# **MedCruise News**



The Association of Mediterranean Cruise Ports

# MedCruise 46th General Assembly marks cruise discussions MEDCRUISE GENERAL ASSEMBLY zadar 03-06 june / 2015 Cruise Line executives panel at the MedCruise General Assembly

ver 120 port members, associates, cruise line executives, media and members of the local cruise, tourism and city communities gathered in Zadar, Croatia for the 46th MedCruise General Assembly, 3-6th June.

MedCruise president, Carla Salvadó, speaking at her 1st GA as president said she was 'happy to be in Croatian hands' and congratulated the port of Zadar for the organisation. As she answered during the press conference held at the eve of the event, "the most important subject for discuss is the best way to further promote all regions of the Mediterranean as cruise destinations".

Key challenges to achieve this goal were the themes of workshops, plenary sessions and B2B interactions between cruise liners and MedCruise port members – in a new GA format that satisfied the members of the Association.

Thanos Pallis, MedCruise secretary general said after the event that he hoped 'discussions over the week with cruise executives have created the background to bring more cruise traffic to the region and Zadar in particular'. In 2014, Port of Zadar received 83 ships bringing 53,791 passengers. For 2015, between 90-100 calls are expected to bring over 70,000 passengers.

The GA welcomed two new port members: Bastia/North Corsica and Burgas, expanding the number of ports participating in MedCruise. The GA also welcomed and two new associate members Iberoservice, Spain and World Synergy Travel, Romania.

#### Building a travel agent platform: MedCruise and CLIA Europe sign strategic partnership agreement

LIA Europe and MedCruise signed a European travel agent training program partnership.

This landmark agreement with MedCruise will allow the expansion of ETALP, CLIA's travel agent training programme, to France, where thousands of travel agents will get access to CLIA's online training resources for this purpose.

Carla Salvadó, President of MedCruise, said: 'This strategic agreement marks an important milestone in MedCruise relationship with CLIA Europe. I am delighted that our associations will collaborate in training travel agents and giving them the right tools to attract even more people to cruising in the Med and beyond. The partnership shows that in the port community as well as in the cruise industry we never lose

sight of the fact that our success is directly tied to the travel agent community.'

Pierfrancesco Vago, CLIA Europe's Chairman, said: "The travel agent community play and will continue to play an essential role in the cruise industry's supply chain, bringing our fantastic product closer to the end customer. This agreement will see the expansion of CLIA's travel agent training programme to one key European market, but it will not be the last one. I am glad that, in taking this step, CLIA Europe and MedCruise will continue to engage with and invest in a sector of fundamental importance to our industry".



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#### MedCruise members and guests enjoy the new GA workshop format

he GA in Zadar followed a new format for MedCruise, the first interactive workshops with Cruise Line Executives were held. This is something that members had called for at previous assemblies.

Workshop I was Relationships and coordination at destinations and was attended by Tom Anderson of Princess Cruises and Russell Daya of Disney Cruise Lines. Points made included the necessity to welcome guests to your port no matter your size and the co-operation between port, city, tourism board, cruise line, bus companies etc. The port should be the leader of the community.

Workshop II was Infrastructure in the port and from/to port and was attended by Paul Britton of Disney Cruise Lines and Roberto Di Tucci and Gianluca Suprani of MSC Cruises. Topics discussed included the need for an attractive port – first impressions matter. From the viewpoint of the cruise lines flexibility is key, the ability to host lines with different needs.

Workshop III was Traffic development and competition and was attended by Michel Nestour of Carnival Cruise Lines and Miguel Reyna of Royal Caribbean Cruises. Topics discussed included the need for all ports to have a transparent and public berthing policy in order to avoid cancellations.



#### Cruise lines and MedCruise ports meet in Zadar, June 3rd-6th



arla Salvadó, MedCruise president presented the findings of the association's recent fact finding survey amongst members covering topics such as port profile, infrastructure, key challenges, user satisfaction measurement, berth booking policies, and operational issues at the 46th MedCruise General Assembly, held in Zadar, Croatia.

