



Press Kit

Marseille Provence
Cruise Club

2015 Season



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City of Marseille

Grand Port Maritime de Marseille

Marseille Provence Chamber of Commerce and Industry

Marseille Provence Cruise Terminal

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Cruise Industry: Marseille Provence One of the Top 5 Mediterranean Ports

Marseille, 18th March, 2015 – **Good news from Miami! At the recent *Cruise Shipping Miami* trade show, the Mediterranean cruise ports’ association MedCruise published its 2014 rankings, with Marseille ranked 5th largest cruise port in the Mediterranean in terms of number of passengers.**

Marseille Provence has entered the top 5 of Mediterranean cruise ports thanks to its best performance among the top 10 for the second consecutive year, with 10% growth in 2014. These results, remarkable in a context in which seven of the top 10 posted a decline in numbers, mean that Marseille has achieved its top-5 ranking one year earlier than the objectives set by the Marseille Provence Cruise Club.

Top 10 Mediterranean Cruise Ports (in no. of passengers)

2014 Ranking	2013 Ranking	Port	Total cruise passenger movements				
			2014	2013	Variation 2014/2013	2010	Variation 2014/2010
1	(1)	Barcelona	2,364,292	2,599,232	- 9%	2,350,283	0.6%
2	(2)	Civitavecchia	2,140,039	2,538,259	- 15.7%	1,944,723	10%
3	(3)	Venice	1,733,839	1,815,823	- 4.5%	1,617,011	7.2%
4	(4)	Balearic Islands	1,587,064	1,541,376	3%	1,546,739	2.6%
5	(6)	Marseille	1,311,284	1,188,031	10.4%	700,100	87.3%
6	(7)	Naples	1,113,762	1,175,018	- 5.2%	1,139,319	-2.2%
7	(5)	Piraeus	1,055,556	1,302,581	- 19%	1,145,402	-7.8%
8	(10)	Savona	1,018,794	939,038	8.5%	780,680	30.5%
9	(8)	Dubrovnik/Korcula	894,216	1,136,503	-21.3%	936,115	- 4.5%
10	(11)	Tenerife	840,268	794,151	5.8%	740,022	13.5%
		Top10 total	14,059,114	794,151	- 6.5%	12,900,394	9%

Source: 2014 statistics– MedCruise Report – March 2015

Marseille’s exceptional performance in the cruise market has been made possible by the port’s unremitting efforts over the past few years to develop and enhance service quality. The commissioning of the Joliette Terminal, reserved for luxury cruise ships up to 200 m in length, in 2013 and of the Marseille Provence Cruise Terminal’s terminal B in April 2014 means Marseille can now handle seven cruise ships simultaneously at the two sites (MPCT and Joliette).

With a forecast of more than 1.5 million passengers this year –of which 500,000 turnaround passengers– Marseille Provence will strengthen its position in 2015. Among the highlights of the season in Marseille, the port calls of RCI’s ‘Anthem of the Seas’ on 15th April and ‘Allure of the Seas’, the world’s largest cruise ship, on 25th May.

The Marseille Provence Chamber of Commerce and Industry, City of Marseille and the GPMM (Marseille Port Authority) came together as early as 1996 to create the Marseille Provence Cruise Club to develop the cruise business with a view to making Marseille an industry marketplace. This joint undertaking gave birth to an active process that enabled the creation of a genuine synergy between all the economic and institutional stakeholders in the local cruise market.

