

MEDCRUISE NEWS

BRINGING THE MED TOGETHER



MedCruise members turn students for four days

Over 50 port managers representing 35 MedCruise ports and four ship agencies, became 'students' for four days while on a ferry at-sea with 12 industry leaders as their 'instructors' during MedCruise's second edition of its professional development course 'Ports and Passenger Shipping'.

The course, accredited and organised with the Escola Europea de Short Sea Shipping (EESSS), took place on a round trip sailing between Civitavecchia and Barcelona on board Grimaldi Line's Cruise Roma from January 23rd to January 26th.

MedCruise offers this course to its members' staff as part of its mission to encourage the application of best management practices at its members' ports, to support the growth of the cruise industry in the Mediterranean and its adjoining seas, and to promote the development and success of its cruise port members.

Instructors included Giora Israel, vp at Carnival Corporation; Bruce Krumrine, vp at Princess Cruises (pictured third from right); Luis Ajamil, president at cruise port architects and developers Bermello Ajamil & Partners; and George Michaelides, cruise consultant, retired from Cyprus-based Louis Cruises.

New instructors added included Michael Crye, evp of Cruise Line International Association; Carles Domingo, general manager of Barcelona terminal operators

Creuers del Port; Han van Midden, manager at the Rotterdam-based consultancy Policy Research Corporation; and Fivos Andritsos of the European Commission maritime security staff.

The most important outcome of the course were the overall understanding the students' gained of how the cruise industry works from the perspective of the cruise lines and the working relationships developed between port managers and cruise industry leaders.

'Not only was it educational for the ports,' said CLIA's Michael Crye, 'but working with so many port staff was educational for me and for the other instructors. As an instructor, I got a lot out of it.'

The second edition saw a 50% increase in students, ranging from port authority presidents to cruise and marketing managers, and for 75% of the students, this was the first opportunity to take part in such a course.

'I think it was something incredible because now we know so much about the cruise industry having worked with professionals like Bruce, Michael and Giora,' said Nelly Tkachuk, marketing manager at the port of Odessa, Ukraine.

The case studies and all the presentations were very good, focusing a lot of important information, discussing it between everyone, and getting different points of view and solutions for the future,' said Bruno Freitas, president of the Ports of Madeira.

'Working with so many port staff was educational for me. As an instructor, I got a lot out of it.'

March 2010 | Issue 27

IN THIS ISSUE

Association News/People 1-3

REPORT FROM MEDCRUISE TRAINING SEMINAR	1
ALL IN DAY'S WORK	2
GIBRALTAR, RAVENNA & ODESSA	
PRESIDENT'S VIEW	3
REPORT FROM ENERGY FOR GREEN PORTS FORUM	3

Port facilities & Infrastructure 4-8

VALLETTA	4
ZADAR	4
DUBROVNIK	4
VENICE	5
PALERMO	5
TRIESTE	5
NAPLES	6
PALMA DE MALLORCA	6
GENOA	6
MALAGA	7
LEMESOS	7
TARRAGONA	7
VOLOS	7
KOPER	7
VALENCIA	7
MADEIRA PORTS	8
AZORES	8
LISBON	8

Destinations 9-13

LA SPEZIA	9
MESSINA	9
CARTAGENA	10
CEUTA	10
FRENCH RIVIERA PORTS	11
TOULON-VAR-PROVENCE	11
MOTRIL	12
PALAMOS	12
ALMERIA	13
BARCELONA	13

Itineraries / deployment 14-16

NORWEGIAN EPIC COMING TO MED IN 2011	14
P&O CRUISES' FLEET ALL IN THE MED	14
HAL TO DEPLOY 6 SHIPS IN EUROPE IN 2011	14
2010 NEW DELIVERIES	15
AIDARU	15
US TRAVEL AGENTS SAY MED IS HOT	15
CARNIVAL AND DISNEY RETURNING	16
LOUIS CRUISES	16



MEDCRUISE

THE ASSOCIATION
OF MEDITERRANEAN
CRUISE PORTS

WWW.MEDCRUISE.COM

All in a day's work

Gibraltar's Albert Poggio



Albert Poggio OBE, UK representative for the Gibraltar Government and Gibraltar Port Authority has been indirectly involved in the cruise industry through promoting Gibraltar for over 18 years. He has more recently been involved as a founding director of MedCruise.

Sharing his thoughts on what he likes about his job, Poggio says: 'The ability to create a fraternity around the Mediterranean and to pool knowledge and experience with other destinations that we have been able to visit and get to know.'

The hardest challenge is the increasing regulations that need to become industry-standard across all ports and expressing the importance of heightened security, Poggio believes.

Gibraltar anticipates welcoming 300,000 passengers from approximately 250 cruise calls this year including P&O Cruises' Azura on her maiden voyage in April, Celebrity Cruises' newbuild Celebrity Eclipse in July and on November 23, Cunard's new liner Queen Elizabeth will stop at the Rock, 'an occasion we are likely to make a major event,' notes Poggio.

Dolphin safaris in the Bay of Gibraltar are probably the favourite tour selected by cruise passengers. However, in numerical terms, the Round the Rock tour which features visits to the Upper Rock, the Apes and Saint Michael's Cave is still the most popular excursion.

Ravenna's Mariliana Moschona

'Interacting at various levels with people of different backgrounds and cultures in different languages and locations is such an enriching experience,' says Mariliana Moschona, marketing manager of the Port of Ravenna Authority.

According to Moschona, who has been working in the cruise market for seven years, always in the public sector, cutting through red tape is the hardest challenge of her job.

Ravenna is expecting 21 calls and around 13,000 passengers in 2010. Newcomers include Holland America Lines' Nieuw Amsterdam on her maiden voyage, Yachts of Seabourn's Seabourn Odyssey and Hapag Lloyd's Columbus.



Ravenna Port Authority recently assigned the management of the new cruise facilities located at Porto Corsini to Ravenna

Terminal Passeggeri, a consortium of private companies including Royal Caribbean Cruises, Venezia Terminal Passeggeri, Aeroporto Guglielmo Marconi di Bologna and port agent Bassani.

Situated on the right hand side of the breakwater entrance, the new facilities, due to open this summer, will be able to host ships up to 350mtr in length and 10.5mtr draught.

Calling at the Adriatic port provides access to two capitals; Ravenna and San Marino plus another four designated UNESCO World Heritage sites; Ferrara, Modena, Urbino and Florence (by train).