Raphael Von Heereman, secretary general for CLIA Europe spoke about the need for fluid dialogue between cruise lines and ports. He called for all stakeholders to work together to ensure Europe remains at the top of cruise

He also stated that infrastructure was key and that it must continually be improved and expanded. 'The rapid growth of ship sizes is furthering the need for upgrades.'

He closed by saying that CLIA is committed to the Med, and reiterated that communication is paramount considering the competition from elsewhere in the world.

Cruise line executives Gianluca Suprani, head of global port development MSC Cruises; Michel Nestour, vp ports and destination development - EuroMed, Carnival Corp and Russell Daya, director, deployment, maritime & safety at Disney Cruise Line, responded to the findings of the MedCruise fact finding survey.

Suprani said that winter cruising in the Med needs to be better catered for. 'MSC has two big ships cruising the Med in the winter and there is a need for shore side activities

that aren't weather dependent,' he commented 'Shops and restaurants need to be open in the winter months and all tourism stakeholders must cooperate to support tourism,' he added.

In response to the question of attracting home porting ships, Suprani said ports must have a strong source market and national and international transport links, plus investment in facilities is required. 'If this is not possible,' he stated, 'it is better to focus on being an excellent transit port.'

A big worry to Suprani was the fact that the environment was listed quite far down on the MedCruise ports list of biggest challenges. He said it should be a top priority and that ports and cruise lines need to work together to address environmental issues at a political level.

Carnival's Nestour disagreed with the idea that bigger ships were a challenge. 'It is not a challenge, but a gift.' He said there is no going back to smaller ships so ports should view it as an opportunity.

Nestour also spoke about berthing policies. He said he spent time at the Heraklion General Assembly in 2013 discussing these policies with MedCruise members but was upset to see 55% of MedCruise ports are still berthing on a first come first served basis.

He called for the berthing policy to be published, transparent, applied equally and port specific. He believes this is a simple and correct model for a berthing policy.

Daya applauded the study itself and stated how good it was for MedCruise to

be analysing itself.

He highlighted the importance of dialogue between cruise lines and ports and used the new Zadar terminal as an example. Although Zadar Port Authority had spoken with the cruise lines ten years ago to discuss needs for the terminal, he felt too much has changed in the past decade for those talks not to have occurred again. He said if port authorities build terminals without finding out the cruise lines needs, they could end up with a terminal which doesn't function correctly for the lines, and essentially, the lines won't visit.



L-R: Thanos Pallis, Secretary General, MedCruise, Emil Bilić, General Manager, Port of Zadar Authority and Carla Salvadó, President, MedCruise



Members at the conference



Panel L-R: Paul Britton, Disney Cruise Line, Roberto Di Tucci, MSC Cruises, Tom Anderson, Princess Cruises and Miguel Reyna, Royal Caribbean Cruises



the press and ports



#### Sightseeing in Zadar



ruise line execs attending the 46th GA of MedCruise in Zadar had a chance to view the city, the new port and its surrounds.

The Port Authority of Zadar's new Ferry and Cruise Port of Gazenica has recently opened for traffic. Celebrity Equinox was the first ship to visit on July 11 2014, with the official opening happening in the autumn. The new facility had five cruise berths, as well as seven ferry berths, and can accommodate five small ships simultaneously, or two large and two small. The largest berth is 375mtr in length with a 13mtr draught.

The new facility is situated 3.5km south of the city and completion of the infrastructure works has taken five years. The cost of the project is about €170m, financed by the Government of Croatia with loans from EIB and KfW.

First was a guided tour through the Old Town of Zadar, a sprawling 100 acre

district this is pedestrian only, making it easy to stroll the cobbled streets. Although much of Zadar was destroyed during World War II, there are still many historical buildings, Roman ruins and medieval churches. One of the finest is Saint Donat, a 9th century treasure that was built atop a Roman forum, using some of its stones as building material. The Sea Organ makes up a part of the waterfront, it consists of several stairs that descend into the sea. Under the steps are 35 pipes of different length and diameter which play seven chords of five tones. Above the water are perforated stone stairs through which the sound comes out, the air pushed by the

Finally a visit to a family-owned farm called Roca about 45 minutes from the city. Roca produces some of Croatia's finest agricultural products, particularly ham. The farm serve up their own prosciutto, cheese, bread and wine.



