

MEDCRUISE NEWS

October 2011 | Issue 33

CELEBRATING 15 YEARS



1996

MedCruise formed in Rome, June 11th, with 13 founding members and Joe Grioli (Malta) as president.



1997

Fabio Capocaccia (Genoa) becomes president.

1998

Membership grows to 38 ports.

1999

General Assemblies being held twice a year.



2000

Capocaccia re-elected for second term of office.

2001

MedCruise heads to North Africa for GA in Tunis.



2002

Membership grows to 67 ports. Juan Madrid (Barcelona) elected president.



2003

Establishment of a Board of Directors each with specific responsibilities.

2004

Associate membership scheme launched.

2005

Membership at 63 ports. Laurent Monsaingeon (French Riviera) elected as president.



2006

Membership stands at 65 ports from 18 countries.

2007

Port of Sochi hosts 30th GA attracting 50 delegates to Russia, a first for MedCruise.



2008

Associates grow to 19 representing tourism, port agents, ground handlers and travel agencies

2009

Giovanni Spadoni (Livorno) elected as president



2010

Unified Mediterranean berth reservation process and port benchmarking initiatives launched.

2011

Piraeus hosts 38th GA; membership tops 100 ports; new website to be launched



MedCruise Today

- 70 members
- 100 ports
- 39 General Assemblies
- 6th president to be elected at Sete GA, October 2011
- 27 Associate members
- 5 leading Med cruise ports all MedCruise members
- 162 ships active in Med waters
- 190,114 lower berths operated in the Med

15 years at a glance	1
MedCruise origins	2-3
History 1997-1999	4-5
History 1999-2002	6-7
History 2002-2005	8-9
History 2005-2008	10-11
History 2008-2011	12-13
Cruise lines, our main partners	14
Around the regions	15
Looking ahead	16



MEDCRUISE

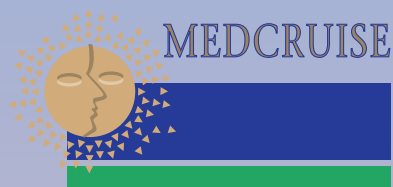
THE ASSOCIATION
OF MEDITERRANEAN
CRUISE PORTS

WWW.MEDCRUISE.COM

MEDCRUISE ORIGINS

A meeting early in 1996 between Malta Maritime Authority's Joe Grioli and Genoa Port Authority's Fabio Capocaccia sowed the seeds for the formation of MedCruise – the Association of Mediterranean Cruise Ports, which was founded in Rome on June 11th, 1996.

It was decided that Grioli as president and Capocaccia, as senior vice president would hold their posts for three years and then rotate. However in early 1997, Grioli resigned from his post at Malta Maritime Authority and Capocaccia was elected president.



THE ASSOCIATION
OF MEDITERRANEAN
CRUISE PORTS

Founding members

*Barcelona • Civitavecchia • Corsica • Cyprus ports • Genoa • Livorno
Monaco • Piraeus • Tarragona • Tunis • Valletta • Venice • Volos*



“

The Mediterranean enjoys an ideal climate for most of the year. The region is a culmination of interesting ancient and recent history and also owns one of the richest cultures.

We believe that cruise ports have a role to play in this fast growing hospitality industry.

Cruise operators will find MedCruise a valid partner in the further development of the product and in promoting growth of the industry.”

Joe Grioli,
founding president 1996-1997

MedCruise svp Capocaccia (2nd from left) is introduced to Italian Minister of Transport Claudio Burlando (3rd from left) and Fincantieri's president Corrado Antonini (5th from left), flanked by Seatrade's Chris Hayman and Tony Nash.



In September 1996, the first Seatrade Med took place in Genoa and it was here that MedCruise was officially presented to the cruise industry. Grioli and the Malta Maritime Authority staff and Moira Zammit, nominated as Secretary General, attended the exhibition where MedCruise was introduced at the opening of the conference by Seatrade's managing director Chris Hayman.



L-R: MedCruise presented an award by Seatrade during Seatrade Med 1996, in Genoa, L-R: Seatrade's Chris Hayman and Vanessa Stephens, Emilio Sacchi (managing director Stazioni Marittime), Fabio Capocaccia, Francesco Sabbatini (Stazione Marittime) and Seatrade's Tony Nash.

Founding objectives

- To promote the interests of Mediterranean ports.
- To develop and foster good relations and collaboration among all cruise ports of the world.
- To promote and increase the efficiency of cruise ports by exchanging information relative to cruise passenger traffic, new tourism developments in geographical areas where cruise ports are located, new techniques or technologies on cruise ports development, organisation, administration and management.
- To facilitate the formulation of common positions, policies or plans on questions of common interest and to present such positions at regional and international fora.
- To initiate measures designed to protect the legitimate interests and rights of Association members within inter-governmental and other organisations in order to improve conditions and efficiency in cruise ports on a worldwide basis.
- To favour any action, so as to make the member ports of the Association known and to improve their image.
- To foster, by continued action, the progress of ports in the interest of cruises and passenger transportation, in co-operation with ship owners/shipping lines, all mode of land transportation and any other bodies concerned with cruises and tourism development.
- To develop and maximise on benefits gained from the cruise industry, not only towards the port, but to the surrounding geographical region.
- To promote the development of port facility security plans and the improvement of the level of security for ports and to participate in an alerting mechanism for the rapid dissemination of security information critical to ships and/or ports.
- To promote such measures as shall be conducive to sustain and create a better environment in ports and their approaches.