Odessa's Nikolay Makovetskiy

Nikolay Makovetskiy Illyich, head of Odessa Port Passenger Terminal

has been working at the Odessa port for 11 years. He enjoys his job immensely and says, 'it's nice to see the happy faces of the cruise passengers as they arrive in the city and its even more pleasant to watch their satisfied faces after a visit to Odessa having seen its famous sights and architecture and experienced the Odessa spirit.'

Makovetskiy's vision for Odessa in five years time is to attract more cruise calls and to see five ships calling at

the passenger berths every day! 'My dream is to welcome four million passengers a year,' he remarks.



For 2010, Odessa has 162 cruise calls booked so far which is an increase of 44 compared to last year. Ocean-going ships account for 71 of the bookings whilst river cruise ships number 91, 13 more than in 2009.

125,000 passengers are anticipated this year. New facilities will come on stream in 2010 including the reconstruction of No. 16

berth making the total length of berths 15 and 16 400.6mtr.

President's View - hoping for continued growth

We feel fortunate in the Mediterranean and in our adjoining seas that, all in all, despite the global recession, cruise traffic numbers have remained steady through 2009.

MedCruise ports saw significant annual growth in cruise passenger traffic in 2008, continuing the Mediterranean's trend of over 10% average annual growth over the last decade. In 2009, some regions and some ports saw these same double-digit growth rates continue, but other ports and regions experienced a decline. So in total, compared to 2008, 2009 passenger traffic numbers remained level.

MedCruise ports are hopeful for continued growth for two main reasons: the continuing expansion of a still growing European source market – a market that chooses time and time again the Mediterranean regions as its primary destination, and the ship owners' commitment in increasing capacity to meet this growing local market demand.

We are thankful to the cruise lines for expanding the Med's capacity, first by increasing the number of lower berths on the global market by introducing 12 new ships (and many very large ships) to the world's fleet in 2010 alone, and second by expanding the number of ships in our seas during the milder months of November

through March.

The growth in lower berth capacity in 2010 and the cruise lines' adeptness in filling those berths means that the Cruise Line International Association (CLIA) forecasts a global growth rate of 6.4% more cruise passengers during this year. This is a figure MedCruise ports hope to meet and exceed. And, to the delight of experienced cruisers, several ships are now cruising Mediterranean waters year-round, when temperatures are mild and when they can visit our historic and cultural monuments in a more exclusive setting, with fewer other visitors.

MedCruise port figures show that since 2007, high passenger volumes indicate November is now a "high season" month for much of the Mediterranean. This bodes well for the months of December through February as traffic figures for these months continue to grow at our ports.

Expanding our high season to include winter months will make room for more growth in our seas. Meanwhile, MedCruise continues to offer workshops and forums where our ports and the cruise lines join efforts to expand our ability to meet the demand during the months with most traffic.

Managing congestion at MedCruise marquee ports means that, for the long run, MedCruise and its cruise line sister associations, such as CLIA and the European Cruise Council, must continue to advocate for the financing of expanded cruise port infrastructure. And in the near term, MedCruise commits to assisting the industry in managing congestion and improving the levels of service at its member ports by two initiatives it hopes to unveil in 2010: a unified Mediterranean berth reservation process, and a handbook on cruise port benchmarks and best practices for services and facilities for its member ports. You'll definitely be hearing more from us on these initiatives in the coming months.'

MedCruise President
Giovanni Spadoni



Innovations unveiled at 'Green Ports' Forum

Venezia Terminal Passeggeri S.p.A.'s (VTP) events division held the first 'Energy for Green Ports' forum with the support of MedCruise and several organisations, in Venice, on February 4th and 5th.

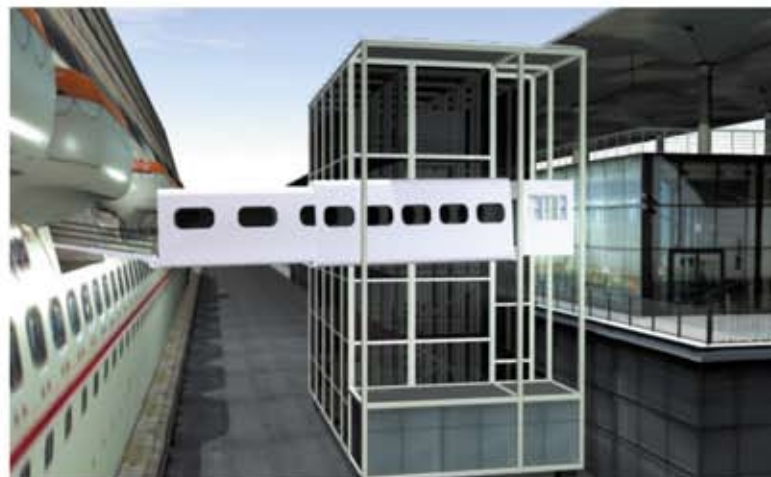
The forum brought together an international group of experts to present on the latest on renewable energy technology applicable to ports. UK Ambassador to

Italy, Edward Chaplin, CMG, OBE, delivered the keynote speech in which he described the fast pace of innovation and increasing feasibility and use of alternative energy sources at ports.

VTP Engineering (VTP's industrial division) made public two key innovations: their own designed mobile passenger tower boarding system (see below), and a shore-side electricity generation plant for cruise ships based on bio-fuel engines made by Rolls-Royce that can be used in any cruise port.

In cooperation with Enalg, the Venice Port Authority is developing a cogeneration plant to be located in the Venice lagoon that will

produce algal bio-fuel to generate electricity that could be provided to two cruise ships at berth while their engines are shut, and for the port and residents of central Venice. The carbon dioxide produced by the cogeneration plant will be reused to manufacture the algal fuels onsite.



Dubrovnik: second phase of expansion starts soon

Dubrovnik Port Authority is currently undergoing a major reconstruction and expansion of its cruise and passenger facilities. Last December saw the completion of development works creating 810mtr of new quay line, including a new 300mtr long cruise berth, at Gruz port. In total, ten berths are available for passenger traffic.



A second phase, starting this year and planned for completion in 2012, will add a new passenger terminal, multipurpose congress and trade centre, leisure and entertainment facilities.

In 2010, around 640 cruise ships and 920,000 passengers are expected to call at Dubrovnik. The most popular excursion will undoubtedly be the Old Walled City Panorama and Sightseeing tour providing the finest sights of the city as well as the opportunity to view it from above at an elevated panoramic spot.

Tourists can visit the Franciscan Monastery with Europe's oldest pharmacy and the Rector's Palace which once used to be the seat of the government in the Dubrovnik Republic. The walk leads through the streets of the Old Town, where tourists can see other splendid buildings such as Onofrio's Fountain, St Blaise's Church and Sponza Palace.