Gala dinner at Arsenal





Lunch at Roca



Dinner at Raznjevica dvori



Music at St. Donats church

#### MedCruise at the 3rd Posidonia Sea Tourism Forum



LIA Europe and MedCruise signed a partnership agreement on the creation of a platform to educate travel agents at the 3rd Posidonia Sea Tourism Forum, held in Athens, Greece in 26 and 27 May 2015 (see front page).

Carla Salvadó, MedCruise President was among the keynote speakers in the highlevel panel on "The Cruise industry in Today's Europe and the East Mediterranean" during the first day of the forum.

Salvado stressed the role of collaboration between the key stakeholders, saying that "it is for the industry to collaborate further and identify the best way to apply relevant principles that benefit all" and emphasised that "several cruise ports in the Med and its adjoining seas have taken initiatives at operational and institutional level to increase the potential of cruise activities".

The second day of the Forum, MedCruise Secretary General Thanos Pallis intervened at "Ports and Cruise Operators-The infrastructure debate" panel. Thanos Pallis, presented extracts from the MedCruise Fact Finding Survey on the state of the cruise ports industry in the Mediterranean and its adjoining seas - which were presented in full during the 46th MedCruise GA in Zadar – on private investments in port infrastructure and berthing policy.

# MedCruise shapes the dialogue at OECD Summit



ith the theme of 'Cruise Shipping and Urban Development' being central stage, OECD invited MedCruise along with AAPA (the American Association of Port Authorities) to advance the related debate during the 2015 Summit of the OECD International Transport Forum held in Leipzig, Germany 28-29 May 2015.

Carla Salvadó, MedCruise President, and Roberto Perocchio, Venice, lead the discussions on cruise shipping and ports.

Salvadó commented, 'MedCruise accepted the invitation and participated aiming to facilitate meaningful discussions between OECD ministers and other stakeholders in order to enable a sustainable growth of cruise activities in OECD countries and beyond.'

The ITF/OECD debate on cruise was informed by an OECD background paper detailing the state of the art in cruise shipping and cruise ports.

The Summit concluded with a Declaration from Ministers on Transport, Trade and Tourism acknowledging the ability of transport to determine the effectiveness, efficiency, and also the sustainability of tourism.



MedCruise
highlights
ports-city
relations at
Mediterranean
Logistics and
Transport
Summit

edCruise President Carla Salvadó shaped discussions during the Mediterranean Logistics and Transport Summit that was held on 9 and 10 June 2015 in Barcelona, Spain.

The event took place within the framework of the 17th edition of the International Logistics and Material Handling Exhibition (SIL 2015), at Montjuic – Plaza España Venue at Fira de Barcelona.

Discussing the current state of the cruise industry and its future prospects, MedCruise President highlighted the main challenges that cruise ports face nowadays, explained how ports can regain their role as drivers of urban economic growth and how negative port impacts can be mitigated.

Salvadó concluded that the need for involving the whole value chain is undeniable.

## Palamós hosts the successful first edition of Costa Brava Cruise Symposium

broad range of cruise sector leaders and public sector personalities gathered in the port of Palamós for the first Costa Brava Cruise Symposium earlier this week.

With the overall participation by some 100 attendees and the quality of presentations and discussion being highly satisfactory, conference participants extracted valuable conclusions on the propsects of cruise activities for smaller in size cruise ports and beyond.

Ports de la Generalitat is the regional government unit responsible for 45 ports along the Catalan coast, excluding only Barcelona and Tarragona, which are managed by the Spanish national government's Puertos del Estado. Among the regional ports, Palamós and Roses on the Costa Brava and Sant Carles ce la Ràpita, near the Ebro Delta, are active in the cruise sector.

