

# MEDCRUISE NEWS

BRINGING THE MED TOGETHER

December 2014 | Issue 46



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## A Unique Port Association

‘With this being the first issue of the MedCruise newsletter since my election as MedCruise President, I would like to express my gratitude to MedCruise members for trusting me to lead the Association.

MedCruise is a unique association that unites and represents cruise ports that host over 20% of the global cruise traffic. The industry has undoubtedly benefited by its presence since 1996, and its instrumental role in the realisation by many that Med and its adjoining seas is ‘a region made for cruising’.

The prospects and challenges for MedCruise members are many. Cruise lines modernise their vessels. New regions provide opportunities to expand source markets. Legislators focus on the benefits produced by expanding cruising, and on essential regulatory adjustments.

The reader of this issue will realise that our Association accelerates its work in responding to them – with its key role during Seatrade Med being the milestone of the last months. Empowered by an expanding membership, MedCruise orchestrates the



interaction of cruise ports and cruise lines, promotes the sustainable growth of cruise activities, and actively represents the interests of member ports at international fora.

Other cruise ports and cruise line associations are partners in these efforts. Along with the new Board of Directors I will work on maintaining a close

relationship with all of them. Developing a network with cruise port organisations, and structuring the much needed, and fruitful for all, relationship with the association representing cruise lines, is a key priority over the next period.

With the Board of Directors combining the experience and the enthusiasm to promote the interest of our membership, I am very confident that our Association will continue to effectively represent all cruise ports in the Med and its adjoining seas.

I am looking forward to work with all our members, cruise lines, destination organisations, and other stakeholders, in order to promote the cruise activities in each of our member ports over the next years.

**Carla Salvadó, MedCruise President**

## Strategy meeting

A gathering of MedCruise past Presidents and founding members took place in Barcelona on Friday, 12 December, 2014. Participants discussed the latest developments in the cruise world and the representation of cruise port interests. The discussion led to conclusions on the best strategy to strengthen the role of MedCruise.



L-R: Thanos Pallis, Fabio Capocaccia, Juan Madrid, Stavros Hatzakos, Carla Salvadó, Laurent Monsaingeon, Albert Poggio, Giovanni Spadoni

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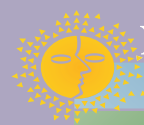
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MEDCRUISE

THE ASSOCIATION  
OF MEDITERRANEAN  
CRUISE PORTS

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MedCruise

# MedCruise at Seatrade



L-R: Thanos Pallis (MedCruise sec. gen.), Santiago Garcia-Mila (ESPO chairman), Isabelle Ryckbost (ESPO sec. gen.), Stavros Hatzakos (MedCruise honorary president), Ingvar M. Mathisen (Cruise Norway chairman), Capt Michael McCarthy (Cruise Europe chairman) and Claus Bodker (Cruise Baltic chairman) at the joint announcement during Seatrade Med

## Europe's major cruise port associations and ESPO agree to expand collaboration

The European Sea Ports Organisation gathered with four major European cruise port associations in Barcelona to announce enhanced cooperation between the different organisations representing over 280 cruise ports across Europe.

Following the strategic cooperation agreement signed by ESPO, Cruise Baltic, Cruise Europe, Cruise Norway and MedCruise, ESPO will intensify its efforts as the 'official voice of the European cruise and ferry port sector towards the European institutions,' said Isabelle Ryckbost, ESPO secretary general, at a briefing during Seatrade Med 2014.

A range of initiatives announced include setting up a passenger port network within ESPO as an extension of its passenger committee, already

established, which will meet regularly to discuss the latest developments at EU policy level relevant to the cruise and ferry port sector and will define which interests should be defended.

'On behalf of our 115 member ports, I am confident that this strategic cooperation agreement will advance the collaboration with cruise lines and the association representing them and will contribute in a sustainable and mutually beneficial manner to the continued successful growth of the cruise industry,' remarked Captain Michael McCarthy, chairman, Cruise Europe.

Ingvar M. Mathisen, chairman, Cruise Norway remarked, 'By entering into this strategic cooperation agreement, ESPO shall be focusing on policy matters concerning the cruise and ferry business from the ports' perspective on a European level which will

enable Cruise Norway to focus on being the marketing company we are supposed to be for the benefit of our shareholders.'

