

Destination MEDCRUISE

QUARTERLY SEPTEMBER 2005

ISSUE 9

Via Cartagena



Roman city of festivals

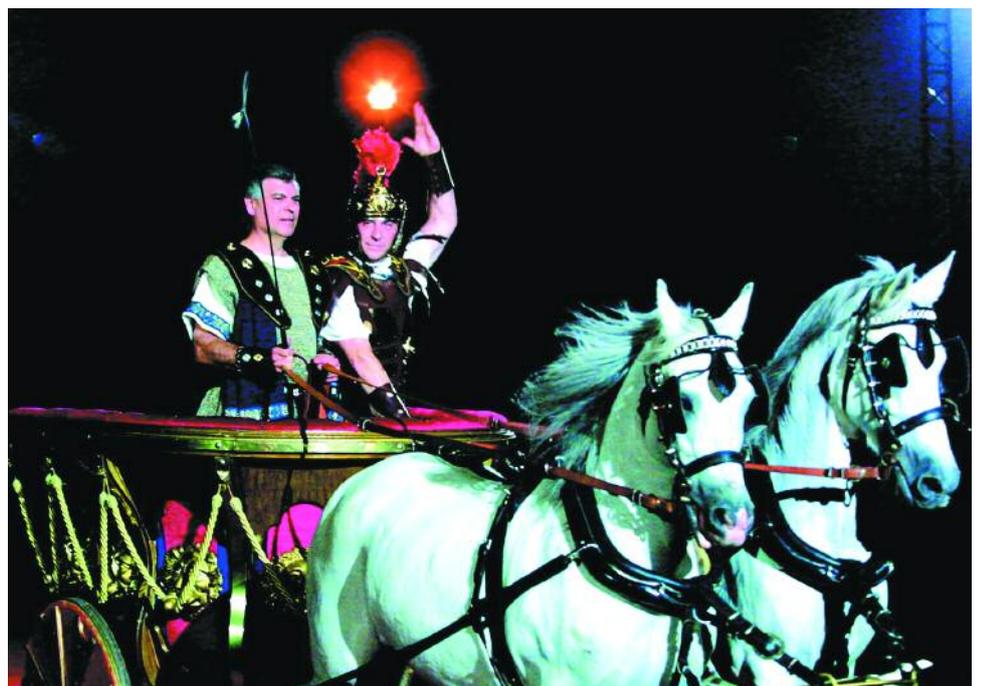
No matter what time of year you visit the city of Cartagena there will always be something different to keep you entertained. The unique Carthaginian and Roman Festivities in September are a recreation of the history of the city since its foundation by Asdrúbal around the year 227 BC to the conquest by Publio Cornelio Escipión in 209 BC. The varied programme of activities includes the public announcement of the troops and legions, Quart-Hadast's foundation, the declaration of war to the Romans, Anibal's departure to Italy, the Roman disembarkment in the city, the capture and surrender of the city, the wedding of Anibal and Himilce and the Roman circus. Two important aspects of the festivities are the troops and legions parades on the city's streets and their camp or festivity precinct, where everyone can taste the local food and dance the night away.

As well as the Roman festivities, there are holidays all through the year to keep everyone amused; the Cartagena carnival takes place in February and is one of the most important festivities of the year; there are parades, dances, costume and joke contests. Easter Holy Week is considered of National Tourist Interest and is organised by four different brotherhoods. The main characteristics of this holiday are illuminated thrones full of flowers and the strict order of the infantry regiment

marching to the sound of the music and drums. July is the month for music festivals with the International Mediterranean Music Festival (an International competition for advanced students) and the La Mar de Musicas Festival (an ethnic music festival). The old market town of La Union opens its doors for eleven days in August for the International Mine Song Festival, to show the world some of the best flamenco, and where the genre of miner's singing flamenco-style songs has become an art form for the last 44 years.

The International Naval and Sea Cinema Week in November sees a number of films and cultural events, based around the theme of the sea, with the presence of important personalities from the cinema world. Also in November is the International Jazz Festival.

In 2005 Cartagena received 34 cruise calls bringing in approximately 27,000 passengers, compared to last year when 27 ships called bringing in 18,401 passengers. Expectations for next year are that they will again receive over 30 calls during the year.



A recreation of history – part of the Carthaginian and Roman festivities in September



Via Barcelona

Year of Gastronomy



and gastronomic aspects of the much loved food.