Homeporting on the rise at Valletta

Healthy increase in Valletta's cruise business

Valletta, Malta is expecting a healthy increase in cruise traffic this year compared to 2009. A number of maiden calls are included in the visitor list including Disney Magic, MSC Fantasia, Sea Cloud Hussar, Silver Spirit and Saga Pearl II.

VISET Malta, the private cruise terminal operator Transport Malta work together to facilitate the handling of cruise vessels and passengers in Valletta.

Last year VISET Malta extended its quays whilst Transport Malta inaugurated a 383mtr long terminal at Boiler Wharf across the harbour from VISET's terminals. Total

length of quay available is 1,762mtr.

German brand TUI Cruises has selected Valletta as the Mediterranean homeport for Mein Schiff in summer 2011. The season of seven-day cruises stretches from May to November. On its butterfly schedule, Mein Schiff will call at the Eastern Mediterranean ports of Piraeus, Kusadasi, Mykonos and Catania, and the Western Mediterranean ports of Civitavecchia, Livorno, Monte Carlo and Ajaccio.

Valletta's Grand Harbour is a gateway to Malta's rich historical and cultural experience and home to the oldest temples in the world, UNESCO heritage sites and a vibrant Mediterranean lifestyle.

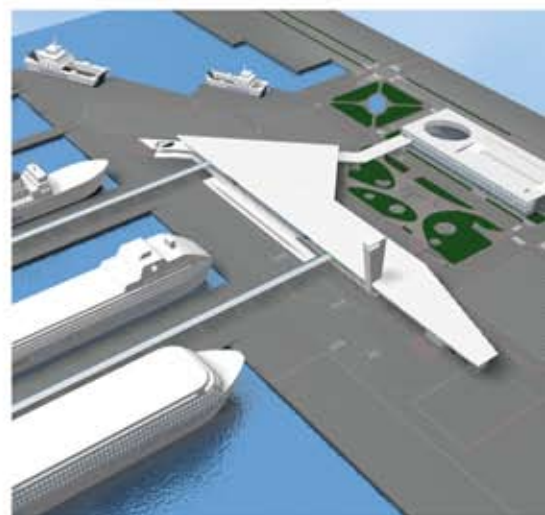
Valletta is a central gateway in the Mediterranean with living history

Zadar's new complex underway

Zadar will host Voyages to Antiquity's Aegean Odyssey this year. The start-up line inaugurated by cruise industry veteran Gerry Herrod will be one of 97 cruise ship calls bringing around 18,000 passengers to the Croatian port this summer.

Small ships Artemis and Athena will also call in Zadar where the Port Authority has started work on building a new cruise and ferry terminal in Gazenica, 3.5km south of the existing passenger terminal.

The first phase involving reclamation of



20.5 hectares of land and construction of a new breakwater should be completed this May. By August 2012, 12 new berths will be operational at the new port complex, followed by a terminal, scheduled to be opened one year later.



Venice keeping passengers on the move

By the time you are reading this the new people mover, a land funicular connecting Venice's passenger port and Tronchetto island to Piazzale Roma, the point at which land traffic enters the city, will be operational. Due to open in February 2010 this monumental work will completely change a side of the city and town access.

Venice Terminal Passeggeri is expecting another year of growth in 2010 with 621 calls and 1.65m passengers projected. This represents an increase of 14% and 16% respectively compared to 2009.

VTP's next expansion project is the conversion of building 109/110 into a cruise terminal

New passenger facility, Isonzo Terminal, comprises a two storey building covering 4,450sq mtr. Arrivals are handled on the ground floor and a departure area is located on the first floor. Embarkation is via a passenger boarding bridge and there is a viewing balcony running parallel to the quay. Construction of the second phase has already begun and is expected to be finished in 2011. When completed the new port facility will be able to accommodate two large ships simultaneously.

VTP's next expansion project is the conversion of building 109/110 into a cruise terminal and the bidding process went out at the beginning of this year.

Palermo to invest €24.8m on renovation

A €24.8m investment to renovate Palermo's cruise terminal is due to start this June. Designed by Italian architect Italo Rota the interior of the terminal will be refurbished and upgraded to create a modern departure lounge providing restaurants and cafes, a shopping centre, ticket offices, security equipment and all the necessary services for passengers and cruise operators.



New moveable passenger boarding bridges will be added equipped with security check points. The building is within walking distance of the old town. The new facilities should be ready in time for the 2012 season.

In 2010, 171 ships and 444,000 passengers are expected at Palermo including maiden calls by CDF's Bleu de France and Island Cruises' Island Escape

Trieste starts Hangar 42 restoration

Trieste is undergoing a major redevelopment of its passenger facilities which has already seen an upgrade of the Maritime Station at Molo IV. Next stage is the restoration of Hangar 42, located at Molo Bersaglieri which is situated a short distance from Piazza Unità, in the heart of the city centre.

Currently not in use, Hangar 42 dates back to the early 1900's and following restoration will be used as a reception area

Trieste - undergoing major redevelopment



and embarkation/disembarkation zone for the existing terminal. The €10m refurbishment has received approval and the work is expected to be completed by 2011. The renovation plans also call for a 150mtr long extension of the north and south piers of Molo Bersaglieri to accommodate ships up to 360mtr. The first stage, costing around €7m, is projected to be finished in 2012 with the final south shore phase due to be completed by 2014.

Trieste itself offers 19th century palaces, the Castle and Cathedral of San Giusto and Miramare Castle whilst the most popular shore excursion outside of the city is a bus trip to Venice or the white wine region of Collio. A bicycle tour of the vineyards stopping off at various cellars for tasting is a lovely way to spend the afternoon.

Being close to the border it is also possible to visit Lipica in Slovenia, famous for the Lippizzaner horses. Guests can ride the horses and watch the equestrian show in the afternoon before returning to the ship.



Mallorca expands with new terminal facilities

Over 1.5m passengers will visit Palma this year on 530 calls consolidating its position as a leading base port in the Mediterranean. The Port Authority of the Balearic Islands which manages five main ports in the archipelago – Palma and Alcudia in Mallorca, Mahon in Menorca, and Ibiza and La Savina in Formentera is expecting a further 150,000

passengers and 125 calls in Mahon and 115,000 passengers and 100 calls in Ibiza.

In 2011, Royal Caribbean International will base Grandeur of the Seas in Palma

In 2011, Royal Caribbean International will base Grandeur of the Seas in Palma starting in May.

starting in May. Dedicated to UK and Ireland markets, the Palma itineraries, a first for the brand, will include two seven-night routes to destinations in Spain, Italy and France, with departures on Sundays.