MedCruise president Stavros Hatzakos called the initiative a 'clear mark of cruise ports' commitment and investment in effective alliances. 'Sharing knowledge and expertise, port associations will advance cruise ports interests and best practices the finest way possible. They will also provide meaningful input in discussions with policy makers and stakeholders.'

ESPO offered to engage in a constructive debate with the associations representing cruise lines and other stakeholders involved in the cruise or ferry sectors and investigate potential collaborative synergies.

In December CruiseBritain announced it is also joining the Cruise and Ferry Port Network.

Following on from the announcement in Barcelona, MedCruise Honorary President Stavros Hatzakos was named President of the newly formed Cruise and Ferry Port Network, set up within the European Sea Port Organisation (ESPO), on November 4th, 2014.

Beyond chairing the Network, Hatzakos will also serve as member of the new Executive Committee of the ESPO.

'The Cruise and Ferry Port Network is a major upgrade of cruise and ferry ports representation

towards the European institutions and fora. I am honoured by the appointment and looking forward to work with all cruise and passenger ports and their associations to discuss and advance positive developments at EU level. We will also engage in a constructive debate with the associations representing cruise lines and other stakeholders involved in the cruise or ferry sector and investigate potential collaborative synergies. The expertise available within the ESPO framework provides a first class opportunity to reach these targets,' says Hatzakos, general manager of Piraeus Port Authority, and the immediate Past President of MedCruise.





# Med in Barcelona, Spain

The MedCruise pavilion at Seatrade Med 2014 was a hive of activity with various press conferences, presentations and receptions drawing many of the 2,000 attendees, including over

150 cruise line executives who attended the 2.5 day event. The 10th edition of Seatrade Med showcased the largest exhibition since it started 20 years ago in Greece with the MedCruise pavilion the largest ever.



In the conference session on ports and terminals, Carla Salvadó, marketing and cruise director for the Port of Barcelona, said a port's role is to enrich the region it serves. Barcelona is 'always thinking ahead and planning investments while ships are still under construction.' Preparations to handle Oasis of the Seas in Barcelona started six years ago, according to Mark Robinson, md of Intercoastal Shoreside & Port Services.



## MedCruise members honoured at Seatrade Insider Awards 2014

MedCruise members and associates including Port of Istanbul (Port of the Year), Port of Barcelona (Environmental Initiative) and Intercoastal (Innovative Shorex) were finalists in the eighth Seatrade Insider Cruise Awards, principal sponsor Fidelio Cruise.

The awards were presented at the Seatrade

Med 2014 Party held at Barcelona's opulent Gran Teatre Del Liceu.

In addition, Jacques Truau, president of Marseille-Provence Cruise Club, received the Seatrade Lifetime Achievement Award for services to cruising in the Mediterranean. Seatrade Insider editor Mary Bond said 'Jacques Truau has devoted over 20 years of steadfast personal commitment to growing cruising in the Mediterranean.'

As a pioneer he started the long and methodical process of persuading local stakeholders to come together to create the Marseille Provence Cruise Club. He then proceeded to call on all the major cruise lines, convincing them of his port's cruise potential.

Around this time last year, Marseille achieved the milestone figure of 1m passengers annually.

Truau has been involved in major cruise infrastructure projects at the port, from the widening of the harbor entrance to the resumption of major ship repairing in the very

near future.

'I am very surprised and honoured to receive this award,' a clearly emotional Truau told the audience, adding that 'it should be dedicated to the Marseille Provence Cruise Club team for their daily efforts in promoting cruising to our region.'



Jacques Truau, Lifetime Achievement



Istanbul Port's Figen Ayan, Finalist

## MedCruise will be participating at the following events worldwide in 2015

### Seatrade Winter Cruising Forum, 19-22 January 2015, Cartagena



The main objective of the forum is to bring together ports, tourism and other cruise industry stakeholders from the Med to discuss strategies for additional deployment of cruise vessels to the region.

### Cruise Shipping Miami, 16-19 March 2015, Miami



Cruise Shipping Miami attracts a broad range of industry players, with nearly 2,000 cruise line owners and operators from 66 companies in attendance in 2014.