President's Roll Call



Joe Grioli
(Malta) 1996-97



Fabio Capocaccia
(Genoa) 1997-2000
(Genoa) 2000-2002



Juan Madrid
(Barcelona) 2002-2005

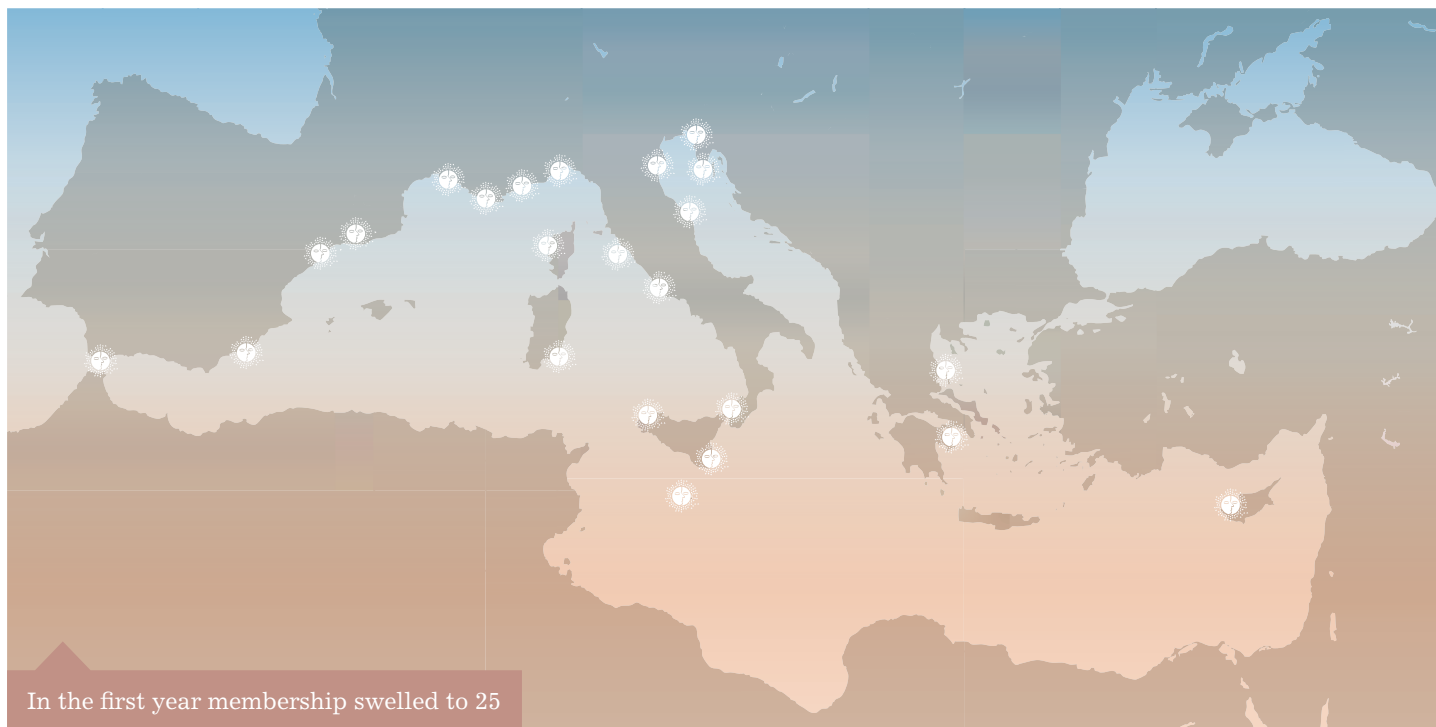


Laurent Monsaingeon
(French Riveira) 2005-2008



Giovanni Spadoni
(Livorno) 2008-2011

MEDCRUISE 1997-1999



In the first year membership swelled to 25

AJACCIO · ANCONA · BARCELONA · CAGLIARI · CARTAGENA · CATANIA · CIVITAVECCHIA
CYPRUS · FRENCH RIVIERA (CANNES, NICE AND VILLEFRANCHE) · GENOA · GIBRALTAR
LIVORNO · MESSINA · MONACO · NAPLES · PALERMO · PIRAEUS · PULA · SAVONA
TARRAGONA · TRIESTE · TUNIS · VALLETTA · VENICE · VOLOS

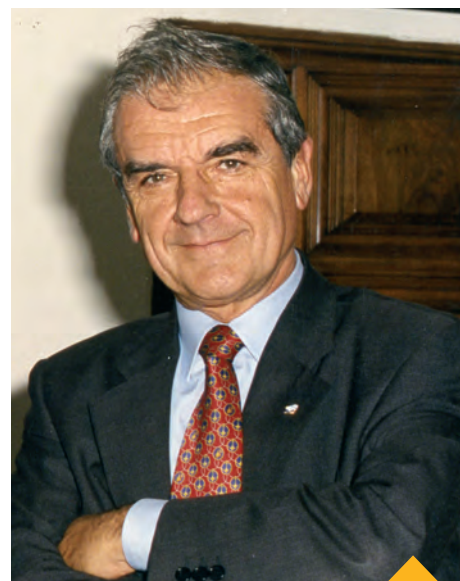
In its first year MedCruise membership swelled to 25 port authorities representing nine countries. At the 1997 GA, the association set itself the target of attracting non-European member ports, as well as extending membership to smaller ports. Ports in Egypt and Morocco were identified as immediate targets.