Also in November is the Saffron Festival, which seeks to promote awareness of the uses and peculiarities of the condiment. A series of activities have been organised to suit young and old such as picking crocus flowers, handling and preparing the stigmas and sampling a variety of dishes.

428,621 cruise passengers passed through Barcelona between January and end June this year. This is a 27% increase over the 337,677 passengers recorded in the first half of 2004. Each month in 2005 has shown an increase over the corresponding month last year. Especially strong growth was registered in May, with 155,867 passengers compared to some 120,000 a year earlier, and in June, when 132,704 people used Barcelona, against 110,000 in 2004. During the first half of 2005, Terminals B and C have been brought into service to handle the growing traffic.

This year saw the beginning of the Year of Gastronomy, running from March 2005 – March 2006, promoting the cuisine of Barcelona and Catalonia both in Spain and abroad. The event includes a whole host of occasions; food markets, trade fairs, exhibitions, events at museums, cookery schools, film nights, music events, courses and workshops, lectures and tastings.

The city's top chefs have created the Barcelona menu, featuring the signature dishes of each participating restaurant. The menu can be identified by a red sticker, which lets the customer know that the restaurant serves this special menu.

The 1st Barcelona Chocolate Trade Fair is due to take place in November. Over one hundred exhibitors, manufacturers, distributors, retailers, confectioners, artisans and other sectors associated with chocolate will be taking part in the exhibition and will give the general public the opportunity to find out the historical, cultural, nutritional





Medieval maritime city

The City of Dubrovnik lies on the Southern part of the Adriatic coast. Due to its rich historic and cultural heritage, preserved landscape, many green islands and beautiful beaches, it has always provided an unforgettable experience to numerous tourists. Dubrovnik Port is a natural gate to the city as hundreds of thousands of visitors come to Dubrovnik by sea each year, either by cruise ships or by ferries. In the recent period tourism is showing a prominent increasing trend and Dubrovnik is finding ways to enhance its offer in order to turn Dubrovnik into one of the fancy destinations of Mediterranean.



Dubrovnik Port Authority is about to start carrying out the project 'Dubrovnik Port – Passenger Port Development'. Loan Agreement of a sum of €26.5m was signed between the European Bank for Reconstruction and Development and Dubrovnik Port Authority on 2 February 2005. These funds start the first phase of the project realisation. The project's was first presented to the public in 2002 as the Study of development

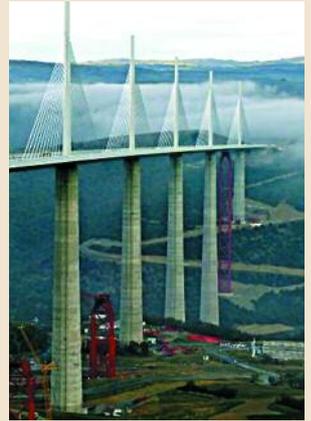


and modernisation of the Dubrovnik passenger port. The study was conducted by world renowned G.P. Wild International Company & Partners. Having considered the institutional, social and economy principles of business running in this area, the study rates the Development of the Dubrovnik port Project as very profitable and divides it in two phases. The first phase includes the reconstruction and redevelopment of an operative quay. This is an infrastructure foundation on which the second phase is to be built. Phase two of developing port superstructure is economically much more interesting because it includes the building of facilities intended for passengers of cruise ships in the Mediterranean, as well as for other tourists visiting Dubrovnik. This will include the capital structure of passenger terminal, hotels, congress halls, leisure and entertainment facilities, shopping centre and parking places. The value the project is estimated at €100m and Dubrovnik Port Authority is planning to launch the tender for the Developer during the first half of 2006. The investment model will be Build, Operate and Transfer (BOT).



Via Sète

The legend of Roquefort



relative humidity near to saturation point: ideal conditions for the development of the subtle and unequalled flavour of Roquefort.

Completed earlier this year

A stopover in Sète offers a wide range of options for exploring local history (Carcassonne, Pézenas, St. Guilhem le Désert) and culture (Montpellier), and for enjoying the authenticity of a Mediterranean town (the town centre and pedestrian streets close to the ship, local gastronomy, museums, beaches etc.)