In the coming months the expansion of Muelles de Poniente will continue which will result in Palma being able to offer facilities for five mega ships calling at the terminal

simultaneously. A new berth for medium size ships and new passenger terminal will be ready this summer for ships calling at Alcudia.

Naples expecting one million passengers

Naples is expecting to hit the one million passenger mark this year and 600 calls. Among them 11 maiden visitors including new ships entering service in 2010: Costa Deliziosa, MSC Magnifica, Seabourn Sojourn and Le Boreal.

Also calling at the southern Italian port this year for the first time are Royal Caribbean International's Independence of the Seas and Vision of the Seas, Holland America Line's Eurodam and Yachts of Seabourn's latest luxury vessel Seabourn Odyssey.

Grand Holiday, operated by Iberocruceros, Mano Maritime's Golden Iris and Louis Cruises' newest addition, Louis Majesty, complete this year's maiden call roster. 1992-built Louis Majesty is the former Norwegian Majesty acquired from Star Cruises last July.

This year the port is investing in new security equipment, including closed circuit tv, and two new generation mobile gangways. The President of the Port Authority of Naples, Luciano Dassatti, has stated 2010 will be a crucial year for the Port of Naples: 'We must maintain our position and aim towards further development.' Infrastructure plans that will take priority in the next three years include dredging works to improve accessibility into the port and berths, upgrading of railway links and the waterfront.



Genoa terminals continue to expand

A new mobile gangway at Ponte dei Mille and enhanced scanning/security equipment at Ponte Andrea Doria are planned by Stazioni Marittime SpA this year. At the latter cruise terminal the check-in area is being enlarged and will create a new luggage hall. A new escalator will connect the east and west berths. Partial undercover parking will also be available as part of ongoing investment



to improve passenger handling facilities at the Italian port.

In total, 780,000 passengers are expected to call in Genoa in 2010 including 523,000 handled on turnarounds and 257,000 in transit. This represents a 16% increase compared to last year. Two ships will make maiden calls this season: Celebrity Cruises' 90,000gt Celebrity Constellation and Pacific Venus, owned by Japan Cruise Line with 532 lower berths. MSC has confirmed Genoa as a homeport too.

News in brief



Malaga surpasses expectations

Malaga is expecting 630,000 passengers in 2010 on 322 cruise ships.

Currently the second stage of the Eastern Passenger Terminal is under construction which will enlarge its capacity and allow for better use of the terminal comprising an area of over 15,000sq mtr.

Port of Malaga ended 2009 with better than expected cruise results as homeporting traffic rose drawn by the port's expanded facilities.

302 calls, up 34 from the year before and 488,108 passengers resulted in a 38% increase in head count. 81,244 passengers embarked or disembarked in the Port of Malaga last year, representing 17% of the total number of passengers compared to only 8% a year before.

Homeporting is set to rise in 2010 as Royal Caribbean International (Adventure

of the Seas), Pullmantur (Empress and Pacific Dream) and Iberocruceros (Grand Voyager and Grand Mistral) conduct a total of 65 turnarounds whilst MSC and

Costa, amongst others, are offering partial turnarounds as they have already been doing in previous years.

Susana Gutiérrez, managing director of Cruceros Malaga, operators of the Eastern Passenger Terminal in the Port of Malaga, says the biggest challenge of her job 'is to customize operations according to individual ship's requirements, especially when handling several ships simultaneously through the same terminal.'

Gutiérrez who spent three years as cruise manager working for MalagaPort and two years in her present position says the thing she likes best about her job, 'is being part of an impressive stage where everyone has an important role to play to finally meet our common guests' dreams.'

Homeporting traffic rose drawn by the port's expanded facilities

Port of Tarragona is investing €240,000 on a terminal at the Levante Breakwater berth. The new facility which will change the port's skyline should be ready for the upcoming 2010 season. Free of charge for users, it is the first time Port of Tarragona will offer the cruise sector a dedicated terminal for passengers.



Port of Volos reports construction of a new 6,000sq mtr central passenger terminal is completed and will be used in 2010. The pier has also been extended by 50mtr and the water depth alongside is now 11mtr. In 2009 Volos welcomed 43 cruise ships and 38,592 passengers.

On-going dredging of the basin and a new dedicated cruise pier will be completed this year at **Koper** where Norwegian Cruise Lines, Princess Cruises and Costa Cruises are all sending new ships in 2010. According to Bojan Babic, passenger terminal project manager the Slovenian port is anticipating a 15% increase in cruise activity in 2010 with around 60 calls and 40,000 passengers booked so far.

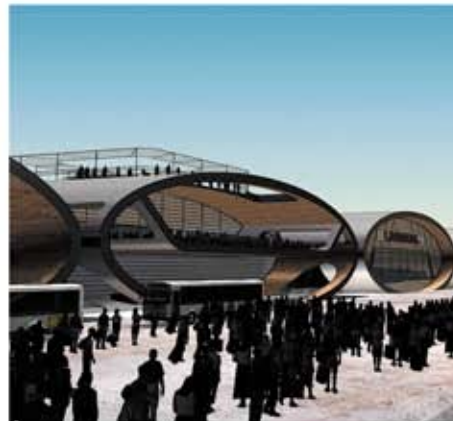
172 calls and 230,000 passengers are expected by **Valencia port** (below) in 2010 which represents a 23-24% increase in traffic compared to last year, reports Cristina Rodriguez, responsible for cruise at Valenciaport.

The Spanish port has been active in the cruise market since 1996 and has experienced continuous year on year growth in this sector.

Lemesos on track for 2012 opening

A new passenger terminal covering a total of 7,000 sq mtr, partly funded by the EU and fully compatible with criteria set by the Schengen convention, as well as EU safety and security requirements, is expected to be completed in Lemesos in 2012.

Cyprus Ports Authority collectively handled 322,000 cruise passengers last year at the two main ports of Lemesos and Larnaka. 286 calls and 299,000 passengers were recorded at Lemesos and 34 ships and 23,000 passengers visited Larnaka.



Passenger numbers and cruise calls are expected to be similar in 2010, reports Cyprus Ports Authority.

Cyprus offers an array of itineraries as well as a great number of sights such as the, Neolithic settlements, Aphrodite's birthplace, Hellenistic tombs, Roman mosaics, Orthodox monasteries, Byzantine architecture, and a Crusader's castle.





Funchal terminal to open soon

One of MedCruise's newest members Madeira Ports (comprising Funchal and Porto Santo) is set to not only break the half a million passenger barrier in 2010 but go some way beyond with 337 calls expected to bring 530,222 passengers to Funchal, the capital of Madeira.