By 1998 MedCruise membership had grown to 38 ports from 11 countries in three continents whilst Israeli and Egyptian ports were considering joining.

For the first time MedCruise members exhibited in a pavilion at the 2nd Seatrade Med in Genoa, 1998. 35 of the 38 members were presented with a clear objective – “to stress the elements which unite ports, overcoming past attitudes of rivalry and competition,” announced Fabio Capocaccia.

“to stress the elements
which unite ports,
overcoming past at-
titudes of rivalry and
competition”

In a press release MedCruise quite proudly claimed, “a new nation is born: the Mediterranean at the 1998 Seatrade Med in Genoa” Addressing the conference Capocaccia stated: “In the last two years the Mediterranean cruise market has grown beyond expectations, with a combined growth in excess of 30%. This year some of the most modern and largest cruise ships are being repositioned from the Caribbean toward the summer season in the Med and this trend will continue next year and possibly beyond.”



Fabio Capocaccia (Genoa) took over as president in April 1997 after Grioli stepped down as chairman of Malta Maritime Authority

Members of the Board

Juan Madrid
(Barcelona) Vice President

Laurent Monsaingeon
(French Riviera)

Albert Poggio
(Gibraltar)

Stavros Hatzakos
(Piraeus)

**Ana Karina
Santini**
Secretary-
general
(mid 1997)



Fabio Capocaccia meeting HRH the Duke of Edinburgh in London

“The Mediterranean appears to be the potential success story of the next decade” MedCruise represents a “new nation, or super-nation, for better and safer cruising through the new Millennium.”

“I believe the Med has the potential to grow ten times its present size but safety and security are a priority. We must agree on regional standards in order to attract more passengers” said Capocaccia.

“The Mediterranean appears to be the potential success story of the next decade”

By 1999 General Assemblies were being held twice a year. A memorable one in London, on behalf of Gibraltar Port, saw Fabio Capocaccia introduced to HRH the Duke of Edinburgh.

At 109,000gt Grand Princess became the world's largest cruise ship when delivered in May 1998. The Princess Cruises' ship sailed in the Med until September that year and has been a regular visitor ever since.



MEDCRUISE 1999-2002



Capocaccia and Santini



BoD L-R: Ana Karina Santini, Laurent Mon-sangeon, Fabio Capocaccia, Stavros Hatzakos and Juan Madrid pictured at the September 2000 GA at the Palazzo San Giorgio, Genoa



Members attending the September 2000 GA at the Palazzo San Giorgio, Genoa.

Capocaccia speaking at Seatrade Med



Fabio Capocaccia re-elected as president and Ana Karina Santini as secretary general for a second term to run from 2000-2002.

An advisory board was also appointed specific tasks: Port of Balears relationship with islands outside the Med; Port of Valletta relationship with North Africa ports; Port of Cyprus East Med ports; Port of Monaco audits for Association accounts and Port of Venice Adriatic ports