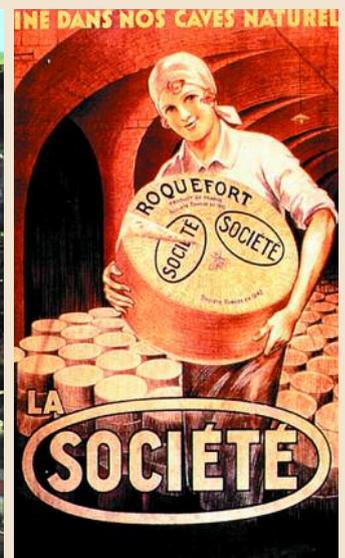
This year a new destination has been added to the list, one that combines both tradition and modernity. Tradition involving the discovery and tour of the Roquefort Caves, where France's world famous cheese is made and modernity in the shape of the Millau Viaduct, just a few miles away. A technical masterpiece opened in 2005. Both of these visits can be organised as a day excursion.

Long, long ago... A shepherd on the Causse saw a pretty young girl far off in the shadows. He decided to follow her, leaving his dog to guard the flock and putting his lunch – bread and curds of ewe's milk – in a little cave to keep it cool. A few days later, having been unable to catch up with the shepherdess, he finally returned, terribly hungry, to the cave. There he found the bread and curds covered in mould. Somewhat worried, he tried it... it was delicious! The miracle of Roquefort had taken place. Thus was born the fabulous legend of Roquefort.

The secret of the cheese's manufacture lies in the cellars built in the 17th century. Thanks to the fleurines that allow the air to circulate in the cellars, the company's master cheese makers are able to maintain the

the Millau Viaduct (pictured above right), designed by Norman Foster, is now the shortest and most economical route linking the North and South not only of France, but also of Europe. The bridge crosses the River Tarn, which runs through a spectacular gorge between two high plateaux. The operation of the viaduct relies on cutting edge technology. Information provided by the dozens of sensors positioned in the piers, the deck, the pylons and the stays is help to keep traffic flowing in complete safety in all weathers.

Sète has seen a 35% increase in cruise calls this year with 23 cruise liner stopovers compared to only 17 in 2004. In 2006, although the cruise programme has not yet been fully drawn up, Sète is hoping to achieve the milestone of 30 stopovers.



The village of Roquefort and right, a traditional advertisement for Roquefort cheese matured fresh from the caves



Via Sevastapol

A number of maiden calls during 2005



Maiden calls from; top left Athena, top right Sea Cloud and above Hanseatic

We are happy to invite our guests to Chersonesus, the most majestic archaeological site in the whole Black Sea region – and for many reasons. The first is the sheer size and significance of the place: a Greek trading city founded in the 5th century BC, then a Roman imperial port and military base, and later a rich Byzantine metropolis embellished with Christian basilicas and tiny street-corner churches, protected by a circuit of enormous walls, which are mostly still visible. Here in Chersonesus, Prince Volodymyr of Kyiv was baptised in 989 and we revere the city as the gate through which Christianity entered the East Slav lands. A few years ago to commemorate the 2000 anniversary of

Christianity St. Volodymir's Cathedral was reconstructed. Sevastopol boasts many museums and monuments depicted to military achievements.

One highlight is 'The Defense of Sevastopol in Crimean War 1854–1855'. Housed in the Sevastopol Panorama Museum, a late nineteenth-century building. Unveiled in 1905, the brilliant colour Panoramic diorama, which is 14m high and 115m in circumference, depicts one day of the defense during the Crimean War. This year we celebrated the one hundredth anniversary of the Museum.

Today Sevastopol is the base of two Fleets – Ukrainian and Russian. The Russian and Ukrainian navies collaborate jointly but operate independently in Sevastopol in the Black Sea region.

In 2004 we had 26 cruise calls and a number of new ship calls such as Adriana, Hanseatic, Prinsendam, Le Levant, Sea Cloud, Athena, Costa Marina, Prinsendam, Corinthian-2, Vistamar – the estimated number for 2005 is 28.

For 2006 we have 15 cruise calls confirmed and enquiries continue to come in.

Sergey Ilyin (pictured below) is the Marine Station Director of Sevastopol Port and he is in charge of cruise operations. Sergey is a former high rank officer in the Russian Navy.



In his military career he commanded big war ships and took part in a number of Navy Operations, now he is responsible for the safety of cruiseships in Sevastopol.

Via Gibraltar

A welcome addition for visitors



Rock and Fortress, a new visitor attraction, opened on Upper Rock in June this year. This attraction will consist of guided walking tours of sections of both the 18th Century and World War II tunnels. The site and the tours will be operated by Let's Go Ltd under licence from the Gibraltar Tourist Board.