The Symposium, moderated by Juan Madrid, ceo of consultants Barcelona Port Advisers and honorary president of MedCruise, who tackled issues related to the role of small cruise ports in the Mediterranean Sea, with timely input from Marcy Sarich, hotel manager of Island Escape, which was docked at Palamós within easy view of participants. MedCruise president Carla Salvado from the Port of Barcelona was a keynote speaker.

The cruise industry, a major opportunity for coastal economies, led off with data presented by Alfredo Serrano, national director of CLIA



Spain and regional and international cooperation. A key element for success, included remarks by Jaume Marin, marketing manager for the Costa Brava Tourism Board.

## MedCruise President shapes discussions at Tenerife Cruise Forum



edCruise President Carla Salvadó was among the keynote speakers of Tenerife Cruise Forum, held on June 18th, 2015, in Santa Cruz de Tenerife.

Carla Salvadó described the current state of the cruise industry in the Med and its adjoining seas, explaining how cruise port associations contribute to the promotion of destinations and the development of good relations among the cruise industry stakeholders, while highlighted the need for involving the whole value chain to respond to the current challenges.

MedCruise port member representatives including Airam Diaz Pastor, the director of the organisers Tenerife Ports, Lotfi El Ajmi, Tunisian Ports and Alexandra Mendonca, Ports of Madeira, actively participated in the discussions explaining the 'seasonality trends in cruise destinations' and highlighting the importance of cruise port associations for the 'promotion of European cruise ports'.

Among the conclusions of the Forum was the need for extension of the cruise season in the region, while it was highlighted that the cruise ship crews form a great influence for the promotion of the cruise destinations.

# MedCruise will be participating at the following events worldwide in 2015/16

Seatrade Europe, Hamburg 09-11 September, 2015



MedCruise will have its own stand (413) at Seatrade Europe. The event will take place on 09-11 September 2015, at Hamburg Messe, Germany

Italian Cruise Day 2015, Civitavecchia 02 October, 2015



The 5th edition of the Italian Cruise day, the annual event of reference for the cruise industry in Italy that is held under the auspices of MedCruise will take place in Civitavecchia, October 2nd, 2015

GreenPort Cruise Conference 2015, Copenhagen, 06 October, 2015



It will focus on the impacts the increase in cruise passenger numbers is having on ports, cruise lines and service providers to the sector

47th MedCruise General Assembly, Olbia, North Sardinia, 14-17 October, 2015



MedCruise member representatives together with other esteemed guests will discuss the latest developments of the cruise sector.

International Cruise Summit 2015, Madrid, 18-19 November, 2015



It will bring together the combined talents of the industry and its major players in a business that continues to thrive.

#### Balearic Islands



015 is a record year for ports of the Balearic Islands with almost 2m cruise passengers visiting. 1.7m passengers are forecast to stop at Palma on 550 calls. Allure of the Seas, at 225,282gt, will make 21 calls. The Port of Ibiza has 120 scheduled ships, bringing over 200,000 visitors. The Port of Mahón in Menorca has 83 scheduled calls with 78,000 passengers, Port of Alcudia in Majorca is expecting eight calls and La Savina in Formentera has ten scheduled calls this year.

A series of initiatives are underway at the ports managed by the Port Authority of the Balearic Islands (APB), the aim of which are to improve cruise traffic services, for both ships and passengers. In 2015, a total of €28m will be invested in infrastructure aimed at enhancing the cruise destinations.

In 2015, Palma inaugurated one of its enlarged and updated quays, at a cost of €5 6m

In 2015 one of the Botafoc Quays will be extended to provide two new berthing locations of 328mtr and 375mtr, respectively, at a cost of €5.9m

The APB will also be investing €2.7m in

the Port of Mahon, mainly on extending and improving the Passenger Quay berthing line to cater for larger cruise ships.