MedCruise's objectives 2000-2002 included

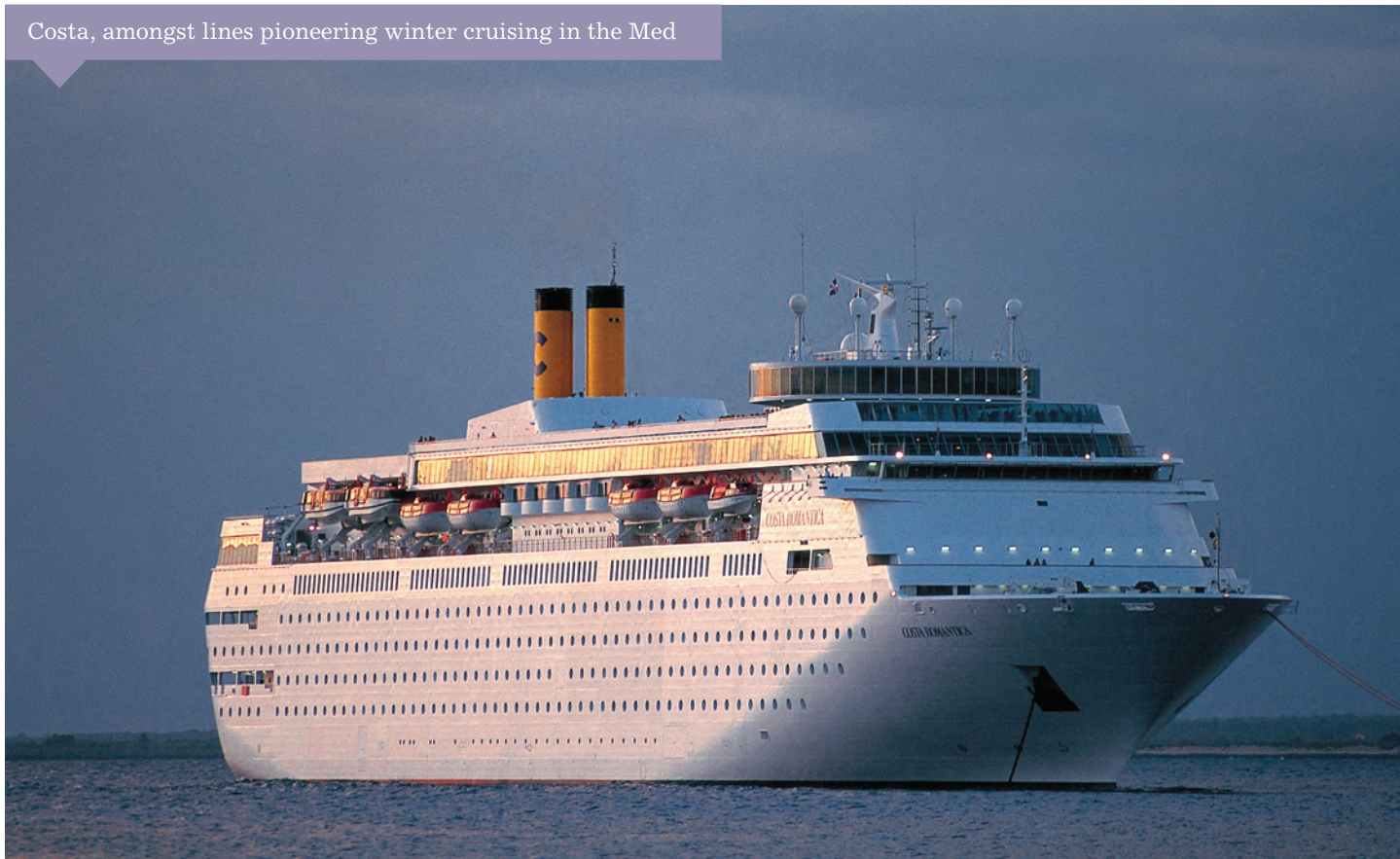
- To define an extended Mediterranean area which includes the Red and Black Seas. 'Once we have done that, we can promote cruising in the region year-round. We don't like to see vessels relocate to the Caribbean for six months,' Capocaccia stated.

- To assess the role of MedCruise as the privileged partner of cruise operators and to have a platform at all international conventions.

- Security and the ability to recover after casualties, terrorist attacks and accidents in particular while recovery from the Achille Lauro hijack took five years, the Gulf and Kosovo wars three and two years respectively, post September 11 shows that the market as a whole absorbed the shock in the wide Med area representing only a 2% reduction of passenger traffic, home port and transit, in the four final months of 2001, compared to the same period of 2000.

- Consolidation of membership at the end of 2002, 67 ports were flying the MedCruise banner

Costa, amongst lines pioneering winter cruising in the Med



In June 2001 Fabio Capocaccia wrote in Seatrade Cruise Review about the prospects for year-round Med cruising.

'In the last three years, more and more ships have spent the winter in the Mediterranean. Presently more than a dozen different cruise products are being offered, ranging from history, art, archaeology, to more recent additions like cuisine, religion or diversified shopping. Some of them do not necessarily require hot summer weather.

As Giora Israel of Carnival commented in Miami this year: if he had to choose the ideal time to visit the

By staying in the Med in winter cruise lines do not have the cost and loss of revenue associated with ships transiting the Atlantic twice a year. Secondly, there are new cruising arenas adjacent to the Med such as the Canary Islands and if political stability improves, North African ports will be an itinerary option. Transitting the Suez Canal may open up a new world for winter cruising. High canal tariffs are still an obstacle for operators looking to go beyond the Med into the Middle East but MedCruise is actively negotiating with the Canal Authority on this issue.

In the end, +20 degrees W and -40 degrees E may become the boundaries of a self-contained high potential vacation region – North Europe, Med, North Africa – where cruising is enjoyable in all seasons.'

In 2001 MedCruise headed to North Africa holding its GA in Tunis. Fabio Capocaccia called North Africa the next frontier and an ideal complementary region for the traditional Mediterranean locations.

Cruising in the Med doubled since MedCruise formed five years ago.

Some of the European brands like Costa, Festival and MSC with some ships are already taking advantage of this by staying year-round in the area.

Vatican museums in Rome, he would probably select wintertime with less congestion and shorter waiting lines. Some of the European brands like Costa, Festival and MSC with some ships are already taking advantage of this by staying year-round in the area.

Capocaccia and Santini don the typical Arabian kefiyah during the MedCruise 2001 GA in Tunis.



MEDCRUISE 2002-2005

In September 2002, Juan Madrid (Barcelona) was elected president of MedCruise. During this term of office, from 2003-2005, the agenda focussed firmly on decentralization of power and the establishment of a board of directors with special responsibilities (see below) and on security, quality and promotion.

Juan Madrid said, "Now MedCruise is well known it is time to promote exotic itineraries, including medium and smaller ports. More ships are coming and new attractions are required. As a result two new publications launched: MedCruise News to provide information and news from the MedCruise board and to promote members facilities to the worldwide cruise industry and a new title: Destination MedCruise focusing purely on tourism attractions and sightseeing opportunities accessible to cruise passengers from member ports."