### New Destination - Black Sea, 16-18 April 2015, Trabzon

The New Destination - Trabzon Conference is scheduled to be held in Trabzon between April 16-18, 2015.

### The Posidonia Sea Tourism Forum, 26-27 May 2015, Athens



Highlighting the growing importance of the Eastern Mediterranean & Black Sea region for the Sea Tourism Industry.

### 46th MedCruise General Assembly, 3-6 June 2015, Zadar



MedCruise is to hold its next General Assembly in Zadar, Croatia.

### Seatrade Europe 2015, 9-11 September 2015, Hamburg



MedCruise will have its own stand at Seatrade Europe.

## MedCruise president leads discussions at Meditour 2014

MedCruise President Carla Salvadó was among the keynote speakers of the VI Mediterranean Tourism Forum - MEDITOUR 2014 that was held in Barcelona on November 27th, 2014.

The forum was jointly organised by the Association of Mediterranean Chambers of Commerce and Industry (ASCAME) and the Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (CCIA-BML).

Salvadó shaped discussions in the closing session of the forum entitled 'Mediterranean Tourism Agency', presenting the current state of the cruise industry in the Mediterranean and its adjoining seas, as well as the challenges faced nowadays in the cruise tourism.

As the MedCruise President explained, the Association serves ports of different sizes, and from diverse regions, countries and cultures expand their cruising activities, while balancing the 'maritime' and the 'tourism' dimensions that are part of cruising.



## MedCruise formalises partnership with ASCAME in promoting cruise

MedCruise and the Association of Mediterranean Chambers of Commerce and Industry (ASCAME) signed a Memorandum of Understanding (MOU) establishing a framework for cooperation that will contribute to the development of the Mediterranean region by strengthening the role of cruise ports in the Med and its adjoining seas.

The MOU was signed by Carla Salvadó, MedCruise President, and Mohamed Choucair, President of the Association of Mediterranean Chambers of Commerce and Industry, during the inaugural session of the 8th edition of the Mediterranean Week of Economic Leaders that took place in Barcelona, Spain.

Through this MoU, MedCruise and ASCAME will intensify their cooperation and support the growing cruise industry as a facilitator for the economic and social development of the region.

This MoU contains a number of initiatives to be

undertaken by the two associations, including the exchange of knowledge and best practices, the collaboration in the framework of ongoing and future international projects in the Mediterranean region, and collaboration in organizing or participating in bilateral meetings, events and workshops linking strategic sectors of mutual interest such as Mediterranean ports, transport & logistics and tourism.

ASCAME is the association of Mediterranean Chambers of Commerce and Industry. Founded in 1982, and today its membership stands at more than 300 Chambers of Commerce and other associated bodies from 23 countries bordering the Mediterranean Sea. The main mission of ASCAME is to create a network of Chambers of Commerce and organizations working in the field of cooperation and economic exchange between countries in the Mediterranean, aimed to the social and economic development of the region.





# MedCruise at Cruise Shipping Asia-Pacific 2014

A MedCruise delegation led by president Carla Salvadó, secretary general Thanos Pallis and board director Bojan Babič from the port of Koper, attended Cruise Shipping Asia-Pacific 2014 in Hong Kong in November to showcase the Mediterranean's appeal as a destination to the rising number of Asian cruisers.

Salvadó, was a guest speaker during the travel agents training session, a comprehensive education programme attended by over 60 agents from across the region.

The MedCruise delegation updated cruise lines, travel agents, and other stakeholders on the facilities offered by 100 port members and the prospects of cruising in the world's second most popular destination.

All agents received a copy of the 2013-14 MedCruise Yearbook and port member update in e-format. Also produced for the event, a Chinese-language version of MedCruise News highlighting the history, architecture, culture, gastronomy and sights found in 19 countries around the

Mediterranean.

Lorenzo Diamantini, vice general manager of MSC Cruises' Shanghai office also attended CSAP2014 and met with the MedCruise representatives. He applauded the Chinese language version of MedCruise News saying it was spot-on for the growing interest in China for cruising.

'Today, our target is middle-class, intrepid travellers who are ready to make the journey to Europe,' he said.

He claims MSC currently enjoys the largest market share of the outbound market of Chinese tourists cruising in the Med.

