werft in Germany and will be named in Hamburg in July.

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Toulon

2010 was an historic year for both Toulon and Var Provence Cruise Club with an outstanding growth in passenger numbers recorded in the region. Passenger numbers were up 125% last year compared to the previous year and Var Provence Cruise Club won the Seatrade Insider Destination of the Year award presented in Cannes (see page 3).

In the past three years passenger traffic at Port of Toulon has grown 272% overall to reach 270,000 welcomed passengers last year and the southern French port is set to welcome 85 scheduled calls including first visits by P&O Cruises' Azura and Ventura, Ibero Cruceros Grand Holiday, Princess Cruises' Pacific Princess, Royal Caribbean International's Liberty of the Seas and Celebrity's Celebrity Equinox.

St Tropez was the Var region's next most popular port of call where 64 ships bringing 22,904 passengers visited last year.

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Madeira

Funchal's new cruise terminal, Gare Marítima da Madeira, is expecting to receive around 589,000 passengers and a total of 350 calls in 2011. This represents an increase of 19% in both sectors.

Inaugurated last May, the new terminal offers a berthing line of 170mtr and a 3,000sq mtr building enabling Madeira to offer purpose-built turnaround facilities, a first for the Portuguese island.

The headquarters of the Port Authority and all its support services are also located in the building, as well as a range of commercial businesses.

Located along the waterfront with the city as a backdrop and offering a unique and wonderful panoramic view, the main concern was that the building didn't shock and that it blended in with the natural surrounding landscape. Due to its simplicity it has already become an icon and landmark of Funchal and the Madeira islands.

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Valletta

MSC Cruises and VISET Malta plc, the cruise terminal operator in the port of Valletta, signed a five-year agreement underscoring the cruise line's longstanding relations with the island of Malta where it has been calling since 2002.

Commenting on the agreement, VISET chairman Anton Micallef said, 'MSC Cruises

In 2011 five MSC Cruises ships will make 34 calls

has always been viewed by VISET as a partner and not as a client. Our relationship is solid and continuous. This five-year agreement is a consolidation of the current

excellent business relationship.'

In 2011 five MSC Cruises ships will make a total of 34 calls at Valletta bringing an overall passenger movement of 150,000 cruisers.

'MSC Cruises considers VISET Malta a reliable and dynamic partner,' said ceo Pierfrancesco Vago. 'We praise the efforts that have been made to keep the port's infrastructures and the waterfront suitable for our new generation vessels and we truly appreciate the outstanding hospitality our guests receive when disembarking.'

Since March 1st, VISET Malta plc has been renamed Valletta Cruise Port and a rebranding exercise is in progress.

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L-R: Dr Anton Micallef, Chairman, VISET; The Hon. Lawrence Gonzi, Prime Minister; Mr Pierfrancesco Vago, CEO, MSC Cruises; Mr John Portelli, CEO, VISET

Lisbon

In 2011, Lisbon will receive calls from 13 new visitors with Compagnie du Ponant's luxury vessel L'Austral visiting on her maiden voyage. Celebrity Silhouette is also a 2011 new ship delivery that will berth at the port.

Around 500,000 passengers and 330 calls will visit the Portuguese Atlantic coastal port this year, representing an increase of 11% in passengers and 10% in cruise calls compared to 2010.

The Port of Lisbon is investing in a new cruise facility that will be developed in four phases: the first, already operational, corresponds to the 200mtr long Jardim do Tabaco quay.

The second phase, resulting in 476mtr of berth connecting with the existing Santa Apolonia quay was concluded last month. By the end of December 2012 more than 140mtr of berth is expected to be operational.

The final phase involves the construction of a new cruise terminal, designed by local



architect Carrilho da Graca.

Resulting in an overall investment of €25.5m, the new Lisbon Cruise Terminal will feature a total area of 7,790sq mtr and its 'friendly' concept will take into account aspects of comfort, accessibility, flexibility

for the services provided to passengers and ships, according to the demands of current and future traffic.

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Sochi



Construction of new port facilities and waterfront development at the 2014 Olympic and Paralympic Winter Games venue of Sochi continues on target. The Federal Government is investing in a new terminal, new breakwaters and harbour to be able to accept cruise ships up to 300mtr long. The Commercial Seaport of Sochi (SCF Group) is investing in a 4* Radisson hotel and spa, office and retail centre and 200 yacht marina. 29 ships were booked at end of February to visit Sochi in 2011 although that figure is expected to grow.