Board of Directors 2002-2005

Summer 2003 saw the introduction of a decentralisation of power at MedCruise with the establishment of a Board of Directors each with a special responsibility.

Capt Giuseppe Fabbro
(Venice) Senior Vice President
Security (resigned in 2004)

Albert Poggio (Gibraltar)
Senior Vice President since
2004. Promotion & press

Giorgio Bucchioni (La Spezia)
Vice President
Cruise Terminal Building
(resigned in 2003)

Mario Flores (Alicante)
Vice President in 2003, Events

Charles Axisa (Valletta)
Director, Website

Enrique Linde (Málaga)
Director, Finance

Laurent Monsaingeon
(French Riviera)
Director, Statistics

Yiannakis Kokkinos
(Cyprus Ports) Director,
Economic Studies

Stavros Hatzakos (Piraeus)
Director, New Constitution
& EU relationship

Andrea Razzini (Venice)
Director. Privatization of
cruise terminals

Mariliana Moschona
(Ravenna) Director, Statistics
(elected in 2004)

Pino Zivolic (Pula)
Director, Tourist Promotion
(resigned in 2004)

Dimitrios Georgiadis (Volos)
Director, Role of Small Ports
(elected in 2004)



Carla Salvado was appointed as secretary-general in May 2003. A native Catalan Salvado's background is in marketing and had been working with the Port of Barcelona for 12 years beforehand.

In 2003, new member Alexandria hosted the 23rd GA in Egypt, a first for MedCruise where the then hot topic of ISPS deadlines were approaching (July 1, 2004). Three cruise line execs attended the meeting to give their views on relevant topics: Royal Caribbean's John Tercek, Festival Cruises Capt Emmanuel Psarrakis and Phoenix Reisen's Hubert Schulte-Schmelter.

An important decision taken in November 2004 changed the constitution to better reflect the changing evolution of members and to offer an associate membership scheme.

MedCruise sponsored the Seatrade Med 2004 speakers dinner 2004, held at the Genoa Aquarium.



Juan Madrid speaking at the 23rd GA in Alexandria

Members at the 26th GA in Ceuta, May 2005



Juan Madrid summed up his presidency of MedCruise:

'As satisfying and proud of the results...one of my main challenges was to create a more decentralised association, giving special assignments to directors to make future transition easier and smoother; membership grew by 7 ports including two from Russia and Ukraine therefore extending our borders to the Black Sea; security standards and quality operations across the region are ongoing as is maintaining good relations with the main cruise associations and European institutions working on common projects.'

Croatian port of Sibenik became the 46th member of MedCruise in 2005 swelling the ports to 63. At the 26th GA in Ceuta, Juan Madrid spoke optimistically about the Med outlook recording there had been a 14% increase in the number of ships operating in the Med, three new ships will operate in the region: Carnival Liberty, Arcadia and Norwegian Jewel.

Simon Douwes Holland America Line which has five ships in the Med during 2005-07 said the Med is perceived a safe place with culture, history and plenty of new places to visit.



Holland America Lines' Simon Douwes (right) and Laurent Monsaingeon

MEDCRUISE 2005-2008



Albert Poggio, Carla Salvado, and Laurent Monsaingeon

Board of Directors 2005-2008

Over 50 members attended the 27th MedCruise GA in Lemesos Cyprus, Oct 2005, where a new board of directors was elected to serve for a three year period.

Laurent Monsaingeon from French Riviera Ports was elected as new president and Albert Poggio from Gibraltar re-elected as svp.

Presiding over his first GA in Gibraltar in May 2006, Monsaingeon reported membership up to 65 ports from 18 countries. He spoke of a major challenge to provide fresh ideas to 'maintain our region as one of the main cruise destinations' and called for continued co-operation with other associations and governments.

Valeria Mangiarotti
(Cagliari) Vice President
EU Relations

Albert Poggio
(Gibraltar) Senior Vice President
Promotion and Press

Antonio Crespo
(Valencia) Events/website

Giovanni Spadoni
(Livorno) Security

Lofti el Ajmi
(Tunis) Statistics

Jose Amate
(Almeria) Finance

Ivan Franicevic
(Split) Adriatic ports

Jose Torrado
(Ceuta) Training

David Stupelman
(Sochi) Black Sea

Yiannakis Kokkinos
(Cyprus) Economic studies



The Hon Joe Holiday, Gibraltar's Minister for Tourism (middle) meets L-R: Bill Gibbons PSA/ECC, Albert Poggio, Tom Wolber (Disney), Carol Marlow (Cunard), John Tercek (RCCL) and Tony Davis chief port exec Gibraltar.



José Campos was appointed Secretary General in 2006 and served for two terms



The MedCruise pavilion at Seatrade Med 2006, in Naples at 800sq mtr was the biggest presence ever at the bi-annual event housing 22 exhibition stands.

MedCruise celebrates its 10th anniversary during Seatrade Med in Naples. Flanked by past presidents Fabio Capocaccia and Juan Madrid, Laurent Monsaingeon presented a bottle of 10-year-old vintage wine to representatives from each of the founding members.

