

# MEDCRUISE NEWS

CELEBRATING 15 YEARS 1996-2011

September 2011 | Issue 33



L-R: Carla Salvadó and Giovanni Spadoni

## MedCruise participates at leading European events

Representatives from over 15 MedCruise member ports attended the European Cruise Council Ports Summit and Annual Meeting 2011, in Brussels on June 14th and 15th.

The ECC's first Ports Summit brought together representatives of ECC's members and of European ports to discuss some of the key challenges arising in the relations between ports and operators, with a view to improve efficiency of operations.

The panel included:

ECC members: John Tercek (RCCL), Roberto Ferrarini (Costa Crociere), Neil Palomba (MSC Cruises), Bert Swets (Disney Cruises), David Pickett (Carnival UK), Tine Nathalie Oelmann (TUI Cruises), Karl-Ludwig Zerbin of AIDA Cruises, Capt. Luigi Razeto (Prestige Cruise Holdings), Capt. Luigi Pastena (MSC Cruises), Rich Pruitt (RCCL), Francisco Reddel of (RCCL) and Adam Sharp (RCCL).

MedCruise port representatives were: President Giovanni Spadoni, Paolo Costa (President of Venice Port Authority), Roberto Perrocchio (Venezia Terminal Passeggeri), and Carla Salvadó (Port of Barcelona),

The Berthing Allocation Systems session addressed the issue of booking systems for berth allocation for cruise ships in ports. The discussion was based on MedCruise's draft proposal which includes ports issuing

deadlines for cruise line bookings around 14 months before the requested time of call and that ports should give confirmation of request and berth allocation.

Salvadó, representing the Port of Barcelona, spoke about the port's berth allocation system which has been operational for the last four years, and has generated positive results. Requests are collected 14 months in advance and are assigned by giving first priority to turnover ships, then home port ship and finally to ships in transit.

However, Ms Salvadó mentioned that this system does not work as well in other ports, which suffer more from sudden cancellation or double bookings from cruise operators.

There was a lively debate on the question of cancellation and double bookings. The cruise lines spoke strongly against the introduction of cancellation fees or penalties.

In conclusion, the ports and cruise lines representatives agreed that a common berthing allocation system would be beneficial to both sides. In order to establish an efficient system, ports and cruise lines should explore the potential of recent initiatives, such as the experience of the Port of Barcelona.

'The debate was a good starting point for on-going discussions which need to continue between all sides to find a common solution,' said Spadoni.

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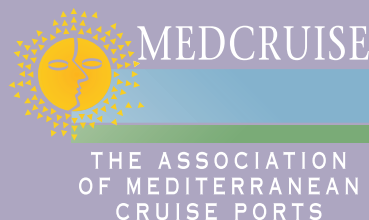
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# Spadoni back in Greece at Posidonia Forum



**M**edCruise president Giovanni Spadoni returned to Greece a few weeks after the MedCruise GA, held in Piraeus, this time speaking at the first Posidonia Sea Tourism Forum, in Athens.

European Cruise Council vice chairman Pierfrancesco Vago stressed the need for urgent discussions between the authorities and cruise lines on issues such as homeporting operations, port fees and advanced berthing allocations, in order that cruise tourism can play its part in improving

Greece's economic woes.

'Greece has a great cultural heritage and is on everyone's list of must-see destinations,' said the MSC Cruises ceo. With 4.5m cruise visitors last year it is the third most visited cruise destination in Europe and accounts for 20% of the market, he added.

However Vago strongly urged the Greek government to review its cabotage rules which have been amended but not abolished: 'The cruise lines will bring more ships if the operating environment and regulatory

framework are in line with practices elsewhere.'

With Piraeus port's privatisation plans recently announced, John Tercek, vp commercial and new business development at Royal Caribbean highlighted various models and explained the pros and cons of private-public partnerships. Spadoni also spoke about the pros and cons of such partnerships adding, 'the intervention of the private sector in the ownership and operation of terminals increases their efficiency levels.'

# MedCruise debuts with stand at Seatrade Europe

**I**n a new move, MedCruise will be represented on the exhibition floor at Seatrade Europe Cruise and Rivercruise Convention in Hamburg on September 27-29th, 2011. This is the first time MedCruise has had a stand at the Hamburg event, an important place for networking with cruise line representatives and hearing key issues debated at the high-level conference.