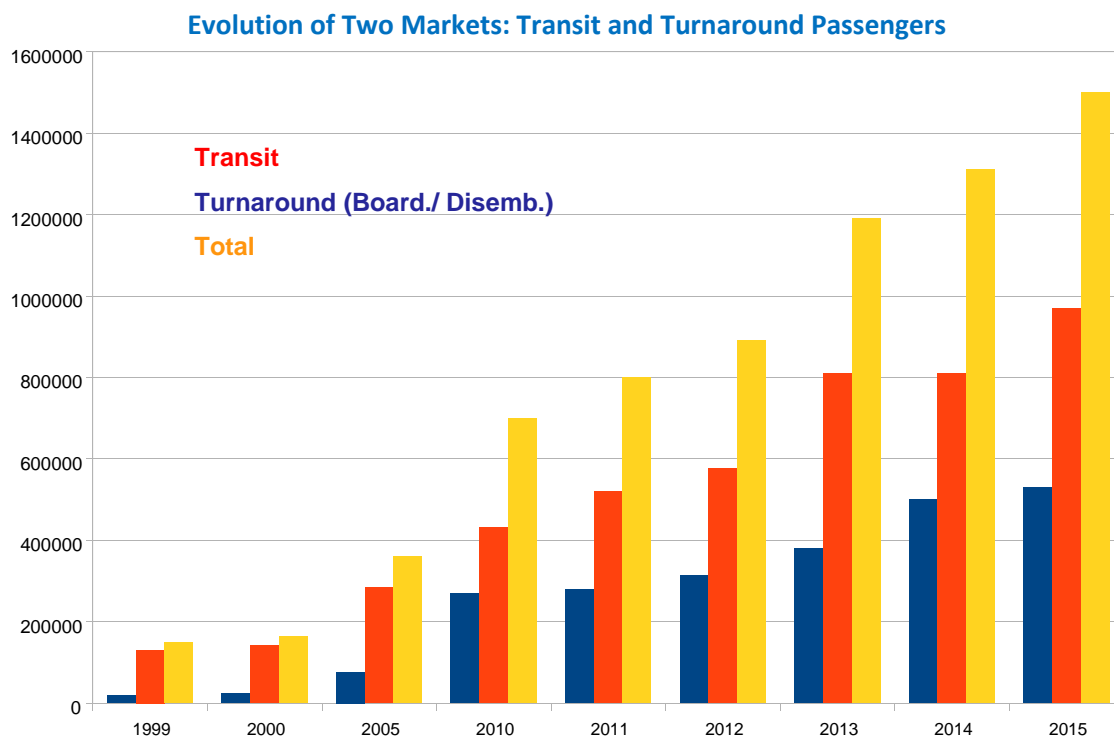


2014 Results and 2015 Objectives

In 2015, the cruise business continues to grow, with ever-increasing consolidated forecasts of 1.5 million passengers and 465 port calls. Sixty-eight ships from 30 companies are expected in Marseille in 2015.

The Mediterranean remains the favourite destination for French cruise customers with 63% of the market. A sign of the appetite for cruises is that the seasonal factor in the Mediterranean is lessening. Cruise companies no longer hesitate in scheduling port calls and departures from Marseille all year-round. Costa Cruises has in fact added capacity on the French market, with the entry into service of the *Diadema* at the end of 2014 departing from Marseille. The arrival of 12 new ships in 2015, including those of Royal Caribbean International, confirms Marseille-Provence's position as a destination of choice.

In 2015, five companies will be offering Mediterranean cruises departing from Marseille (Costa Cruises, MSC Cruises, Croisières de France, Ponant Yacht Cruises and Expeditions, Rivages du Monde), with 342 turnarounds.





A Look Back at 2014

With a total of 1.3M passengers, a growth rate of over 10% compared with 2013, a near-doubling of passenger numbers since 2010 and a top-five place in the Mediterranean ports table, 2014 has proved that Marseille-Provence's ambitions were not misplaced. Indeed, the Port saw a total of 497 port calls by 65 ships from 28 cruise companies.

Since April 2014, the Marseille Provence Cruise Terminal's Terminal B has been in operation. The 16,000 sq.-m. facility can handle seven ships simultaneously in optimum conditions (across 2 sites : MPCT and the Joliette Terminal).

Objectives for the 2015 Season

The port of Marseille-Provence is making a concerted effort to fulfil its two aims:

- Consolidate Marseille-Provence's position among the top-5 Mediterranean ports
- Become one of the world's top-10 cruise ports