George Gaggero deputy chairman of MH Bland from Gibraltar



MedCruise accepted its first associate members in 2006. The first three to sign up were MH Bland, Bassani and Mykonos.



Carnival Corp's Giora Israel, lectured on the first professional development course onboard Fantastic

The first professional development course to be held for MedCruise members in collaboration with the Escola Europea de Short Sea Shipping, was held onboard Grimaldi Lines' ferry Fantastic, in November 2007. More than 60 participants took part in the class which focussed on shorex, port security, itinerary planning, terminal design and managing port congestion.

Juan Madrid, Laurent Monsaingeon and Fabio Capocaccia



MedCruise together with European Cruise Council, Cruise Europe and Euroyards commissioned the first economic impact study for cruise in Europe which were presented at the first ECC conference on February 2007, in Brussels.

The board of directors at the 32nd GA in Trieste



A record attendance for the 32nd GA in Trieste in 2008 saw over 100 participants, including 81 delegates representing 36 port members and several associate members.



Monsaingeon described his presidency as:

"A wonderful and fruitful three years which resulted in a record increase in membership, return of some former members such as Genoa, Civitavecchia and Odessa, and the positive involvement of cruise line executives with members at our GA's, at workshops or teaching on our courses."

MEDCRUISE 2008-2011

Board of Directors 2008-2011

Carla Salvadó

*(Barcelona) S.V.P. Promotion
and External Relations*

Jose Torrado (Ceuta)

*Vice president
Finance/Professional development*

Haluk Sayman

(Alanya) Statistics/East Med

Valeria Mangiarotti

(Cagliari) Environment

Malcolm Morini

(Civitavecchia) Security/Website

Yiannakis Kokkinos

(Cyprus) Economic Studies

Aldo Babic

*(Koper) Benchmarking
(replaced by Bojan Babic in 2010)*

Snjezana Papes

(Rijeka) Events/Press

David Stupelman

(Sochi) Black Sea

Enrica Capretti

*replaced by
Roberto Perocchio
(Venice) EU relations*



Giovanni Spadoni with Aleco Keusseoglu, president of Ports of Monaco and HSH Prince Albert II of Monaco

Royal presence. The 35th GA held in Monaco in October 2009 saw HRH Prince Albert II of Monaco at the opening ceremony. Giovanni Spadoni remarked, 'it is a privilege and a delight to have a head of state attending our GA.'



Maria de Larratea appointed Deputy Secretary General in mid-2011.

Over a 100 participants from the Mediterranean Sea and surrounding areas attended the 36th GA in Constantza, Romania





Cruise line executives and media at Café de Paris, Monaco



At the MedCruise GA held during Seatrade Med in Cannes in December 2010, a record number of 11 new ports and six associates joined, bringing the membership to 67 representing nearly 100 ports in 20 countries. MedCruise sponsored the speakers dinner.



Ahead of the start of 2011 and MedCruise's 15th year since foundation, Giovanni Spadoni spoke about his desire to increase further the association's recognition in the industry "which had already reached very high levels before my election. We have expanded the number of members in regions like the Eastern and Southern Med and the Black Sea and must continue to help smaller ports to use MedCruise to promote themselves and to grow from an operational point of view."

"There is a new culture within MedCruise based on understanding our clients requirements and also our strength as ports working together in the common interest and benefit of our countries."



George Nikitiades, Greek Deputy Minister of Culture & Tourism meets Giovanni Spadoni and Figen Ayan from Global Ports Holding, Turkey during a tour of Seatrade Med 2010.

The 38th GA held in Piraeus, Greece in June 2011 saw the number of Greek members increase to 10 following the inclusion of Thessaloniki and Chania (Souda). A key result of the GA was member approval of a unified berth booking system for MedCruise ports. Although non-compulsory, members are encouraged to implement such a system to eliminate double bookings and manage congestion at marquee ports. Also discussed was port benchmarking and cruise lines were consulted to get their final advice.

CRUISE LINES, OUR MAIN PARTNERS

Engaging and discussing common issues with cruise line executives has been an important element of MedCruise's strategy over the past 15 years. We asked four executives who have participated in MedCruise assemblies how important is the relationship you (and your company) has with MedCruise and its member ports?



For us at P&O Cruises MedCruise is an important voice for the cruise industry in the Mediterranean. Giovanni Spadoni and his team have managed to bring together a wide range of interests and unite them around common goals. This is no easy task when you consider the need to work with a multitude of countries, languages and, sometimes,

even competitors. At a time when the cruise industry is wanting to further its growth and prosperity in a difficult global economic environment, it's vital that those involved work to common goals and that the message remains clear and coherent. I have found the GA's a very useful way of both understanding better the opportunities and challenges of the ports with which we work, and therefore how best to work with them to satisfy our customers, and of communicating to them our clear needs as a business and an industry.

Carol Marlow
Managing Director,
P&O Cruises

We view MedCruise as one of the oldest and most established associations in our industry. It produces some useful information and materials, and is a resource for whom to talk to in each of the member ports.

As you know, for my particular focus of activity, port development and investment, MedCruise GAs are an efficient way to interface in a colloquial way with port executives from numerous ports over 2 or 3 days in a relaxed setting. The relationships I have cultivated over the years have been very



beneficial to advancing our interests and objectives in the Med.