MedCruise president Giovanni Spadoni will also be providing a view from the

Mediterranean as a speaker in the Cruise Port Development session taking place on September 29th. Other fellow panelists include Bo Larsen, director, Cruise Baltic, Kate O'Hara, chairman, Cruise Britain, & head of commercial and marketing, Port of Dover, John Tercek, vp, commercial development, Royal Caribbean Cruises Limited and Virginia Quintairos, regional director Mediterranean, Intercoastal Shoreside & Port Services.



*Virginia Quintairos, regional director Mediterranean, Intercoastal Shoreside & Port Services*



*John Tercek, vp, commercial development, Royal Caribbean Cruise Limited*



*MedCruise president Giovanni Spadoni*



# MedCruise welcomes three new members



## Portimao

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

Portimao lies on the route to the Mediterranean Sea, to the North Atlantic islands and of cruise ships plying their way across the Atlantic. One nights sailing distance south of Lisbon, due to new traffic lanes now operational, ships calling Port of Portimao can save 42 nautical miles on south bound passages bringing the journey to under 100 nautical miles. This results in fuel savings and longer stays in the port.

Ships up to 210mtr LOA can be

accommodated at Portimao's cruise facility, located in the city centre, near excellent beaches, hotels, shopping, dining and entertainment. It is the gateway to the Algarve, the world famous southernmost region of Portugal.

In 2011, 60 cruise ships are expected to bring 45,000 passengers up from 34,000 on 52 calls last year. Ships with dimensions exceeding those stated above may be accepted subject to prior approval by the Port Authority's pilotage department.

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## Chania

**S**ouda, located at the northwest side of Crete and the closest port of call to the Greek town of Chania, is expecting an increase in traffic this year up from the 2010 figures of 11,509 passengers from 21 cruise calls. The port anticipates ending the year with approximately 160,000 cruise passengers from a total of 73 vessel calls – a figure it is already approaching, having received 39 cruise ships as of August 19th.

To meet this increasing demand, the port has revealed plans to extended its existing docks to accommodate larger cruise vessels as well as

construct a passenger terminal. The extension work is slated for completion by 2015.

Visitors to Chania (7km away from Souda) can avail themselves of a number of excursions as well as a wide variety of Cretan cuisine. The town of Chania was built upon the ruins of Minoan Kydonia and is surrounded by a Byzantine wall, Venetian wall and the sea; and there are a number of tours for cruise passengers. Visitors can attend a number of cultural events taking place in the Municipality of Chania, from July until the end of September called 'Cultural Summer, Chania'.

Nearby are a number of beaches of EU blue flag quality and cultural spots such as the archaeological museum, the historic museum, the Naval museum and the museum of school life. There are also excursions available to archaeological sites such as Aptera (a short distance away from the Palaikastro and Itzedin fortresses), a number of monasteries that house historical and religious heirlooms, and also the Arkoudiotissa cave with a stalactite in a shape of a bear.

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## Thessaloniki

**T**hessaloniki Port Authority will be hosting a celebration in 2012 to mark the 100-year anniversary of the liberation of the city and its integration in the Greek State. Accordingly visitors to the Greek port city will be able to attend a number of festivals, exhibitions, concerts and other events to mark this momentous occasion. Additionally, there are excursions to the city's archaeological sites, Byzantine monuments, museums, mount Olympus and Athos and numerous beaches.

The port anticipates receiving 18,000 passengers from a total of 21 vessel calls – up



marginally from 16,050 passengers resulting from 20 vessel calls in 2010. However, a salient point is that 30% of cruise traffic to Thessaloniki port is in the form of newcomers, which the port hopes will turn in to repeat business.

Thessaloniki port intends to improve cruise facilities in the next few years, with investment plans to deepen the cruise berths from their current 8mtr depth to 10mtr. The port authority plans to begin dredging operations in mid 2012. There are also plans to modernise the passenger terminal building, with work scheduled to begin in 2012.

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# Venice inaugurates new cruise terminal



R-L: Sandro Trevisanato, Chairman of Venezia Terminal Passeggeri; Ugo Bergamo Venice Councillor for transportation and infrastructure; Paolo Costa, President of the Venice Port Authority; Francesca Zaccariotto, Venice Provincial Administration President; Renato Chisso Veneto Region Councillor for transportation and infrastructure.

Venice Terminal Passeggeri inaugurated its Isonzo II cruise terminal in July and anticipated further increases in vessel calls and passenger throughput in the year ahead.

According to VTP president Sandro Trevisanato: 'The expansion of the infrastructure at the Stazione Marittima will increase our capacity and allow us to offer a better welcome to the 1.8m passengers expected for this year, an increase of 11.7% on 2010.'