World's TOP 20 Ports – Making the TOP 10

#	Port	2013 ('000)	2012 ('000)	% change
1	Miami	4030	3774	7%
2	Port Canaveral	3771	3761	0%
3	Nassau	3602	3412	6%
4	Port Everglades	3506	3690	-5%
5	Cozumel	2751	2740	0%
6	Barcelona	2599	2409	8%
7	Civitavecchia	2538	2190	16%
8	US VI (St Thomas)	1999	1904	5%
9	Venice	1816	1775	2%
10	St Martin	1779	1753	1%
11	Southampton	1683	1529	10%
12	Grand Cayman	1376	1507	-9%
13	Piraeus	1303	1208	8%
14	Palma	1246	985	26%
15	New York	1220	1172	4%
16	Galveston	1209	1208	0%
17	Marseille	1188	930	28%
18	San Juan (Porto Rico)	1176	1052	12%
19	Naples	1175	1190	-1%
20	Dubrovnik	1137	951	20%



Infrastructures upgrades and services improvements

In its support of Marseille-Provence's exceptional performance in the cruise market, and to ensure an optimal level of service quality, the Port of Marseille has continuously evolved and invested over the past few years to improve its facilities and services.

The Port of Marseille-Fos Adapting its Infrastructure

Since April 2014, the Marseille Provence Cruise Terminal's Terminal B has been in operation. The 16,000 sq.-m. facility can handle seven ships simultaneously in optimum conditions (across 2 sites). In addition, the Marseille Port Authority GPMM is working on two projects to provide better port access and repair facilities for the largest cruise ships.

1 / Widening of the northern channel ("north pass") :

The channel used by the largest cruise ships to access the Port of Marseille's cruise terminals is being widened to allow the passage in all weathers, especially when a strong *Mistral* is blowing. The challenge also is to provide the port with the capability of handling the new generation of cruise ships of 300+ metres in length. The work, costing €35M, began in February 2015 and is due to last 20 months.

2/ Renovation of the Mediterranean's largest dry dock:

The GPMM is **renovating the No.10 dry dock, at 465m in length the largest dry dock in the Mediterranean and the third-largest in the world.** It is due to resume service in March 2016 after 10 years laying idle.

The restoration of this enormous structure was undertaken to make Marseille an essential port for cruise operators, who will make up the bulk of its clients, with a repair facility able to handle their largest ships. Located at the heart of their Mediterranean cruising zone, the No.10 will shorten the time required for dry dock visits. The work has required an investment of €28M.

A New, Dedicated Service to Optimize Berthing

Since January 2015, the Marseille-Fos Pilots Service, the GPMM Harbourmaster's Office and Météo France (the national weather bureau) have formed a partnership to create the **Master-Pilot Exchange (Mpex)** scheme, the daily running of which is overseen by the Marseille-based pilots.

The procedure retained involves sending an e-mail with details of sea, traffic and weather conditions directly to ships' captains, with copies to the agents, to make arriving and leaving the port easier. A permanent telephone link with the pilots' station is also used.

A web application developed in partnership with the GPMM and available for iPhone and tablets provides real-time data on winds at various points within the harbour.

These different services bring a genuine added value for all cruise ships, but especially the mega- cruise ships, by giving them forward knowledge of all the parameters required for a safe port call, in particular when the *Mistral* is blowing hard.

The pilots' service also provides ships' captains with access to **their simulator, enabling them to practice berthing and casting-off manoeuvres in the port of Marseille.**