John Tercek
Vice President, Commercial Development,
Royal Caribbean Cruises, Ltd.

We extend our sincere congratulations to the MedCruise family on its 15 year anniversary.

It is both essential and mutually-beneficial that cruise lines have regular communications with the ports regarding current operations and well as longer-term planning and infrastructure issues.

I have attended at three MedCruise GA's and two MedCruise professional development programs and I have found them all to be well-organized, interesting, informative, and helpful.

Both the GA's and development courses provide quality time for the cruise lines and ports to meet and discuss areas of common interest and opportunity.

The MedCruise activities also provide a unique



opportunity to meet with ports in regional groups (West Med, East Med, Black Sea, etc) to discuss areas of regional interest.

Bruce Krumrine
Vice-President of Shore Operations, Europe & Exotics, Princess Cruises



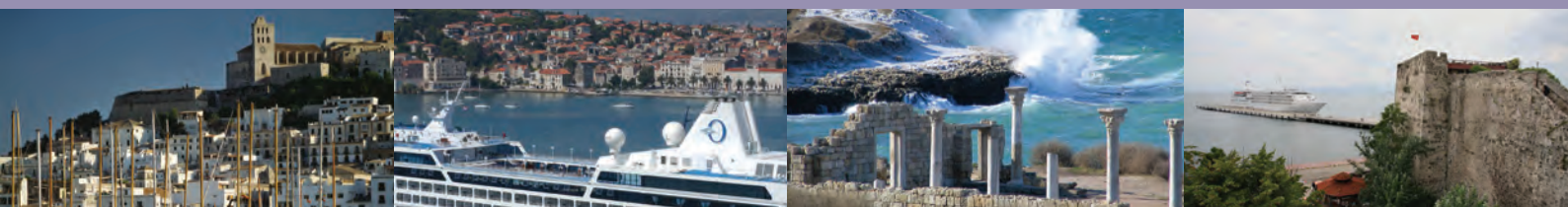
From an operational perspective, maintaining good relationships with MedCruise's members is undoubtedly vital. We have often interacted with some MedCruise ports to solve local operational problems. With the tough challenges we are currently facing though, our interaction with MedCruise must become more regular and engaged.

It is, indeed, essential to receive information that is useful to improve efficiency in ports and operations. It must not be taken for granted that cruise lines are informed about ports' decisions and new regulations. Ports must share information in a proactive way.

I have attended almost all MedCruise General Assemblies in the last 4 years. I reckon the b2b meetings is one of its main assets and that the round table discussion on ports congestion and operational issues is, by far, the most important and interesting panel.

Captain Luigi Pastena
Port Operations,
MSC Cruises

AROUND THE REGIONS



A view from the four regions: West Med and Atlantic Islands; East Med; the Adriatic and Black Sea on the past, present and future.

WEST MED

Carla Salvado
*Cruise Manager,
Port of Barcelona*



When MedCruise was formed in 1996, nine of the thirteen founding members were from the Western Med. Later the West Med membership expanded to encompass many of the other ports in the region as well as from the Atlantic area. This expansion would mean an enrichment of the itineraries and a motivation for the association. Nowadays all the leading cruise ports in the West Med are members of MedCruise and some of them are in the top 10 of the world's leading cruise ports. The role played by the smaller ports in this region in creating diverse itineraries is one of the key aspects for the success of this part of the Mediterranean.

BLACK SEA

Teodor Patrichi
*Passenger Terminal Representative,
Port of Constantza*



MedCruise through its continuous support is contributing to the marketing of the Black Sea area. As an extension of the experience witnessed by other Mediterranean regions, the Black Sea is becoming a stand alone destination, and ports are emerging not only as specialised transit ports but also turnaround bases.

With the extensive infrastructure developments either already in place or under development throughout the region the Black Sea is able to offer cruise lines a wider variety of itineraries and port choices avoiding congestion.

Projects like the advanced berth booking system which are to be implemented by MedCruise ports will make ports and cruise lines work in partnership thus improving income on both sides.

ADRIATIC

Roberto Perocchio
*Managing Director,
Venice Passenger Terminal*



During the past 15 years since its establishment and in line with the mission of the Association, MedCruise has made an incisive job of having signed up almost all of the Adriatic ports as members, who in turn have strongly promoted innovative itineraries and contributed to significant growth in cruise traffic not only in the Adriatic area but across the entire East Med.

During his attendance at the opening of the latest cruise terminal at Venice Passenger Terminal in mid 2011, MedCruise president Giovanni Spadoni stressed that the growth of homeport activity in the Adriatic Sea is a cascade development resource for the entire area of the East Med, and able also to positively affect new emerging markets such as the Black Sea.

EAST MED

Yiannakis Kokkinos
*General Manager,
Cyprus Ports Authority*



In the early days of MedCruise Cyprus, Piraeus and Volos were the only representatives from the Eastern Med to sign up for this new initiative bringing ports in the Mediterranean together. Since then some Turkish and a significant number of Greek ports have joined to ensure the area's recognition. Unfortunately we have not had such a great impact on tempting our neighbours in Lebanon, Israel and Egypt, whose ports have been in and out as members over the years.