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Cyprus

At Cyprus' main port of Lemesos a €14.5m project to build a new passenger terminal has now entered the final phase with the signing of the agreement which refers to the beginning of the construction works. The 6,800sq mtr masterpiece building will be fully compatible with the criteria set by the Schengen Convention as well as new EU safety and security requirements.

It is estimated that 355,000 passengers will call in Cyprus this year on 315 calls, 105 of which will originate and end their journey at Lemesos port.

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Sevastopol

The Black Sea port of Sevastopol has bookings for 49 ships so far this year and has exceeded the list of 42 ships and 16,671 cruise passengers that visited the Ukrainian port in 2010.

The Port Authority is planning to reconstruct berth 157 in Artillerijskaya Bay, located in the centre of Sevastopol, so passengers can view the city skyline as the ship approaches and can also easily access this mythical city which was founded by Katherine the Great in 1783.

The most popular tours surround the

history of the Crimea War and include the Balaklava battlefield and underground submarine base museum which remained a secret until 1993 and was opened to the public in 1995.

Ukraine also has connections to ancient Greek history as well. In Sevastopol, stand the remains of a Greek colony, once the rich city of Khersones. Around 2,500 years ago, Khersones was inhabited by Greek colonists and people of various nations, and later became the Christian capital of the peninsula. Multitudes of monks formed hermitages and monasteries near the ancient city.

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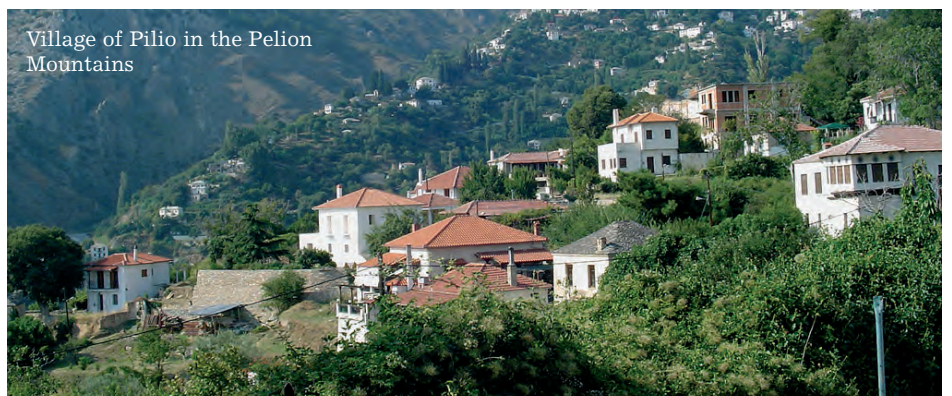


Volos

Greek port of Volos is expecting 35 ships on transit calls this year which represents an increase on last year. A new passenger terminal building has been completed and is awaiting the interior to be finished before it can become operational. Popular for arriving passengers is the city of Volos which is a five minute walk away from the port. Half day tours can be taken to the Pelion Mountains with its 24 picturesque villages and multi-storied

houses with coloured slate roofs. A 90 minute drive from Volos are the Meteora monasteries, an area which was originally settled by monks who lived in caves within the rocks during the 11th Century. Today six of the monasteries are still active and open to visitors.

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Village of Pilio in the Pelion Mountains

A Med naming for Oceania Cruises' Riviera, but where?



During inaugural festivities for Oceania Cruises' Marina in Miami, Frank Del Rio noted that sister ship Riviera is due to enter service in just 15 months.

A naming ceremony is planned somewhere in the Mediterranean in April 2012, he announced.

The ship is under construction at Fincantieri's Sestri Ponente yard.

Meanwhile Marina has already visited Barcelona from where passengers were embarked for the ship's maiden voyage across the Atlantic.

Marina is returning to Europe for a range of 10- to 16-day routes that take the line's first newbuild across a vast region, including spanning the Eastern and Western Mediterranean with sailings from Barcelona, Civitavecchia, Venice and Istanbul.

The itineraries offer customers ample choices and also gives the new ship many opportunities to make use of its Bon Appétit Culinary Center by cruising to a cornucopia of noted culinary regions.

Oceania's Nautica and Insignia are also plying the region this summer.