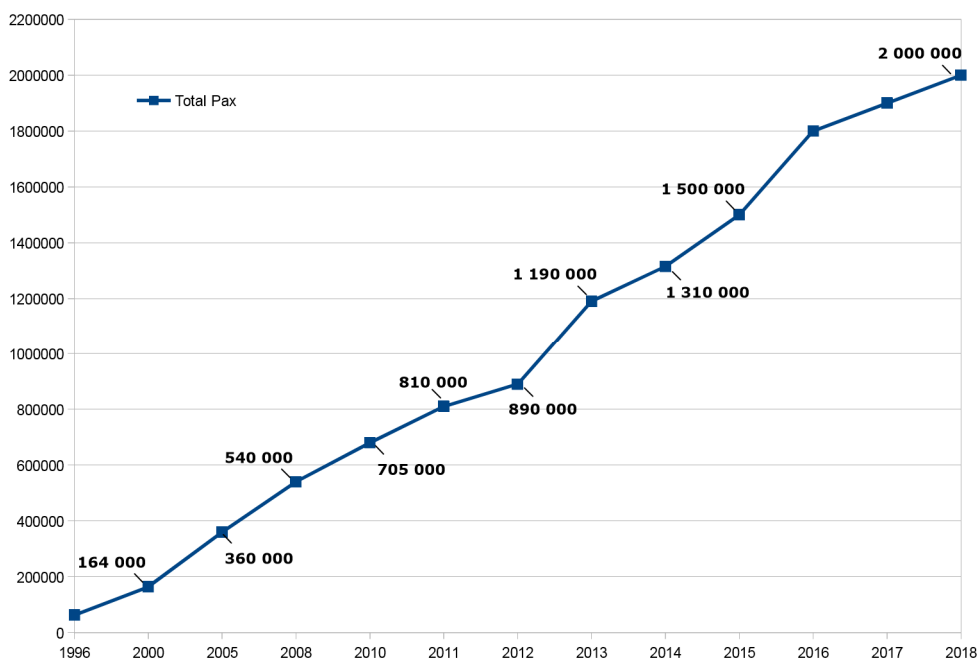


The Cruise Industry – Driving Marseille Provence’s Economy

With the number of passengers having been multiplied by 75 in a little under twenty years, (18,000 in 1995; 1.35 million in 2014), a windfall of €164M for the local economy in 2013, the creation or maintenance of around one thousand jobs (1215 passengers create one full time-equivalent job) and a clear benefit in terms of image for the entire region, the cruise industry is one of the Marseille Provence economy’s flagship industries.

Three successive studies carried out by the Marseille Provence CCI over the past few years back up this affirmation and identify the sectors that have benefited: in addition to the shipping sector, tourism and retailing. They also reveal that there is still room for improvement with regard to developing and optimizing the cruise market and enhancing its impact across the entire Marseille Provence region. For the cruise clients who transit through Marseille today are ambassadors for the region and the tourists of tomorrow: **seven out of 10 say they would be like to come back to Marseille.**

Evolution in the Number of Passengers Handled at Marseille





Marseille-Provence – Advantages and Opportunities

Marseille Combines Accessibility with Natural Assets and the Right Infrastructure.

- **Infrastructure and services for cruise ships of all sizes.**

To support growth in the cruise market, the Marseille-Fos Port Authority GPMM, Marseille Provence Cruise Terminal and the consortium of Costa Cruises and MSC Cruises that has been operating the terminal since 2009, have invested in a number of projects.

With its luxury cruise terminal located less than 200m from the city's downtown area (Joliette Terminal) and cruise terminals able to handle six cruise ships on turnaround (Léon Gouret Pier), the Port of Marseille's cruise ship handling capacity is almost unparalleled in the Mediterranean.

The Port of Marseille is one of the very few ports in the Mediterranean to provide berthing for cruise ships of more than 350 m in length and to be able to offer a comprehensive range of technical services, including repairs (dry docks 8 and 9 operated by Chantiers Navals de Marseille – dry dock 10 soon to come on line), bunkering...

To ensure the mega-sized cruise ships of more than 290 m in length (64% of port calls in 2013) can enter safely in winds over 35 knots, the Port of Marseille has started work on widening the northern channel and shortening the Mourepiane and Saumaty jetties. Delivery is expected in 2016.

- **Efficient pre- and onward carriage of passengers:**

In two decades, access to the Aix-Marseille urban area has been revolutionized. It now has two TGV stations handling 14 million passenger each year and putting Marseille within three hours of Paris, one hour forty minutes from Lyon and providing direct rail services to Germany, Spain, Switzerland, Italy, Belgium and now Britain with the Eurostar. Marseille Provence International Airport saw 8.2 million passengers pass through in 2014. It hosts 35 regular airlines providing direct flights to almost 100 destinations in 25 countries (year-round).

The cruise terminals are ideally located for easy access: 20 minutes from Marseille Provence Airport, 15 minutes from Saint-Charles TGV station (17 TGV trains per day) and direct access to the *autoroute* network. The terminals provide secure, on-site parking.