As far as Cyprus is concerned we have found being a member to be beneficial for networking with each other and the cruise lines and the media. Cypriot ports can show tangible results from being a member of MedCruise in terms of increased calls and new customers.

The current unstable geo-political situation in the Eastern Med is inhibiting further growth however in recent years we have seen more Turkish and Greek ports join as members, which together with Cyprus, has made the Eastern Med much more visible on the cruising map.

MEDCRUISE NEWS

BRINGING THE MED TOGETHER



Looking ahead, a wish for the future

As Giovanni Spadoni nears the end of his three year tenure as president of MedCruise here are his thoughts on where next for the association.



"During the past 15 years MedCruise has achieved a high level of recognition throughout Mediterranean ports and destinations.

Not long after the Association was formed it quickly became the most important network of ports serving the cruise sector in the Mediterranean and surrounding seas and indeed it has made significant progress in its short history thanks to the hard work and cooperation of all its members and direction from the past and current Board of Directors.

During the past 15 years we have seen unprecedented growth worldwide and the Mediterranean established as the second most popular cruise destination after the Caribbean. In 2010 162 cruise ships were active in Mediterranean waters with a capacity of 190,114 lower berths. Collectively these ships carried a potential 3.47 million passengers on 2,841 cruises, offering a total capacity of 27.69 million paxnights, giving an average cruise length of 8.0 nights.

This year the Mediterranean market is expected to continue to grow with a

potential 33.8 million pax-nights with further growth likely in 2012.

MedCruise stands for the premier networking venue for cruise ports in the region and for cruise professionals involved in the Mediterranean.

My wish for the future is that we continue to increase our presence and that the few ports remaining, especially those in North Africa, that are currently not members of MedCruise will finally join the association so that collectively we can represent the entire Mediterranean and adjoining seas to the global cruise industry so we are in a very strong position to tackle current and new challenges that lie ahead.

We still have many things to do but first of all we must ensure our relationship with the cruise lines continues to be smooth and solid. We have created a forum, both within MedCruise, and via our partnership with the European Cruise Council, to address real issues and try and find solutions that suit all parties.

Further expansion of the association is possible as soon as we find peace in some of the unsettled spots in our region. We look forward to welcoming port members from North Africa, including those in Morocco, Algeria, Libya and Egypt to become members of our port community so that cruise lines, their ships and their passengers can fully enjoy the treasures that all these destinations offer and the MedCruise family is complete."

October 2011 | Issue 33

MEDCRUISE

World Trade Center,
Edifici Est, 3a Planta
08039 Barcelona, Spain
Tel: +34 93 306 88 00 ext 7358
Fax: +34 93 306 88 17
secretariat@medcruise.com
Maria de Larratea
- Deputy Secretary General

MEDCRUISE MEMBERS

ALANYA	MALAGA
ALICANTE	MARSEILLE
ALMERIA	MESSINA
AZORES	MONACO
BALEARIC ISLANDS	MOTRIL-GRANADA
BARCELONA	NAPLES
BARI	NORTH SARDINIAN
BATUMI	PORTS
BURGAS	ODESSA
CAGLIARI	PALAMOS
CARTAGENA	PALERMO
CASTELLON	PATRAS
CEUTA	PIRAEUS
CHANIA (SOUDA)	PORTIMAO
CIVITAVECCHIA	PORTOFERRAIO
CONSTANTZA	RAVENNA
CYPRIO PORTS	RIJEKA
DUBROVNIK, KORCULA	RIZE
EGYPTIAN PORTS	SETE
FRENCH RIVIERA	SEVASTOPOL
PORTS	SIBENIK
GENOA	SINOP
GIBRALTAR	SOCI
HERAKLION	SPLIT
IGOUMENITSA	TARRAGONA
ISTANBUL	THESSALONIKI
KAVALA	TOULON-VAR-
KEFALONIA	PROVENCE
KOPER	TRIESTE
KOS	TUNISIAN PORTS
KUSADASI, BODRUM	VALENCIA
& ANTALYA	VALLETTA
LA SPEZIA	VENICE
LATTAKIA	VOLOS
LISBON	YALTA
LIVORNO	ZADAR
MADEIRA PORTS	

ASSOCIATE MEMBERS

European Cruise Council	Karpaten Turizm Srl
Turisme de Barcelona	Kvarner County
Afrimar Tunisia	Tourism Office
Aloschi & Bassani	Londonskaya
BC Tours & Shipping	Mercantile Marine
Cambiaso & Risso	Shipping
Cemar	MH Bland
Donomis Cruise Services	Navigator Travel
FA Travel	& Tourist Services
Hugo Trumphy srl	P&B Agencies
Idu Shipping & Services	Plaisant & Co. Ship
Inflot World Wide	Agency SRL
Inter cruises Shoreside	Port of Livorno
& Port Services	Samer & Co. Shipping
KaravanMar Cruise	Select Black Sea
Services	Transcoma cruise & travel
	Tura Turizm



MEDCRUISE

THE ASSOCIATION
OF MEDITERRANEAN
CRUISE PORTS

Published by Seatrade Communications Ltd

WWW.MEDCRUISE.COM