The new two-storey building includes a restaurant, duty-free store, VIP areas and a

viewing terrace, and comes complete with air conditioning and under-floor heating. It was 18 months in the construction and cost €12m.

Trevisanato said the steady increase in business at the terminal provided vindication of its expansion policy, adding that 'Venice has become a cruise hub of the first order, and the source of itineraries that touch upon the most fascinating area of the Mediterranean, linking Italy, Croatia, Greece and Turkey.'

He attributed this success to the careful cultivation of the major cruise lines and VTP's ability to home in on new cruise

trends, such as winter cruising, which saw 60,000 passengers pass through the facility between November and March, and the increasingly popular short cruises.

Trevisanato added that cruising also had a major beneficial impact on the local economy, with recent studies finding that each cruise tourist spends €180 in the area, for a total of almost €300m per year.

VTP has invested more than €32m in the facility thus far and plans to invest €30m more over the next three years, part of that to convert warehouses into new terminal buildings and access new berth line.

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# Trieste in the spotlight as Costa Favolosa is named

With Trieste's grand seafront Piazza Unita d'Italia as the setting, Costa Favolosa was named in a midnight spectacle of Italian pride, beauty and history. The sea, sky and stately buildings were incorporated into a show called 'Tribute to Beauty' that featured piano, ballet, video projections and an aerial artist tethered to a cluster of helium balloons.

Part of the official celebrations for the 150th anniversary of Italian unification,

the early July black-tie festivities were stirring and filled with symbolism, from Botticelli's Venus to the Italian flag.

Costa Crociere chairman and ceo Pier Luigi Foschi put aside his prepared speech and spoke 'from the heart' as he expressed the pride of contributing to 'our bellissima country' with this 'Made in Italy' ship.

Fincantieri ceo Giuseppe Bono told the audience of nearly 2,000 people in the piazza that his company aims to build all the ships for Costa and Carnival, adding



'We're not going to let any get away.'

Meanwhile, Costa Favolosa had eased out from its berth and, ablaze with lights, loomed beyond the piazza.

Foschi, Bono, Carnival Corp. & plc's Micky Arison and Howard Frank, Costa president Gianni Onorato, Fincantieri's Corrado Antonini and Favolosa Capt. Ignazio Giardina joined the godmother, Italian film star Margareth Madè, on the stage as she named the ship.

The Trieste setting had personal meaning for the interior architect Joe Farcus, whose Hungarian grandfather emigrated from the city to America on an ocean liner in the early 20th century.

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## Constantza says thank you

**B**lack Sea Port of Constantza's passenger terminal welcomed two visiting ships on July 14. First to arrive was Regent's Seven Seas Mariner from which 690 passengers departed on 14 tour buses to discover the city of Constantza and its surroundings, informs Teodor Patrichi, the port's passenger terminal representative.

At 7.45 am, Costa Mediterranea, arrived at the Romanian port from Istanbul where InterCruises - Shoreside & Port Services organised 25 guided tour buses and six shuttle buses to a wide variety of tourist destinations including a visit of Romania's capital, Bucharest, moving on to the ancient citadel of Histria and the Danube Delta and ending with the museums, resorts and

churches of Constantza.

During Mediterranea's stay, Constantza Maritime Ports Administration's commercial and infrastructure manager, Vasile Blanaru, presented the ship's master an album featuring places of interest in Romania. The gift was a token from the local community to mark Costa Cruises' as regular visitors to the port city. In 2011, Costa will call six times and another six visits are planned for 2012.

Two days later Seabourn Quest arrived and passengers were greeted by a young man and lady dressed in traditional costume and offering samples of local food.

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## Barcelona tips a million

**I**n the first half of 2011, Barcelona Port Authority announced cruise passengers just squeezed over the million mark, to 1,002,425, a gain of 11% and the first time the Spanish port has recorded a million within the first half year.

As further evidence that bigger ships means more bodies, the vessel count was 355 calls, only 5 more, or 1.4% than a year ago, helped in the main that Liberty of the Seas, Norwegian

Epic and Carnival Magic are all based in Barcelona this summer ensuring multi-thousand passenger flows.

In June, Seabourn Quest was named by Tony Award-winning actress Blythe Danner before the ship cast off on its maiden voyage.

Maiden voyage passengers participated in the festivities. A full orchestra was arrayed around the swimming pool, and a projection screen above the deck showed the Champagne bottle breaking on the bow.