- **Culture, nature, heritage, shopping and... dozens of potential excursion destinations:**

With a downtown area that has changed beyond recognition, new major cultural venues including the MuCEM, Villa Méditerranée and Regards de Provence Museum and high-class retail outlets, Marseille attracts and Marseille appeals. Able to offer visitors 300 days of sunshine each year, natural areas that include the largest peri-urban land and maritime national park in Europe, Marseille is unique, eclectic.

A port call at Marseille also means being able to explore the treasures of Provence and the Lower Rhône Valley, including Aix-en-Provence, Avignon, Arles, Aubagne, Bandol, Les Baux-de-Provence, Cassis, Châteauneuf-du-Pape, Gordes, Lourmarin, Saint-Rémy de Provence ...



The Marseille Provence Cruise Club

The Marseille-Provence Chamber of Commerce and Industry, the City of Marseille and Marseille's port authority, the GPMM, came together in 1996 to create the Marseille Provence Cruise Club to develop the cruise sector and establish Marseille as an industry hub.

That joint venture gave birth to a dynamic approach that has generated a real synergy between all the economic and institutional players in the local cruise market.

An essential factor behind the increase in cruise operator numbers, the Marseille Provence Cruise Club's has always adapted its mission to the industry's constant changes and specific needs.

The Marseille Provence Cruise Club's work today revolves around **3 main tasks that give it a key role in the local industry:**

- > **Federating stakeholders and initiating an active marketing strategy** for the Marseille Provence region;
- > **Providing a one-stop contact point** for all the industry's professionals;
- > **Acting as a mediation interface** to ensure port calls go smoothly.



Jean-François SUHAS – New Cruise Club President

Marseille, 9th January, 2015 – At its Annual General Meeting on January 9, 2015, the Marseille Cruise Club's Board of Directors elected Jean-François Suhas as the association's Chairman.

The Marseille Provence Cruise Club had been chaired by Jacques Truau ever since its founding –at his instigation- in 1996. In recognition of his personal commitment and his achievements in developing the cruise industry in Marseille, and further to a motion put forward by the new Chairman, the Board of Directors has been named Jacques Truau Honorary Chairman of the Marseille Provence Cruise Club.

Hailing from the Basque Country and with a passion for the sea, Jean-François Suhas first discovered Marseille while studying at the Ecole Nationale Supérieure de Marseille. He went on to criss-cross the world's oceans on cruise ships, first on Croisière Paquet's legendary *Mermoz* and later on the luxury 5-masted *Club Med*. After 10 years at sea, new family commitments brought him back to shore and he decided to drop anchor in Marseille, a city that had had a profound impact on him. In 1999, he joined the Marseille-Fos Pilots' Station in 1999 and has been its general secretary since 2011. As an elected member of the Marseille Provence Chamber of Commerce and Industry (CCIMP) since 2011, he advises on port-related issues. Within the Marseille Provence Cruise Club, Jean-François Suhas had previously occupied the posts of treasurer and vice-chairman.

"I would first like to thank the Board for the trust it is placing in me. Jacques Truau represents more than twenty years of steadfast commitment to the development of the cruise industry here in Marseille. A true visionary, he convinced the stakeholders one after the other to come together under the Cruise Club umbrella. Today, his efforts are crowned with success! Marseille is France's largest cruise port and one of the top five in the Mediterranean. I am determined to continue the path laid down by my predecessor, in particular in maintaining the vital synergy between the various industry players," declared Jean-François Suhas in closing the Board meeting.

Reaction from the Marseille Provence Cruise Club founder-members after the board meeting on 9th January, 2015:

"As Chairman of the Board of the Marseille Port Authority and afterwards at the head of the Marseille Provence Cruise Club, Jacques Truau always believed in the destiny of Marseille as a potentially huge tourist destination. Through his enthusiasm, that vision has become a reality. In less than ten years, Marseille has become the Mediterranean's fifth-largest cruise port. The port has equipped itself with world-class facilities and can today handle the largest cruise ships afloat. The port and the city of Marseille are now a 'must-visit' destination for Mediterranean cruise passengers and much of the credit for this transformation must go to Jacques Truau."

Christine Cabau-Woehrel, Chairman of the Board, GPMM

“The tourism and leisure industry today is one of the driving forces of Marseille’s economy, with numbers rising every year: in 2014, 1.3 million cruise passengers passed through Marseille, an 11% increase on 2013; in 1995, they were 19,000.