Meanwhile, the Port of Alcudia, in the north of Majorca, is focusing on the luxury cruise segment, which caters for exclusive visitors looking for modern and safe facilities and an alternative to a larger port.

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#### Barcelona



arcelona port is expecting 756 calls in 2015, including first time calls from Viking Star, Britannia, Island Princess, Explorer of the Seas, Allure of the Seas, Caribbean Princess, Quantum of the Seas, Wind Legend, Star Breeze, AIDAstella and Rhapsody of the Seas.

During the last decade, Barcelona Port
Authority and various operators have invested
€100m in building and improving cruise
infrastructure. Creuers del Port de Barcelona,
which manages five of the Port's six terminals,
has invested more than €65m in modernising
and enlarging its facilities over the past few
years. Likewise, the Carnival Group invested
€12m on Terminal D (Palacruceros), which
came on stream in 2007. This terminal was
enlarged in 2014 and the Carnival Group has
announced it is to build a new passenger

terminal (Terminal E), starting soon, which will also be located on Adossat wharf, after Terminal D.

The most popular shore excursion, according to Barcelona Turisme, is the Gaudi Tour. First stop is Park Guell famous for its amazing stone structures, stunning tiling and fascinating buildings. At the top of the park is a terraced area where you get a wonderful view of the park and of Barcelona city. Next stop is the Sagrada Faómilia, famously begun in 1884 and still unfinished. The tour continues along the boulevard Passeig de Gràcia passing La Pedrera, known locally as Casa Mila, featuring an ornate façade with undulating walls and iron art nouveau balconies.

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#### Cagliari



agliari port is set to receive 99 cruise calls bringing 210,000 passengers in 2015. MSC Cruises has chosen Cagliari as a new interporting base with MSC Preziosa calling every week. Costa Cruises is also interporting from Cagliari. This has increased the number of people embarking cruises at Cagliari from 100 to 400 a year.

There is a new terminal being built by a newly formed company, Cagliari Cruise Port, a venture involving VTP, Royal Caribbean and Aloschi & Bassani. The company is responsible for the building of a new cruise terminal on Pier Rinascita, a pier totally dedicated to cruises. Building should be finished by October 2015.

A new tour is 'The History and the Secrets of the City of the Sun', a walk through Cagliari admiring the architecture such as the Cathedral of S. Maria, the Bastion of S. Croce, the Elephant Tower, as well as traces of an ancient temple, built in 3rd century BC.

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#### Livorno



three year plan, approved at the end of 2013, is underway to expand the passenger port to include the whole of Alto Fondale and Orlando Piers, providing three dedicated cruise berths for ships over 300mtr in length; this expansion is subject to the building of the infrastructure in progress to relocate the commercial berths so cargo and passenger traffic is separated. The port is now capable of berthing four large vessels simultaneously. The first step of the project will be completed by 2017 and within five to six years all should be completed but the commercial pier will still be used for cruise in the meantime.

Pisa International Galileo Galilei Airport, located only a few kilometres from Livorno has connections to many European cities including the two largest sources of cruise passengers, UK and Germany.

The splendid art cities of Florence, Pisa, Siena and Lucca can be reached from Livorno's berths in a very short time. The world famous wine roads in Bolgheri, beaches and natural parks found in Tuscany and the Etruscan ruins represent a vast array of alternative shore excursions to classic Tuscan tours.

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## Madeira ports



adeira ports is investing in a new 330mtr quay on the opposite side of Funchal to the current port. It represents an investment of nearly €18m and will be operational by September 2015.

The high season runs from September to May in the Canary Islands, and Madeira ports are expecting 325 calls, three of them maiden calls, in 2015 bringing in 500,000 passengers.

Madeira Tourism Bureau's official calendar of events is a real draw for cruise passengers with cruise lines trying to arrange their calls around certain events.

Throughout the year there are a number of celebrations; New Years Eve is a big event with fireworks over the bay. Last year 12 ships were in Funchal port, or at sea, at midnight to watch the festivities. February is Carnival, with Brazilian music and a parade. The Flower festival takes place in April with a parade and flowers wherever the eye looks. Every Saturday in June there are fireworks and music at 10pm. The week-long Madeira Wine festival takes place in September.