In total, 18 ships will make maiden calls at the island of Madeira in 2010 where a new cruise terminal is due to open very soon. The €12.8m investment jointly funded by the port authorities and EU will be capable of handling 1,000 passengers in transit per hour. The 6,000sq mtr terminal will feature a long quay able to berth two ships of 300mtr in length. The city centre is just 10 minutes walk away, where the market and museum focussing on Madeira's history and culture are popular tourist attractions. A visit to Monte Palace Tropical Gardens via cable car is also on the top list of attractions and a traditional toboggan ride back down into the city is a fun and exciting experience.

Madeira Ports' ambition is to position Funchal in the top ten European cruise ports, regarding service, safety and security as well as comfort for passengers visiting by cruise ship.

Port of Porto Santo, also part of Madeira Ports Authority, offers nine kilometres of golden, inviting sands, a natural setting and peace and quiet.

Azores' Gateways of the Sea receives tourism award

Gateways of the Sea, the Ponta Delgada cruise terminal and tourist complex, has been chosen as the best new public project by Turismo de Portugal, the Portuguese public authority for tourism. This competition aims at awarding innovation in the tourism sector.

This is not the first award secured by Ponta Delgada. In 2008 it was a shortlisted finalist for Cruise Port of the Year in the

Gateways of the Sea, chosen as the best new public project by Turismo de Portugal

Seatrade Insider Cruise Awards presented in Venice.

Ponta Delgada was selected for these accolades due to the project's technical specifications, the architecture and integration of the surrounding city, its cleanliness and the facilities offered to passengers in terms of mobility, comfort and safety.

50 cruise ships will call at Ponta Delgada in 2010, 16% more than in 2009 bringing 46,000 passengers. Ships range from Star Clipper up to Independence of the Seas.



Carlos Adalberto Bernardo Silva (left) receives Turismo de Portugal award

Lisbon's new facilities shaping up

Lisbon Port Authority is developing a new cruise quay at Santa Apolonia in the heart of the city that will be finished next year. A new cruise terminal will be built to serve the new quay and that is planned for completion in 2013. This new infrastructure will improve the way passengers and cruise ships are welcomed in future at Portugal's capital city.

An 11% increase in passengers to around 460,000 are expected to visit Lisbon this year on 323 calls. Special welcome



ceremonies are being prepared for no less than 23 new visitors including luxury expedition ship Prince Albert II, new sailing yacht Le Boreal, new masted sailing ship Sea Cloud Hussar and five new Carnival Corp deliveries: AIDAblu, Azura, Costa Deliziosa, Nieuw Amsterdam and Queen Elizabeth, Cunard Lines' newest liner delivering in November.

Palma, via La Spezia



great painters and architects such as Antelami and Correggio. Places of interest include the Cathedral, the Baptistery, the Regio Theatre, the National Gallery and the Paganini Auditorium.

Parma is also famous for its gastronomy. Parmesan cheese, Parma ham (Prosciutto di Parma) and culatello are all produced here and are used extensively around the world for culinary pleasures. The excursions to Parma include visits to the parmesan and ham factories.

Around 38,500 passengers are expected to call in La Spezia in 2010 representing a 37% increase in traffic.

Amongst visiting ships is Disney Cruise Lines' Disney Magic, returning to the Med for another season.

La Spezia Port Authority is planning a new waterfront project including a cruise terminal

Tasting the gastronomic delights and elegance of Parma

From La Spezia cruise passengers can easily reach and visit the well known attractions of Florence, Pisa, Lucca, Portofino and Genoa.

But they can also discover the town of

Parma which is located one and a half hours by bus from the port. Parma is an elegant city with its centre rich in art, parks and treasures from different ages. Parma has been shaped along the centuries by

Straight into the heart of Messina

number of cruise passengers and ships visiting in 2010 with no less than 19 ships calling for the first time. Princess Cruises' Grand Princess, Celebrity Cruises' Celebrity

Must-see attractions include historic city centre of Messina within a few minutes walk

Equinox and Cunard Line's Queen Victoria will all make maiden stops this summer as will the recently delivered MSC Magnifica and Costa Deliziosa. It's not just a port for big vessels either; smaller ships such as Kristina Cruises' 250 passenger Kristina Regina, Arcalia Shipping's 600 passenger Princess Danae and Oceania Cruises' 650 passenger Nautica, have also decided to add Messina to their roster of port visits this year.

Any size cruise ship can be accommodated in Messina harbour located close to the city centre where a new deep water quay of 450mtr in length and offering 20,000 sq mtr surface area alongside is now ready to receive vessels.

Must-see attractions include the historic city centre of Messina within a few minutes walk of the port, Mount Etna, Taormina and the Eolian islands.

The Sicilian port is expecting to double the





Easy access to Lorca from Cartagena

Stepping back in time in the Baroque city of Lorca

New tourist attractions and excursions on offer to the 100,000 plus cruise passengers calling at Cartagena this year include a visit to nearby Lorca, known as the Baroque City. Take a visit back to the Middle Ages through the door that the Lorca Workshop

of Time opens up. In the Craftsmen's Quarter of the city, there is a chance to learn the oldest techniques of gold and silversmithing and to work directly with the materials.

During the castle tour characters from the past, such as a stonemason or the

alchemist, guide visitors through the exhibition reliving Medieval times.

Back closer to the port area, Consegway, a company established in Cartagena, offers segway tours (pictured) of the city of half an hour up to three hours duration, starting on the promenade just a few minutes from the quayside. Sights and stops include the Roman Theatre and Museum, Punic Wall, the ARQUA National Museum of Underwater Archaeology, military fort and Castle of the Conception amongst numerous places of interest all interspersed through the city centre.



Ceuta offers a gateway to the Magreb

Port of Ceuta, a duty free shopping location on the North African coast, promotes itself as the most efficient bridge to visit the neighbouring Magreb towns in Morocco that lie a few kilometres away. Coach tours to Morocco, accompanied by expert guides, are a very popular shore excursion for cruise passengers calling at this Spanish city port.

In 2010, 25 ships and 18,000 passengers

will visit Ceuta's cruise terminal with capacity ranging from 1,500 to 2,000 passengers a day and alongside berth,

Neighbouring Magreb towns in Morocco lie a few kilometres away

capable of accommodating ships over 220mtr in length. The terminal is located

just 100mtr for the city centre.

The Maritime Park in Ceuta is also a very popular choice for passengers to enjoy sport and leisure. Situated close to the sea it covers 70,000sq mtr and houses swimming pools, lakes, waterfalls and gardens.