These assets, plus the image of a city undergoing a metamorphosis, have generated a huge increase in tourist activity. On behalf of the City of Marseille, I would like to salute Jacques TRUAU for his commitment and all the work he has done to enhance Marseille’s visibility in the cruise sector. For the past fifteen years now, we have been working together to bring prosperity to the city. With the Cruise Club, the CCIMP, the Marseille Port Authority, ship owners and cruise operators, we must continue this work together and make the most of this period post-European Capital of Culture year, one that provided such a tremendous boost for the economy and for tourism in Marseille. However, we must not be content with these good results. We are even more motivated to develop together -and with energy- an industry that creates jobs in the city. The fact is that, with the projects to develop the waterfront along the J1 Quay, the city has room to improve its cultural and retail offer and become even more attractive for cruise passengers calling at Marseille!”

Jean-Claude Gaudin, Mayor of Marseille, Senate Vice-President

“I would like to congratulate Jean-François Suhas on his election as Chairman of the Marseille Provence Cruise Club. As a proponent of continuity, he will have to face many challenges in maintaining Marseille’s exceptional performance in the cruise market and act as the guarantor of the teamwork that has produced it to date.

I would also like to pay generous tribute to a true builder. For almost twenty years, he has pursued a sole objective: make Marseille the capital of Mediterranean cruising. For twenty years, he has poured in all his energy, given up his days, nights, weekends and holidays for the cause. He reminds me of Alberto Giacometti’s extraordinary sculpture “The Walking Man”. The man striding into the face of the storm. The man who is unstoppable. The man who keeps his feet firmly on the ground. The man who made the crazy idea of attracting a million cruise passengers to Marseille a reality. The man for whom the May 1968 Paris students’ slogan “Be realistic: ask the impossible!” could easily have been written. That man is Jacques Truau.”

Jacques Pfister, Chairman of the Marseille Provence CCI

Highlights of 2015



Inaugural Port Calls

<u>DATE</u>	<u>COMPANY</u>	<u>SHIP</u>	<u>No. of passengers</u>
15/05/2015	ANTHEM OF THE SEAS	ROYAL CARIBBEAN Int.	4180
18/05/2015	CARIBBEAN PRINCESS	PRINCESS CRUISES	3 100
26/05/2015	ALLURE OF THE SEAS *	ROYAL CARIBBEAN Int.*	5 402
02/07/2015	STAR BREEZE	WINDSTAR CRUISES	212
20/07/2015	EXPLORER OF THE SEAS	ROYAL CARIBBEAN Int.	3 114
12/09/2015	CELEBRITY SILHOUETTE	CELEBRITY CRUISES	2 886
21/09/2015	STAR LEGEND	WINDSTAR CRUISES	212
23/09/2015	DELPHIN	HANSA KREUZFAHRTEN	500
20/10/2015	LE LYRIAL	PONANT	200
05/11/2015	AIDA AURA	AIDA CRUISES	1 600
19/11/2015	AIDA STELLA	AIDA CRUISES**	2 600
15/12/2015	COSTA neoCLASSICA	COSTA CROISIERES	1 680



Marseille Provence Cruise Club Members and Partners

FOUNDER MEMBERS

Marseille Provence CCI
City of Marseille
Grand Port Maritime de Marseille (port authority)

PARTNERS

MPM
Marseille Provence Airport
Port of Marseille Baggage Handlers' Association
Marseille Provence Cruise Terminal
Marseille Ports and Golfe de Fos Boatmen's Cooperative Society
Marseille and Fos Ports Professional Pilots Union

PROFESSIONAL BODIES AND INSTITUTIONS

Bouches du Rhône Tourisme
PACA Regional Tourist Board
Pays d'Aubagne et de l'Etoile Urban Community
Arles Tourism Office
Cassis Tourism Office
Marseille Tourism and Conventions Office
Marseille-Fos and Greater Delta Ships' Agents' Association
National Association of Mediterranean Travel Agents
Union Maritime et Fluviale de Marseille-Fos (maritime and river transport professional body)
Union Pour les Entreprises des Bouches-du-Rhône (local employers' organization)