'We're also very optimistic about the future of this strategy, given that around 11% more Chinese people are travelling to Europe every year and the number is set to accelerate when the EU relaxes its visa policies,' he continued.

MSC Cruises has carried over 40,000 Chinese and Japanese travellers this year, mainly to the Med and North Europe.



L-R: MedCruise secretary general Thanos Pallis, MSC Cruises' Lorenzo Diamantini, MedCruise president Carla Salvadó and MedCruise board director Bojan Babič

## International Ports and Shipping Conference, St Petersburg

MedCruise Honorary President Mr. Stavros Hatzakos was among the keynote speakers of the 4th International Ports and Shipping Conference, that was held in St. Petersburg, Russia, from 1st to 3rd October, 2014.

On October 2nd, Stavros Hatzakos participated as a panelist at the Cruise Session of Transtec Exhibition and Conference entitled "The Baltic and Black Seas - Gateways for Cruise Development in Russia and Eastern Europe".

MedCruise Honorary President noted the evolution of cruise traffic in the Mediterranean and Black Sea and also explained how the cruise port networks highlight the several points of interest on which a cruise destination should focus, showing the way for successful marketing.



## International Cruise Summit, Madrid

MedCruise representatives and members promoted cruise activities in the Med and its adjoining seas during the fourth edition of the International Cruise Summit held in Madrid, Spain.

MedCruise President Carla Salvadó was among the keynote speakers that opened the Summit. Salvadó joined the panelists in discussing the current state of the cruise industry and its future prospects. She also highlighted the role of cruise ports, as well as that of MedCruise to promote Mediterranean cruise port industry in emerging markets, such as Asia, emphasising that the coming week a MedCruise team will head to Far East to brief travel agents of the region.



## Green Ports Conference, Barcelona

MedCruise actively participated at the Green Ports Cruise Conference 2014 that was held in Barcelona, on October 14th, 2014.

Carla Salvadó, President of MedCruise, under her capacity as Manager of Strategy of Commercial and Cruise of Barcelona Port Authority delivered a presentation on Port-City relations. She focused on how ports and cities work together to cope with the ever increasing numbers of passengers visiting cities via cruise ships.

Thanos Pallis, General Secretary of MedCruise moderated the second session of the Conference focusing on environmental management practices in ports. During this session Aimilia Papachristou intervened on "Waste Reception Facilities in MedCruise ports". She also pointed out the importance of Environmental Management for cruise ports, highlighting that the development of the European cruise industry is a key pillar of the Blue Growth strategy and the necessity of collaboration with cruise lines. MedCruise member Valeria Mangiarotti, Marketing Manager of the Port Authority of Cagliari, had the opportunity to highlight and discuss the possibility to reduce the ships' emissions at ports argued on cold ironing or LNG and presented a study conducted in Mediterranean ports.





# Alanya



Representatives of Alanya Cruise port with Thomson Cruises Managing Director Helen Caron and Captain Ioannis Notarakis

Alanya Cruise Port was delighted to recognise Thomson Cruises during Thomson Spirit's call on 21 October 2014, for reaching the landmark of 80,000 visitors to the port.

In a short ceremony on board, Alanya Cruise Port's cruise marketing director Haluk Sayman presented Thomson Cruises managing director Helen Caron with a plaque recognising the contribution the line has made to Alanya's cruise tourism business.

'We are delighted to be recognised in this way' commented Ms. Caron. 'Although Thomson Holidays first featured Alanya in its 1991 land based programme, its first cruise ship to visit was the "adult-only" Calypso in 2007. We were seeking locations that combined beautiful surroundings with a wide variety of mainly historical sites, which was right for our smallest vessel and clientele at the time. However, we quickly realised Alanya's potential for larger ships and different groups of guests. We have been coming back every year since, and are surprised and delighted to be recognised for the 80,000 guest milestone.'

Alanya is dedicated to cruise ships, with no cargo traffic. The berth has a prime position in the town and within walking distance from significant 800-year-old history one way, and an extremely attractive promenade with shopping and sea front cafes the other.

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Alanya town walls

# French Riviera

Passengers from Royal Caribbean's Liberty of the Seas and Iberocruceros' Grand Holiday were the first to experience 'Mountain Cruise Day' in Villefranche on October 21st.