A family affair for Club Med

Club Med will extend its cruises to families in 2011 on three selected itineraries. Until now the five-masted sail cruiser has been best suited to couples and singles and, though already welcoming children aged 8 years and older, the ship didn't include any specific facilities to cater for these younger passengers.

Three Club Med 2 sailings scheduled in July (departing 14, 21 and 28) in the Adriatic and Med will offer a range of cultural, artistic and sports activities dedicated to kids and teens.

Several theme cruises are also to take place during Club Med 2's summer season including oenology, classical music and jazz. Some 17 mini-cruises from two to six nights are scheduled in May, June and October with Nice as the turnaround port and stops in Italy, Corsica and on the French Riviera.



Azamara Cruises goes for 'immersive' shorex



Azamara Cruises' two ships will sail in the Med this summer: Azamara Journey is undertaking Med itineraries from April to June and returning in September and October whilst Quest will be stationed in the Med the entire summer, using three turnaround ports in the west (Nice, Rome and Monte Carlo), and five in the eastern stretches including Venice, Athens, and Istanbul.

So what is hot in 2011? 'The thirst for Croatia is unbelievable and also the Adriatic in general,' remarked Azamara boss Larry Pimentel. Many of these places are not yet overgrown with tourism, he added. He also said demand for the Amalfi Coast is 'tireless'.

Azamara offers more over-night and longer stays in port than any other line, according to Pimentel, which he says allows guests to immerse themselves in a destination and explore evening tourism opportunities such as dining out, exclusive after-hours museum visits and cultural events. Venice, Dubrovnik and Valletta are some of the MedCruise ports from where Azamara sails late.

MEDCRUISE NEWS

CELEBRATING 15 YEARS 1996-2011

EVENTS WATCH 2011

1st Posidonia Sea Tourism Forum, Athens

MedCruise is endorsing the inaugural Posidonia Sea Tourism Forum to be held from 21-22 June 2011 at the Athens' Onassis Cultural Centre. Giovanni Spadoni, president of MedCruise, welcomed the initiative as a positive step towards the further development of the Eastern Mediterranean and the Black Sea region's cruise industry, but he highlighted the need to embark upon a solid port infrastructure development plan in line with each destination's unique characteristics.

'Small destination ports and islands must carefully balance between the level of infrastructure improvements and/or expansion they are willing to undertake and the conservation of their tourist value and character, while marquee destination ports must plan according to their customer priorities,

for example commercial versus touristic,' said Spadoni.

Greek ports of Volos, Patras, Kos, Heraklion, Igoumenitsa, Kefalonia and Kavala are among MedCruise members. Piraeus is scheduled to rejoin MedCruise and Thessaloniki and Katakolon are considering joining.

The Posidonia Sea Tourism Forum is organised under the auspices of the Greek Ministry of Maritime Affairs, Islands and Fisheries, the Hellenic Chamber of Shipping and the Association of Greek Tourism Enterprises (SETE). The Forum is sponsored by the Piraeus Port Authority and the Athenaeum Intercontinental Athens.



**The Posidonia
SEA TOURISM FORUM**
THE CHALLENGE FOR GREECE, THE EASTERN MED & THE BLACK SEA

2nd Seatrade Winter Cruising Forum, Istanbul

MedCruise is supporting the 2nd Seatrade Winter Cruising Forum which will examine the continued growth of off-season cruising and focus on Turkey's development as a cruise hub.

Since the inaugural Seatrade Winter Cruising Forum in Malta in 2008, the concept of off-season cruising has gone from aspiration to reality, being embraced by cruise lines, ports and retail agents alike, not forgetting cruise passengers themselves.

The concept is not without challenges; sound itinerary planning and weatherproof shorex options are essential, but as more ports ply the winter trade of the cruise ships and more vessels are deployed out of traditional summer seasons, there is still great scope for growth.

The forum will also feature a special workshop on Turkey, focussing on both the success stories and the issues confronting the region as it continues its rapid development as a culturally intriguing and diverse cruise destination.

Taking place under the auspices of the Republic of Turkey Ministry of Culture and Tourism and Tura Turizm in Istanbul from 5-7 December 2011, cruise lines and stakeholders will meet to examine increased winter deployment in the Med and around the world as well as discuss what more can be done in Turkey and the surrounding region to ensure that challenges are overcome and positive trends continue.



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