MEMBERS

Air France
Boluda France
Cambiaso et Risso France
Chantiers Navals de Marseille
Cofrapex
Cruise Services
Culture Espace / Carrières de Lumière
Fragonard
Galleries Lafayette
Hammerson Les Terrasses du Port
Accor
Hard Rock Café
Intercruises
MSC - Mediterranean Shipping Company
MuCEM
Nap Tourisme
Ponant
Société Marseillaise de Tourisme
Train Touristique Marseille 13
Voyages C. Mathez



Marseille – The New Mediterranean Destination

Since 2013, its European Capital of Culture year, the tourist sector in Marseille and Provence generally continues on a roll with yet another bumper year in 2014.

When the Cruise Club (comprising the Marseille Provence CCI, the Grand Port Maritime de Marseille and the City of Marseille as equal partners) was established, Marseille had fewer than 20,000 cruise passengers each year... and only one cruise company. In 2015, with more than 30 cruise operators calling at the port, Marseille has continued its growth to reach more than 1.3 million passengers a year! Marseille has become by far the largest port in France, while others have continued to lose ground.

In only a few years, we have reshaped the Vieux Port, refurbished our museums and added even more cultural venues and tourist attractions including the MuCEM, the new museum of European and Mediterranean civilizations that draws over two million visitors a year, the Regards de Provence Foundation (Provençal artists), the Borély Museum (decorative arts), the Museum of Contemporary Art and the new Marseille History Museum. Not forgetting the new 67,000-seat Velodrome Stadium! These are real engines for the economy that enhance our economic attractiveness, cultural visibility and our image.

We are applauded by tourists and partnering businesses alike. The results are there. The City of Marseille is continuing this drive, with a wide-ranging cultural program in 2014 and 2015. The cultural agenda will be complemented by major sports events including the 'Euro 2016' soccer tournament and the Capital of Sport year in 2017.

Marseille now has connections to worldwide destinations. More than 100 regular services to arrive at and leave from Marseille Provence Airport and its low cost MP² terminal), the TGV high-speed train links the city not only to the rest of France, but also to Spain, Germany, Switzerland, Italy and now the UK with the Eurostar. Furthermore, tourists are staying longer; the average stay has increased from 2 to more than 4 days thanks to its choice of renovated hotels offering almost 7000 rooms, including the new 5* InterContinental Marseille Hôtel-Dieu (192 rooms and suites).

A much-envied geographic location, more than 300 days of sunshine each year, the Mediterranean Sea, the Calanques National Park and a commitment to service shared by all cruise-sector stakeholders are what makes Marseille a success today.

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PORT OF MARSEILLE FOS

ZOOM

Port Adapting to the Mega Cruise Ships

Thanks to its berthing capacity -the largest among French ports-, Marseille passed the one million cruise passengers mark in 2013 and became the fifth largest cruise port in Europe in 2015.

The Port of Marseille has a purpose-built cruise dock with three terminals, the largest one being operated by a private consortium, Marseille Provence Cruise Terminal. Six very large-size cruise ships can be handled simultaneously.

To improve access to the dock for the largest cruise ships, the Port and its partners are working on widening the main entrance, a project costing €32 M. The first phase will be ready by the end of 2015, with completion scheduled for 2017.

Cruise ships may also dock at the Joliette Cruise Terminal (J4), close to both Marseille's downtown area and the MuCEM. This terminal is reserved for small and medium-sized luxury cruise ships.

Another, much rarer asset –and a deciding factor for cruise ship operators- is Marseille's No.10 dry dock, the largest dry dock in the Mediterranean. Thanks to its location close to the cruise terminals and its capacity to handle cruise ships of up to 330m in length, dry dock inspections and maintenance can be programmed with a minimum disruption to schedules.

Once the ongoing refurbishment work has been completed, the dry dock will be operated by a consortium of industrial and commercial partners comprising Chanter Naval Marseille, San Giorgio del Porto, Marietta and STYX France.

The Port of Marseille has 2 other dry docks operated by Chantiers Navals de Marseille which, along with the No.10 dry dock, provide cruise ship operators a comprehensive range of ship repair and maintenance facilities.