Adjacent to the screen, crew members who had served in the start-up teams of all three new Seabourn ship launches instantaneously broke confetti-filled Champagne bottles in a synchronized wave pattern and as the bottle crashed.

The evening was capped by a fireworks display (pictured).

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## Naples - Capital of Culture 2013



**N**aples has been designated 'World Capital of Culture' for 2013. Of the 1.2m cruisers visiting the Italian port city, many take the opportunity to visit Pompeii, just half an hour away. Yet the bustling city of Naples has much to offer passengers.

The National Archaeological Museum of Naples has one of the world's best collections of Greek and Roman antiquities, including mosaics, sculptures, gems, glass and silver. Many of the objects come from excavations at Pompeii and other nearby archaeological sites.

San Francesco di Paola, in Piazza del Plebiscito, is a huge domed church. Palazzo Reale, the Royal Palace, is across the square (closed Wednesdays). Inside you can visit the restored rooms and royal apartments and the roof garden offers good views of the bay.

Spaccanapoli, or Via San Biagio, is the main street that divides Naples and is the heart of the historic centre with many interesting churches, shops, and other buildings. It's mainly a pedestrian zone so it's a good place to wander around.

Santa Chiara Church is part of a large complex that includes a monastery with beautiful cloisters decorated with tiles and frescoes and an archaeological museum. The Duomo is a 13th century Gothic cathedral dedicated to Naples' patron saint, San Gennaro. On one side of the is the 4th century Basilica Santa Restituta (the oldest church in Naples).

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# MSC returns to Tunisia

**M**SC Cruises announced in mid-June a return to regular calls at Tunisian port of La Goulette.

Starting on July 5, MSC Fantasia and MSC Lirica visited followed by MSC Splendida and MSC Sinfonia the day after.

During a press conference held at the La Goulette Village Harbor, Neil Palomba, MSC Corporate Operating Officer, said that returning security in the recent period and the will of customers and the company to visit Tunisia have encouraged MSC to resume



its cruises to the port.

Passengers arriving at La Goulette have the opportunity to stroll around the cruise village located next to the quayside, visit the famous archeological site at Carthage, the typical spice market in the Medina, and the traditional fishing village Sidi Bou Said and much, much more.

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# Heraklion eyes home port traffic



**T**he Greek port of Heraklion, Crete, is expecting 300 cruise calls this year and around 350,000 passengers at the Venetian Harbour which offers numerous berths for accommodating ships of any size and a 3,500sq mtr passenger terminal which has an information booth with multi-lingual staff, free WiFi internet access for all port visitors, directional signs to the city centre and free city maps.

In addition to transit visits, Heraklion Port Authority is aiming for home port traffic tied to special fly-cruise packages with one week

at sea calling at, say, five Greek ports and the Turkish port of Kusadasi, followed by one week onshore with visits centred around monasteries, spas and places of historic interest.

The ancient city of Knossos and the famous Minoan Palace is 20 minutes drive from Heraklion whilst the city itself boasts many museums including an archeological and natural history museum.

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# Bari expands cruise berth; welcomes Royal Caribbean

**P**ort of Bari is expanding its cruise facilities with the construction of a new quay at Darsena di Ponente in order to accommodate two 350mtr long ships at the same time. Work will start at the beginning of the new year, construction of the new berth should be operational by the end of 2013.

Two million passengers pass through Port of Bari every year, 600,000 of them are cruisers. This year traffic numbers are up as Royal Caribbean ships will make 24 calls bringing 87,000 passengers to the southern Italian port.

Of those calls, 22 between May and October 18 are coming from Royal Caribbean

International's 138,000 gt Voyager of the Seas, with capacity for 3,114 passengers, while the final call will come from Celebrity Cruises' new 122,400gt flagship Celebrity Silhouette, with capacity for 2,886 passengers.

The company made just one call in Bari last year.

Costa Crociere has added another ship whilst MSC Cruises will call in winter and as a result about 150,000 more passengers will visit Bari this year, compared to 2010.

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## Voyages to Antiquity expands West Med itineraries

Voyages to Antiquity's 2012 deployment includes six new itineraries and an expansion into the Western Mediterranean. Mitchell Schlesinger, vp marketing and sales, said the company will continue visiting its most popular destinations—Greece, Turkey, Croatia, the Black Sea region and Italy—while adding itineraries featuring France and Spain.

For example, sailings between Venice

and Cannes on May 25 and June 8 visit five countries over 16 days with stops in Italy, Croatia, Montenegro, Greece and France. Aegean Odyssey skirts the French Riviera and calls at Marseille for excursions to Arles and Avignon.