Organised by the city of Villefranche-sur-Mer and the French Riviera cruise club, 'Mountain Cruise Day' is designed to highlight the Alps mountains that are only an hour's drive from the sea coast. With a group of Alphorn musicians playing typical music from the Alps, the shops and restaurants welcomed passengers and crew in a mountain atmosphere. The idea behind the day is to encourage passengers to return to the area in the winter period.

All of the tourism partners from the area were able to present their new products for the coming winter season: the General Council of the Alpes Maritimes promoted activities such as the discovery of wild animals, mountain biking and horseback riding. The Tourist Board Riviera (CRT) presented the new Cote d'azur-CARD, and various Tourist offices from ski resorts as Mercantour and Valberg also were present.

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# Gioia Tauro

One of MedCruise's newest members Gioia Tauro is located in the Province of Reggio Calabria, in the heart of the Mediterranean Sea, between the coast and the mountains of a land rich in flavours and colours.

Positioned in the southern tip of the Italian mainland, Sicily, just two miles away across the Strait of Messina.

The terrain is characterized by thick woods of chestnuts, beeches, holm oaks and white firs plus olives and vine cultivations, centuries-old torrents and overhanging coastal cliffs covered by ferns, strawberry trees, myrtles, oleander and cactus pears.

Another characteristic is the area of the Tyrrhenian coast, with terraces built on the hills overhanging the sea.

The area of Tauro is famous for the production of clementines, with fertile lands.

Closeby is Scilla, a very attractive fishing village with a beach just half an hour away by train. Further up the Tyrrhenian Sea is the Costa degli Dei ('Coast of the Gods') where Tropea is the most famous resort.

Tropea's position high on the cliffs makes the town dramatic. There are beaches on either side of the town with clear waters for swimming. Pizza and ice cream are must tries as is the local seafood and those who like hot, spicy food will appreciate the region's fiery products.

Gioia Tauro is the largest terminal for transshipment in Italy and one of the most important container hubs in the Mediterranean Sea, boasting multiple berthing.

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Scilla



# Heraklion

In order to promote Crete's tourism, the Region of Crete and Heraklion Port Authority S.A. initiated a visit to China with the participation of a select group of representatives from the island's tourism sector. The tour was prompted by a request from Chinese tour operators for more wedding packages in Crete.

The programme included visiting four Chinese provinces with the hope of stimulating Chinese market interest for cruises that include the Aegean and Crete. Cruising is already attracting growing numbers of Chinese consumers and projections estimate that by 2020 Chinese cruise passengers will annually reach the six million mark.

To mark the visit with a gesture of friendship, the President and Managing Director of Heraklion Port Authority S.A. Mr. Ioannis Bras and Commissioner of Tourism Mr. Michalis Vamiedakis donated a bronze copy of the famous Phaestos Disc to the Guangdong Foreign Affairs Museum.

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# Savona

Costa Diadema's maiden call in early November officially opened the second passenger terminal at Savona's Palacrociere. The €9m facility will enable Costa to handle more than 1m passenger moves at the Italian port in 2015.

Costa Diadema arrived the morning after its christening at nearby Genoa to begin weekly calls on cruises that visit Marseille, Barcelona, Palma de Mallorca, Naples and La Spezia. A total of 60 calls are scheduled for the ship through 2015.

Costa's presence is expected to rise to 236 calls with more than 1m passenger movements next year, a slight increase over 2014.

The second terminal covers 3,000sq mtr. It functions as a satellite, and is connected to the

original Palacrociere but also able to operate as a free-standing facility with its own waiting, transit and baggage handling areas. There are separate facilities for police, the Guardia di Finanza and customs, too.

The second terminal increases Palacrociere's indoor space to 11,000sq mtr, while the total area, indoors and out, covers 45,500sq mtr.

The facility was designed by all Ligurian firms, including Studio Vicini Architetti's Luigi Vicini and Andrea Piazza, who also contributed to the designs of the original Palacrociere and Barcelona's Palacruceros; Studio Tecnico Ingg. Montaldo e Canale and C.V.D. Progetti Srl.

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Costa Diadema

# La Goulette

Cycling enthusiasts travelling onboard MSC Musica called at La Goulette on October 21st. The cruise, calling at Rome (Italy), Palermo (Italy), La Goulette (Tunisia), and Valencia (Spain), enabled the cyclists to get on their bikes and discover capital cities, cultural treasures and beautiful scenery through pedal power alone.