Marseille Provence Cruise Centre

Operated by MPCT

Léon Gouret Pier – 4 berths (A, B, C, D)

Maximum ship length: unlimited

Maximum draught: 13-14.50m

Parking for shuttles, buses, taxis

Services: market, cafeteria, tourist office,

ATM, mariners' club.

Cruise pax parking for 850 cars

Terminal 186

Pier H – 2 berths (2-3 & 186)

Maximum ship length: 250m

Maximum draught: 11-13m

Cruise pax parking

Joliette Terminal

1 berth

Maximum ship length: 200m

Maximum draught: 6.80m

No.10 dry dock: length 450m, width 85m

No.8 dry dock: length 320m, width 50m

No.9 dry dock: length 250m, width 37m

GRAND PORT MARITIME DE MARSEILLE

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The Cruise Industry – A Promising Sector for the Marseille Provence Economy

One hundred and fifty thousand passengers in 1999, 1.15 million 2013, 1.3 million in 2014; 1.5 million in 2015? In less than two decades, Marseille has become a member of the select club of million-passenger cruise ports. And in two years marked by impressive growth (33% in 2013, 10.4% in 2014), it has risen from ninth to fifth place in the European cruise ports table behind Barcelona, Civitavecchia, Venice and the Balearic Islands. In 2011, the cruise sector generated €110M for the local economy, created or guaranteed the maintaining of almost a thousand jobs (1215 pax = 1 FT-EJ) and helped to enhance both the image and visibility of the entire region. The cruise industry is one of the future powerhouses of the Marseille Provence economy.

Three successive studies carried out by the Marseille Provence Chamber of Commerce and Industry (CCIMP) over the past years have distilled these figures and have identified the direct beneficiaries as the maritime, tourism and retail sectors. The studies also show a large margin for improvement in developing and optimizing the cruise market and increasing its influence on the rest of the Marseille Provence region, for each passenger passing through Marseille is an ambassador for the region and a potential future tourist: 7 out of 10 passengers say they intend coming back to Marseille.

In promoting the Marseille-Provence region, a collective marketing strategy therefore needs to be employed, with new industries being structured with a view to improving passenger experience and service quality.

This process also presupposes that tools be adapted to the constant changes in the way the tourist offer is promoted in one of the sectors most heavily impacted by technological advances and societal transformations, a prime example being the use of social media. The CCIMP therefore is working to develop the cruise industry through the actions undertaken by the Marseille Provence Cruise Club, of which it is a founder member.

The CCIMP has increased the number of initiatives designed to consolidate market share, promote Marseille as a destination, encourage new tourist-oriented events, anticipate and adapt to new consumer trends and needs and, lastly, to boost business tourism and encourage the industries of the future. It also conducts an awareness campaign among tourist industry professionals to enhance customer experience through its “Esprit Client” program.

In addition, the CCIMP is working to improve the competitiveness of some 1500 businesses in the region by offering them support in the fields such as quality and environmental management, ICT training, customer experience, marketing and industrial tourism.

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Marseille Provence Cruise Terminal

In April 2009, the Marseille port authorities Grand Port Maritime de Marseille handed operational control of its cruise terminals to a consortium of ship owners comprising MSC Cruises, Costa Cruises and Louis Cruise Lines. The member companies are represented on site by the Marseille Provence Cruise Terminal Company (MPCT).

With its first-rate shore and port facilities, Marseille is becoming the cruise operators' preferred turnaround port for their French and North European clients.

Thanks to its purpose-built facilities, which include efficient terminals and a car park for over a thousand cars, the MPCT is able to cater for six cruise ships on turnaround simultaneously.

MPCT is constantly aiming to improve the service offered to its cruise company clients, in terms of both passenger and ship handling and safety and security at the terminals.

Strict operational guidelines have been put in place setting out the procedures to be followed by all persons involved in a ship's port call.

Security at the terminals is enforced in accordance with the International Ship and Port Facility Security (ISPS) Code.

The Grand Port Maritime de Marseille, Marseille Provence Cruise Club and MPCT work together closely in sharing expertise.

The traffic is there and is steadily increasing, with the MPCT forecasting 1.5 million passengers in 2015.

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