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#### Toulon-var Provence



Toulon in the Var Provence region in the South of France is expecting 119 ships to call in 2015. Amongst these, eleven ships are maiden callers; Mein Schiff 1,2 and 3, Viking Star, Explorer of the Seas, Seven Seas Mariner, Island Princess, Emerald Princess, Riviera, Adonia and Costa Magica.

The port is planning to deliver a new 500sq mtr terminal in April 2016, to be located at La Seyne sur Mer (the opposite side of Toulon to the downtown cruise terminal). Ships up to 340mtr in length will be able to be accommodated at Le Seyne and extra revenue can be raised as it is \$15 to cross the bay by boat

Going for a walking tour in the city of Toulon is very popular because it is an excellent way to experience all aspects of Provence in a short time or ½ day call.

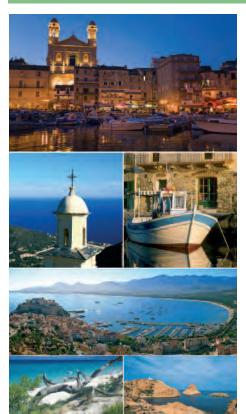
The maritime city nestles in Europe's largest and most beautiful bay and has plenty to offer: visitors can revel in the atmosphere of the Provencal market on Cours Lafayette, shop in the pedestrian streets while discovering the old medieval quarter, stroll along the port promenade lined with restaurants, and enjoy the sandy beaches of The Mourillon

Also, Toulon is the only port in the Med with a cable car offering a breathtaking panoramic view from Mont Faron's summit (584mtr altitude)

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#### Bastia/North Corsica



■he ports of Bastia and North Corsica, from Corsica Cruise Club brand, are expecting over 100 calls this year including seven maiden calls: Zuiderdam, The World, Louis Aura, Ocean Majesty, MS Panorama, Albatros and Tere Moana.

A new shore excursion in Bastia is The Legendines, an unusual journey through time to discover the baroque city, along the way superstitions, traditions, legends and haunted places punctuate the journey, which ends with a private concert, in the mysterious darkness of the oratory of the Holy Cross.

As the most popular shore excursion from Calvi or l'Ile-Rousse, The Old Villages of Balagne are a must-see, which take you along the scenic Road of Artisans, from one picturesque village to another, meeting men and women who use traditional skills.

With an active partnership with the cities and tourist boards, Corsica Cruise Club is constantly improving the welcome services in its ports. Visitors receive a specific guide and city map called The Cruiser Daily News.

A study is being conducted into the installation of a mooring buoy in Bastia, the conclusions will be available by the end of 2015.

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# Burgas



he Passenger Terminal in Burgas, Bulgaria opened in 2013, and since then has berthed over 30 large cruise ships, bringing in over 50,000 passengers. Unfortunately due to the political crisis in the Black Sea region, some planned calls for 2015 have been cancelled.

The future of the port looks great with a 4,400sq mtr terminal planned which will double the capacity of the port.

Modern Burgas is a city of parks and festivals. The largest Sea Garden, 7km in length, connects the port with the city centre. The biggest attractions are the Roman baths, Cyril and Methodius Cathedral and the Art

Gallery, located in a 17th century house.

A new excursion is to the Island of St. Anastasia which has recently been renovated and restored. There is the opportunity to visit the restored church from the 14th century and to eat seafood at the restaurant.

Also closeby are the cities of Nessebar and Sozopol. The abundance of historic buildings prompted UNESCO to include Nessebar in its list of World Heritage Sites in 1983. The ancient town of Sozopol was founded in the 6th century BC by Greek colonists.

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Balearic Islands Brindisi Cartagena Castellón Cyprus ports Dubrovnik / Korcula Egyptian ports Gibraltar Gioia Tauro Heraklion Istanbul

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#### **Associate Members**

Madeira ports

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