One can enjoy magnificent panoramic views of the Gibraltar Strait from the city's museum or walk through the Plaza de Africa by the Cathedral, the Shrine of Santa Maria de Africa.

Ceuta's terminal is 100mtr from the city



Cannes - venue for Seatrade Med 2010

French Riviera Ports roll out the red carpet

French Riviera Ports are preparing to host the 2010 edition of Seatrade Med which takes place at the Palais des Festival et des Congres, Cannes between November 30 and December 2.

During 2010, over 500 ship calls are expected to bring more than 661,000 passengers to the French Riviera Ports of

New on the cruise map is Golfe-Juan which will host cruise calls for the first time this year.

Villefranche, Nice, Antibes, Cannes and new on the cruise map is Golfe-Juan which will host cruise calls for the first time this year.

Two art and cultural experiences awaiting cruise passengers visiting Golfe-Juan are the Musée de la Poterie created to showcase the different processes and stages involved in making pottery and Espace Jean Marais, an exhibition related to the life of this French actor and director, who was profoundly influenced by Jean Cocteau. In the 1950s, Marais became a star of

swashbuckling pictures, enjoying great box office popularity in France. He died in Cannes in 1998.

Cannes is set to welcome 130 calls and 180,000 passengers in 2010 including three maiden visits by Princess Cruises' duo Ruby Princess and Ocean Princess plus Oceania's Nautica. Some ships that will visit are returning to Cannes after a few years such as Star Clippers' three-masted Star Flyer back sailing in the Mediterranean this summer following a stint in Tahiti, plus Spirit of Adventure and Thomson Destiny.



Discovering the delights of Var

Port of Toulon is looking forward to another record year with ship calls due to rise 60%, compared to 2009, to 110 and visiting passengers to more than double to tally 250,000. Toulon and the nine ports of the Var-Provence network provide cruise passengers easy access the natural and cultural riches of the French Med coast.

Var-Provence Cruise Club's website at www.varprovence-cruise.com/eng provides a host of information for cruise



line executives, travel agents and passengers to discover the Var region and its fields of lavender and olive trees, vines and orchards, fine sandy beaches and Provence markets, warm and colourful.

Nautical distances between the various ports can be calculated using the search engine useful for itinerary planning whilst for shore excursion planners over 60 new excursions in the region are presented listed under various categories such as Gastronomy & Local Produce, Lifestyle,

Traditional Crafts, Themed Trails, Sports & Leisure, Architectural Heritage, Natural Heritage and History.

A section billed as Unusual Products, lists tailor-made journeys including exploring the Verdon gorge in kayaks, cooking classes at Le Mas des Candeliers, a visit to the oil presses in Draguignan, or wine tasting in the Chateau Sainte Roseline domain, home of a grand cru wine. Everything is possible in Var.



Motril: offering more than just Granada

Motril port in Spain is located just 45 minutes from the famous Alhambra Palace and city of Granada but Jose Bermudez del Valle, commercial manager of Puerto de Motril Granada, is quick to point out that there are plenty of places to visit and experiences in store for cruise passengers in and close to Motril itself. Some of these

Highlights include a rum cellar tour, sugar cane museum and ski-ing in the Sierra Nevada

attractions are highlighted in a new quality brochure such as a rum cellar tour, sugar cane museum, caviar fish farm at Riofrio – the only ecological caviar in the world – and for winter calls, ski-ing in the Sierra Nevada (1.5 hours away).

Motril enjoys a microclimate with an average temperature above 20 degrees Celcius more than 300 days per year, which means tropical fruits grow

naturally in the area.

Last year Motril has 16 calls bringing 3,460 passengers and this year a similar amount of cruise traffic is anticipated.



In search of Salvador Dalí

The port of Palamos is located in one of the deepest bays in the western Mediterranean, in the Costa Brava.

Any size cruise ship can be accommodated in the port which is situated some 500mtr from the city centre. Many passengers enjoy walking around the streets of Palamos



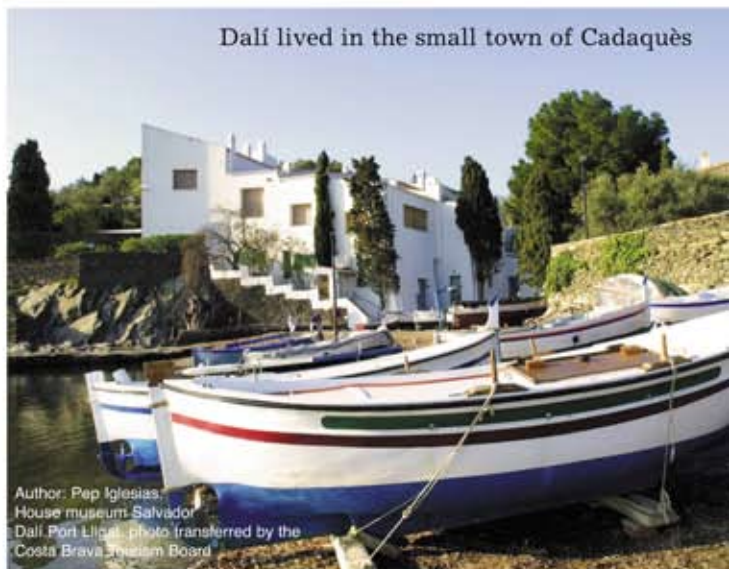
soaking up the seaside atmosphere or go in search of the Salvador Dalí experience visiting the Dalí Theatre Museum in Figueres, the castle in Pubol and studio in Port Lligat (Cadaquès).

Girona, which takes around 50 minutes to reach from the port, boasts a cathedral with the widest Gothic nave in the world and one of the best preserved Jewish quarters.

2009 was a record year for Palamos' cruise activities with 33,554 passengers arriving on 32 calls. Of these, Thomson Cruises' Thomson Destiny visited 12 times during the summer.

This year 40 calls are booked and an estimated 37,000 passengers are expected to

Dalí lived in the small town of Cadaquès



Author: Pep Iglesias, House museum Salvador Dalí, Port Lligat, photo transferred by the Costa Brava Tourism Board

visit the Costa Brava port. Thomson Dream will be a new caller in 2010, as will Fred Olsen's Boudicca and Classic International Cruises' Funchal.



Amazing landscapes in mountains of Almeria

Many of the 53,334 passengers due to arrive in Almeria this year, on the 55 cruise calls scheduled, will be offered new excursions to the Alpujarra

Mountains with numerous small villages and the chance to visit wine cellars, handcraft shops, olive oil farms and sample traditional gastronomy surrounded by amazing landscapes.