As part of a programme of refurbishment of Gibraltar's defence system, the Government completed phase one of the renovation of these tunnels with funding supported from the EU. Whilst the works for phase two are in progress, it was decided to open the completed phase one section under licence until the whole project is finished and the operation of the site as a tourist attraction could be put out to tender.

Each tour takes approximately 50 minutes and is illustrated along the route with a series of photographs depicting different aspects of Gibraltar's World War II history.

Entry to the Rock and Fortress attraction is at Princess Caroline's Battery. The tour priced at £7.00 per person, is only available to visitors who have already purchased a ticket to enter the Upper Rock Nature Reserve.

"This is a welcome addition to Gibraltar's tourist product, not just for our first-time visitors but also for all those who return to the

Rock either for day visits on board cruiseships and coaches or for longer stays", said the Hon Joe Holliday, Minister for Trade, Employment and Communications. "We are continually looking for ways to enhance Gibraltar as a



Rosalie Wink and Elka Azzopardi (pictured left) have been employees of the Gibraltar Tourist Board (GTB) since 1997. They started off as GTB Information Officers and have successfully achieved a higher status within the company as Terminals



tourist destination by giving visitors a wider choice of things to do during their stay. In this particular case, Rock and Fortress will also be particularly attractive for local residents, who are interested in Gibraltar's recent history."

Supervisors. Their many years of hard work and excellent customer care skills have proved to be beneficial not only to both of them as individuals but more importantly to the tourists who visit Gibraltar.



Via Sochi

Warmest part of Russia

Sochi is situated in the middle of the Black Sea coastline of Caucasus and is the warmest part of Russia. There are many places of interest whether it is in the town itself or just a short journey from Sochi.

Located about a mile to the south of the town centre, the Dendrium Botanical Gardens extend to over 30 acres. It is a large subtropical park divided into two sections by Kyrortny Prospekt in the east of the city. The park contains more than a thousand species of trees brought from all four continents. Some of the more exotic types are a candy tree, a fig tree, an iron tree, a soapberry tree, a strawberry tree, a sakma and a Magnolia Bill. The upper park is laid out in a formal style and is centred around an Italianate villa. From the villa a series of avenues radiate, each flanked by a different type of tree, there are also classical pavilions and fountains. The lower park is reached by an underpass and is designed in English style with lakes, a stream and ducks and swans gliding by.

The Tree of Friendship (pictured right) is 1.5 miles from Sochi seaport and has become one of Sochi's unique landmarks. It

grows on the Experimental Farm for Subtropical and Thermophilic Plants. The Tree is very young and only a little over 12 feet tall. In autumn it is covered with fruit; yellow lemons, reddish oranges, large grapefruit and gigantic pompelmusses.

The Tree of Friendship has a curious history; in 1934 a horticulturalist named Foyodor Zorin planted a small wild lemon tree in a garden in the city. Sochi is the northernmost region where oranges, tangerines and lemons can grow on open ground but the citrus suffer from frost. There was a need to evolve local frost resistant varieties but it takes a long time to grow a new kind of citrus plant so Zorin decided to speed up the process by growing trees whose crowns consist of several varieties of citrus. Zorin grafted the tree with several international strains such as Japanese tangerine.



Alexandr Belkin, of Inflot, Sochi

Italian lemon, American grapefruit and another forty-two varieties in all. When Otto Schmidt, a Soviet Arctic explorer, visited the garden, he was impressed by the way the tree bore such a variety of fruit and decided to make a commemorative grafting. Thus the tradition began and over the years many international figures have grafted the tree, leaving the small oval aluminium labels bearing their names and dates formally attached to the tree. Today there are sixty trees in all.

In 2005 port of Sochi received 22 cruiseships and 10,400 passengers compared to 24 ships and 8,155 passengers in 2004. The port is currently undergoing a \$2.5 million refurbishment, which should be finished in the New Year.