On stopping in La Goulette the passengers, dressed in pink jerseys, cycled to La Goulette golf course, Gammarth, La Marsa and then to Carthage to join the cruise tourist village, Goulette Village Harbour, where a reception was awaiting them in the central square.

The event was arranged by famous Italian sport magazine La Gazzetta Dello Sport and the online travel agency Viaggi e Cultura. Professionals from the cycling organisation, Giro d'Italia Team Organization, were on hand to help out.

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# Portofino

Portofino, located on the Italian Riviera and famous for its picturesque harbour, is a new member to MedCruise. The port received 60 cruise calls in 2014 and is expecting an increase for 2015 with 65 booked so far.

The port is awaiting changes in anchorage regulations. The current anchorage regulation allows ships to anchor at 0.7 nm. The new regulation, if approved, would change the anchorage distance to 0.3 nm. This will reduce the tendering distance between the ship and the shore, it will better protect the ship from winds in case of bad weather conditions and could encourage cruise line companies to include Portofino in their itineraries and therefore call at Portofino more frequently.

The most popular excursions from Portofino are; the village and square of Portofino, Brown castle and lighthouse, Portofino Natural Park, La Cervera abbey and San Fruttuoso bay and abbey.

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# MEDCRUISE NEWS

BRINGING THE MED TOGETHER

## What panelists at the Seatrade Med 2014 conference said about the Mediterranean?



**I**n Spain, the economic situation has bottomed and there are signs of growth, while the strong passenger volumes in France are encouraging. We do have to work harder to get the business,' said Carnival UK chairman David Dingle.



'Greece has really come back strongly with close to 2m total tourists. For the next two to three years there will be continued demand for the eastern Mediterranean, particularly Greece and Turkey,' said Kyriakos (Kerry) Anastassiadis, ceo of Louis Cruises.

For Med ports, 2013 broke all records, as 27m passenger movements were noted recording a 24% growth comparing to 2009, noted MedCruise president Stavros Hatzakos of the Port of Piraeus. And in his view, China's emergence isn't a threat but presents an opportunity to bring more tourists to Europe.

The fact that some key ports are expanding in line with cruise growth is exemplified by Barcelona – Europe's leading homeport and the fourth busiest cruise port globally – which successfully handled its first Oasis of the



Cruises Ltd. The symbolic importance is that 'we're able to bring larger ships here,' he added.

MSC Cruises executive chairman Pierfrancesco Vago said, Spain 'does an excellent job keeping up with infrastructure needs', while Italy is 'more complex' and slower to act, and Greece, where it's tough to engage with authorities on infrastructure matters, has 'a lot of issues' but it's 'a fantastic destination.'

Jorge Vilches, president and ceo of Pullmantur, added, 'The western Mediterranean and the Mediterranean itself have tremendous growth potential,' he said, adding that many of the world's most desirable cultural and historic places to visit are in the area.



Jorge Vilches (left) and David Dingle

Seas turnaround the weekend before the conference. A record 58,000 passengers went through the port.

'To go as smoothly as it did on the first call is a great accomplishment and a good symbol,' said Adam Goldstein, president and coo of Royal Caribbean

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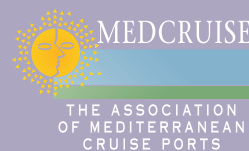
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### MEDCRUISE MEMBERS

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EGYPTIAN PORTS	SAVONA
FRENCH RIVIERA PORTS	SETE
GENOA	SEVASTOPOL
GIBRALTAR	SIBENIK
GIOIA TAURO	SINOP
HERAKLION	SOCI
HUELVA	SOUDA/CHANIA
IGOUENITSA	SPLIT
ISTANBUL	TARANTO
KAVALA	TARRAGONA
KOPER	PORTS OF TENERIFE
KOTOR	THESSALONIKI
KUSADASI, BODRUM & ANTALYA	TOULON-VAR-PROVENCE
LA SPEZIA	TRABZON
LATTAKIA	TRIESTE
LISBON	TUNISIAN PORTS
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ALLEGRA MONTENEGRO - KOTOR  
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