And the August 2 voyage round-trip from Civitavecchia has the French Riviera and visits Cannes and Marseille along with Corsica. In Spain, Aegean Odyssey calls at Barcelona.



## Seabourn lines up maiden calls at four MedCruise ports

Fresh itineraries and 50 new ports are highlighted in Seabourn's 2012 and first quarter 2013 sailings. New itineraries include Seabourn Spirit's 10-day round-trips from Venice to the Adriatic and Dalmatian coasts and Seabourn Legend's two different 10-day itineraries between Civitavecchia and Monte Carlo that explore the French and Italian rivieras.

New Mediterranean ports include MedCruise members Porto Torres on Sardinia and Chania in the Greek Isles, while Sinop is a new port in Turkey. Seabourn will also add Larnaca on Cyprus.

Numerous itineraries can be combined without repeating ports, such as many of the 2012 seven-day Eastern Mediterranean voyages aboard Seabourn Odyssey and Seabourn Quest.



## Costa makes it 10 in 10 years



*New order will be an evo of Concordia class*

Costa Crociere signed a newbuild order with Fincantieri for a 132,500gt ship with 4,928 maximum passenger capacity. The vessel will be built at Marghera shipyard and is scheduled to be delivered in October 2014. It will be the largest Italian cruise ship and the tenth ordered from Fincantieri by Costa in 10 years.

The newbuild is an evolution of the Concordia class, developed by integrating and improving the main features of the latest Costa ships.

At the end of July the technical launch took place at Marghera (Venice) of Costa Fascinosa, due to enter service in May 2012.

## MED by MSC

In 2009, MSC Cruises developed a signature fragrance, MED by MSC, to diffuse in public rooms, fabrics and soap dispensers. Piloted on MSC Splendida, the 'Aroma Diffusion' project has now gone to all ships apart from MSC Melody.

MSC described MED by MSC as 'fresh and fruity, with warm notes of fig, almond and vetiver.' The name reflects the company's relationship with the Mediterranean and is intended to evoke regional sensory delights such as the lavender fields of Provence.





# MEDCRUISE NEWS

CELEBRATING 15 YEARS 1996-2011

## MedCruise heads to Sete



**F**rench port of Sete in Languedoc-Roussillon is the venue for the MedCruise 39th General Assembly, taking place between October 12th-15th, 2011.

Participants are invited to check in at the Crowne Plaza Hotel, Montpellier during the afternoon of October 12th.

A Welcome Cocktail, will take place at Fabre Museum in Montpellier that night.

During the next day invited cruise line executives and media will visit the port of Sète and have a guided tour of the city and its surroundings, whilst the GA takes place. In the afternoon the cruise executives will join ports for a roundtable followed by a gala dinner at Valmagne Abbey.

Valmagne Abbey is a beautiful Cistercian abbey that was transformed into a wine cellar after the French Revolution. Its magnificent Gothic church has been called

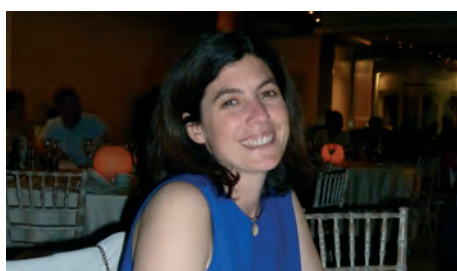
the 'Cathedral of the Vineyards'.

In the 12th and 13th centuries, the Cistercian Abbey of Valmagne was among the richest abbeys in the south of France.

Today, wine barrels still occupy the ambulatory of the Gothic church. There is an atmospheric wine tasting room — a high-vaulted room with an oversized chateau-like fireplace. The reconstructed medieval gardens bloom with honeysuckle, white roses, and medicinal plants.

On Friday October 14th, cruise line guests will participate in a conference followed by B2B meetings. In the late afternoon there will be a guided tour of Montpellier city centre followed by a farewell dinner in Port of Sète.

On Saturday morning there will be a guided tour around cultural and historic Languedoc-Roussillon. Members going to the GA will find out more about Sete and its surroundings, during their stay.



**S**ince July, 2011 Maria de Larratea has been undertaking duties as Deputy Secretary General of MedCruise. Maria, who was born in Barcelona, has experience working internationally and is fluent in five languages: Spanish, English, Catalan, French and Italian and has just started learning Portuguese. Maria is based in MedCruise office in Barcelona

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