Via Palamós

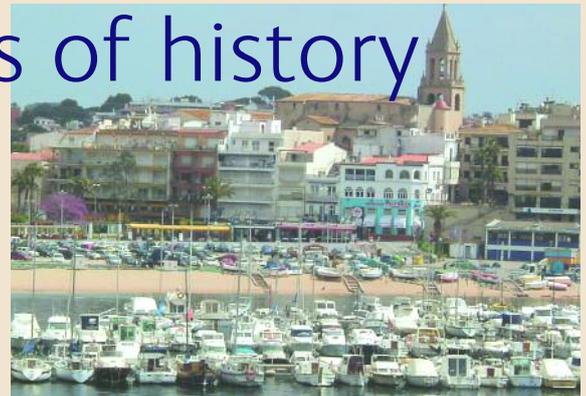
Over a thousand years of history

The Costa Brava is one of the prettiest places on the Western Mediterranean coast. Located in the north of the Iberian Peninsula, this region has beautiful landscapes, coves and villages, and also a number of important sites with remains from the past, including the homes of the first settlers in the Palaeolithic ruins at Ullastret, the Greek remains at Empuries and gems of medieval architecture, such as Pals and Peratallada.

One tour available from Palamós is a visit to the old city of Girona, the quarter inhabited by the Jews until the 15th Century. More than a thousand years of history watch over this small, harmonious city, which has managed to preserve the legacy of all the eras and sensitivities that have left their mark on the city: in an old

quarter that takes pride in each and every one of the stones that dress its medieval facades, the most notable attractions include the Jewry, an example of the Jewish quarter that is unique, the cathedral, a single example of Gothic architecture, its museum, with the Creation Tapestry and the Beatus Wall enclosing the old quarter, and the recently inaugurated Cinema Museum, the only one of its kind in Europe.

Palamós received seven cruise calls this year just one less than its eight ships which called in 2004, bringing 6,000 passengers. Expectations for 2006 are cruise calls from six cruiseships. This summer Palamós was visited by Seabourn Legend (pictured right).



Via Naples

Fast track to Naples



Shore excursions via train were offered at the Italian port of Naples this summer. Operated by Sea Train Tours, the first service Costiera Express uses a refurbished hundred year-old train which can carry 54 passengers, aimed at the luxury market. The refurbishment of all the trains follows careful attention to detail: such as curtains, lamps and small tables, offering an authentic atmosphere.

The coastal service runs from Naples port to Sorrento taking one hour and stops at Pompeii en-route where passengers can spend the day or re-join the train and combine the tour with

a visit to Sorrento. For vessels anchoring in Sorrento bay, the reverse journey is possible. Other archeological sites are also accessible using this train.

A second service, 'Naples Express' started in June using a three carriage train for 114 passengers offering the same excursions from Naples to Sorrento.



Via Venice

Popular Med destination



Venice has received an increase of over 10% in cruise calls from last year. 405 ships called last year bringing 677,617 passengers and this year 454 calls have been made, so far, bringing in 827,053 passengers.

During the first six months of the year, the port has already registered an increase of

24.6% of the overall cruise passengers versus the same period last year.

From March to the end of November 2006, Costa Crociere will offer a total of 230 cruises concentrated in the Mediterranean. Venice is one of 10 turn-round ports in Italy used by the line.

Costa Mediterranea and Costa Victoria will make 70 calls to Venice throughout 2006.

MedCruise Members

- Alanya
- Alicante
- Almeria
- Balearic Islands
- Barcelona
- Bari
- Cagliari
- Cartagena
- Catania
- Ceuta
- Cyprus ports
- Dubrovnik, Korcula
- French Riviera ports
- Genoa
- Gibraltar
- Israeli ports
- La Spezia
- Livorno
- Malaga
- Messina
- Monaco
- Naples
- Palamos
- Palermo
- Piraeus
- Portoferraio
- Portuguese ports
- Sete
- Sevastapol
- Sibenik
- Sochi
- Split
- Tarragona
- Toulon, St Tropez
- Trieste
- Tunis
- Valencia
- Valletta
- Venice
- Volos
- Zadar

Contacts

MedCruise

Carla Salvadó
 Secretary General
 Portal de la Pau, 6
 08039 Barcelona, Spain
 Tel: +34 93 3068800
 Fax: +34 93 3068817
 secretariat@medcruise.com
 presidency@medcruise.com



THE ASSOCIATION OF MEDITERRANEAN CRUISE PORTS

Destination MedCruise

Editor: Mary Bond
 Seatrade Communications Ltd
 Tel: +44 1206 545121
 Fax: +44 1206 545190
 mary@seatrade-global.com

Production Editor:
 Fiona Hockey



Published by Seatrade Communications Ltd