In Almeria city centre, just 200mtr away from the port, a visit to the Bullring offers the chance to learn about the cultural and artistic aspects of bull fighting.

The best way to view Almeria city is from the fortified palace of the Alcazaba, built during the occupation of the Moors. Situated on the top of a 70mtr high hill, time can be spent exploring the ruins, towers, baths and dungeons. The palace is closed on Mondays.

The best way to view Almeria city is from the fortified palace of Alcazaba

Four new ships will stop in Almeria this summer: Ocean Village (on the ship's final Med season), Holland America Line duo Eurodam and Nieuw Amsterdam, plus

Crystal Cruises' Crystal Serenity. Whilst ship calls are set for a modest 2% increase, the number of passengers expected will rise 40%, reports Puerto de Almeria, commercial manager, Jose Cuesta.



A magical return to Barcelona for Disney

Carnival president and ceo Gerry Cahill cited feedback from travel agents and past customers as prompting the line to resume Mediterranean cruising.

Carnival Magic's 2011 Mediterranean schedule will encompass three seven-day departures, six nine-day cruises and eight 12-day voyages. A one-time nine-day sailing

from Venice to Barcelona will operate May 1.

Seven-day cruises will visit Monte Carlo, Livorno, Civitavecchia, Naples and Messina. Nine-day cruises add Marseilles (a new port for Carnival) and Palma de Mallorca.

The 12-day voyages include Monte Carlo or Marseilles, Livorno, Civitavecchia, Naples, Dubrovnik (excluding the May 22 departure which visits Palma de Mallorca), Venice (overnight) and Messina.

Disney Cruise Line's inform Disney Magic will return to the Mediterranean in 2011, again based from Barcelona for 10- and 11-night cruises to Italy, France, Spain, Tunisia and Malta.

The ship will operate five 10-night departures and five 11-

night departures, visiting the same ports on both itineraries: Valletta, Tunis, Naples, Civitavecchia, La Spezia, Ajaccio and Villefranche.

It will be Disney Cruise Line's third Med season, following 2007 and this summer, when Disney Magic also will venture into Northern European waters for the first time.





Norwegian Epic to sail from Barcelona in 2011

Norwegian Epic, which enters service from Miami in July, is heading to Europe in 2011. The ship will sail weekly Western Mediterranean cruises round-trip from Barcelona, from May to October.

Every stop is at a MedCruise member port as the cruises will depart on Sundays, with a sea day on Monday, Livorno on Tuesday, Civitavecchia on Wednesday, Naples on Thursday, a sea day on Friday and Palma de Mallorca on Saturday.

The 153,000gt, 4,200-berth ship is NCL's first plunge into the post-Panamax realm. It's a daring new design, with 20 dining choices and 20 bars and lounges, plus curved 'New Wave' staterooms, 128 studios for singles with keycard access to a private lounge and the largest villas complex at sea. Cruise ship firsts include an ice bar, a tube water slide, a rappelling wall and six bowling lanes.

Anyone wanting a sneak preview should visit Epic.ncl.com. The source for all information on Norwegian Epic, it provides news, streaming video from entertainment partners like Blue Man Group, full 360-degree virtual ship tours and cruise booking capability.

At press time Royal Caribbean International announced Liberty of the Seas will become the latest big ship to join Barcelona's line-up in 2011, a year

when Carnival Magic, Norwegian Epic, as well as Disney Magic, will home base too.

P&O Cruise's lucky seven

P&O Cruises will be introducing a seventh ship this spring when new build Azura is handed over by Fincantieri. The 115,000gt Azura vessel will be named by one of the world's best known ballerinas, Darcey Bussell in her home port of Southampton on April 10.

Azura then heads for the Mediterranean on her maiden voyage departing April 12 calling in Malaga, Katakolon, Corfu, Dubrovnik, Venice, Korcula, Gibraltar and back to Southampton.

The entire P&O Cruises fleet will sail into the Med at some stage during 2010

The entire P&O Cruises fleet will sail into the Med at some stage during 2010 and all the voyages will start and finish in Southampton, managing director Carol Marlow informs MedCruise News.

The longest Med cruise, she says, is a 26 night sailing on Artemis in November/December which ventures into eastern waters including calls in Cyprus, Turkey, Egypt and Greece.

The ship visits 13 ports, half of them MedCruise members, namely Palma, Limassol, Cairo, Messina, Civitavecchia, Valencia and Lisbon.



HAL cites rising demand for Europe

In announcing its 2011 deployment, Holland America Line's Rick Meadows, evp marketing, sales and guest programs (pictured), cited rising demand for Europe itineraries.

'Our guests are finding a cruise to be the best value for their money in Europe, and interest in Mediterranean and Northern European itineraries continues to grow,' he said.

HAL will operate 62 Europe cruises on half a dozen ships in the coming season. In 2011, seven vessels will sail on 101 voyages from Civitavecchia, Venice, Barcelona, Dover, Rotterdam, Copenhagen, Piraeus and Amsterdam -- the same ports as this year, without Greenwich.

Both Nieuw Amsterdam and Noordam will ply the Mediterranean all season. Ryndam will operate Med and Northern Europe cruises of seven to 21 days, as will Rotterdam, including some itineraries that feature the Black Sea and the Holy Land. Eurodam begins the 2011 season with two seven-day Mediterranean sailings. Both Prinsendam and Maasdam will also cruise Europe.



Class of 2010 newbuilds heading for the Med

Ten of the newbuilds delivering in 2010, accounting for almost 18,000 lower berths, will be calling at MedCruise ports this year. High profile arrivals include post-Panamax vessels 122,200gt Celebrity Eclipse, third in the Solstice series from Meyer Werft and set for service from Southampton, and P&O Cruises' 116,000gt Azura, from Fincantieri's Monfalcone yard.



In the Panamax range -- and the first two deliveries of the year, both already sailing are the 71,100gt AIDAblu, fourth in a six-ship series from Meyer Werft, and the 92,700gt Costa Deliziosa, sister of 2009's Costa Luminosa. After completion at Fincantieri's Sestri Ponente yard, Costa Deliziosa sailed through the eastern Med to be christened in Dubai.

The 93,300gt MSC Magnifica, being named this month, is fourth in MSC Cruises' Musica class, while Holland

America Line's 86,600gt Nieuw Amsterdam, the sister of 2008's Eurodam, will emerge from Fincantieri's Marghera yard in July. Later in the year Cunard Line's 92,000gt Queen Elizabeth is due from Fincantieri's Monfalcone facility as the second largest Cunarder ever built, after Queen Mary 2.

Going against the up-sizing trend, a number of smaller vessels are scheduled to join the cruise fleet and sail in the Med this summer. They include the 450-passenger Seabourn Sojourn, the second in a trio of ultra-luxury newbuilds for The Yachts of Seabourn from T. Mariotti. Compagnie du Ponant takes delivery of its first newbuild, the 264-passenger Le Boreal, and Sea Cloud adds the 136-passenger tall ship Sea Cloud Hussar.

See also separate stories on some of the vessels mentioned above.



US agents: Med drawing consumer interest

Cruise Lines International Association US-based travel agents are optimistic about the coming year, with 75.7% anticipating an increase in sales and another 11% expecting to hold even with 2009. Most of the agents, surveyed by CLIA in late 2009, looked forward to sales spikes of approximately 15%.

Agents said the traditional January to March wave season continues to be important for cruise sales, with 83% predicting an increase in booking volume of 10% to 20%.

Cruising continues to rank No. 1 among consumers for perceived value, vacation interest and, for agents, ease in selling, the survey found.

Most agents expect to chalk up the highest cruise sales volumes in the Caribbean/Bahamas, followed by Alaska, the Mediterranean and Greek Islands/Turkey and Europe.

The Mediterranean leads 'hot' destinations - those drawing greater consumer interest - followed by the Caribbean.

AIDAblu complete with microbrewery

AIDA Cruises' AIDAblu - the first cruise ship with its own microbrewery left Hamburg for her maiden cruise to the Med last month. The ship was named by jewellery and fashion designer Jette Joop on February 9.

In addition to a brewery with a resident brewmaster, AIDAblu sports a large spa with adjacent spa suites and staterooms. The ship has 1,096 passenger cabins, including 453



balcony staterooms, 34 spa-balcony cabins, 205 ocean-view rooms and 381 inside cabins. The newbuild is the fourth in a series of six 71,300gt ships Meyer Werft is building for

the German cruise operator.

Next off the delivery blocks is AIDA Sol arriving in 2011, followed by a yet to be named sixth sister arriving in May 2012.

MEDCRUISE NEWS

BRINGING THE MED TOGETHER

Carnival returning to Med; Disney back a third time

Carnival president and ceo Gerry Cahill cited feedback from travel agents and past customers as prompting the line to resume Mediterranean cruising.

Carnival Magic's 2011 Mediterranean schedule will encompass three seven-day departures, six nine-day cruises and eight 12-day voyages. A one-time nine-day sailing from Venice to Barcelona will operate May 1.

Seven-day cruises will visit Monte Carlo, Livorno, Civitavecchia, Naples and Messina. Nine-day cruises add Marseilles (a new port for Carnival) and Palma de Mallorca.

The 12-day voyages include Monte Carlo or Marseilles, Livorno, Civitavecchia,

Naples, Dubrovnik (excluding the May 22 departure which visits Palma de Mallorca), Venice (overnight) and Messina.

Disney Cruise Line's inform Disney Magic will return to the Mediterranean in 2011, again based from Barcelona for 10- and 11-night cruises to Italy, France, Spain, Tunisia and Malta.

The ship will operate five 10-night departures and five 11-night departures, visiting the same ports on both itineraries: Valletta, Tunis, Naples, Civitavecchia, La Spezia, Ajaccio and Villefranche.

It will be Disney Cruise Line's third Med season, following 2007 and this summer, when Disney Magic also will venture into Northern European waters for the first time.



Louis Cruises comes of age

Cyprus-headquartered Louis Cruises is celebrating 21 years in the cruise market in 2010 as well as Louis Group's 75 anniversary. To mark its coming of age, Louis Majesty, the newest addition to the fleet, launched its first winter cruise programme from home ports of Genoa and Marseille to destinations in the Mediterranean, the Canary Islands and North Africa.

Today the company owns 13 cruise ships. The largest three namely Emerald, Thomson Spirit and

Thomson Destiny are currently chartered



to Thomson Cruises, which is owned by TUI.

These agreements have significantly strengthened the position of Louis resulting not only in the significant increase of revenues and profits, but also helped reduce dependence on the Eastern Mediterranean cruise market, reports the company.

March 2010 | Issue 27

MEDCRUISE

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

MEDCRUISE MEMBERS

ALANYA
ALICANTE
ALMERIA
AZORES
BALEARIC ISLANDS
BARCELONA
BARI
BATUMI
CAGLIARI
CARTAGENA
CASTELLON
CEUTA
CIVITAVECCHIA
CONSTANTZA
CYPRIOT PORTS
DUBROVNIK, KORCULA
EGYPTIAN PORTS
FRENCH RIVIERA PORTS
GENOA
GIBRALTAR
KOPER
LA SPEZIA
LATTAKIA
LIVORNO
MADEIRA PORTS
MALAGA
MESSINA
MONACO
MOROCCAN PORTS
MOTRIL
NAPLES
ODESSA
PALAMOS
PALERMO
PESCARA
PORTOFERRAIO
PORTUGUESE PORTS
RAVENNA
RIJEKA
SETE
SEVASTOPOL
SIBENIK
SINOP
SOCHI
SPLIT
TARRAGONA
THEODOSIA
TOULON-VAR-PROVENCE
TRIESTE
TUNISIAN PORTS
VALENCIA

VALLETTA
VENICE
VOLOS
ZADAR

ASSOCIATE MEMBERS

EUROPEAN CRUISE COUNCIL
TURISME DE BARCELONA
- BARCELONA
AFRIMAR TUNISIA
- TUNISIA
AGENA TRAMP
- SETE
ALOSCHI & BASSANI
- VENICE
BC TOURS & SHIPPING
- BARCELONA
HUGO TRUMPY SRL
- LIVORNO
INFLOT WORLD WIDE INC
- SOCHI
INTERCRUISES SHORESIDE
& PORT SERVICES
- BARCELONA
KARAVANMAR CRUISE
SERVICES
- ALANYA
MH BLAND
- GIBRALTAR
MIRCO SANTI SRL
- VENICE
NAVLOMAR MARITIME
- CONSTANTZA
OLIVE BRANCH TOURS
- MOROCCO
P&B AGENCIES
- BARCELONA
PLAISANT & CO. SHIP
AGENCY SRL
- CAGLIARI
SAMER & CO. SHIPPING
- TRIESTE
TOP CLASS EUROPEAN
CRUISE SERVICES
- MONACO
TRANSCOMA/MACANDREWS
CRUISE & TRAVEL
- BARCELONA
TURA TURIZM
- SINOP



MEDCRUISE

THE ASSOCIATION
OF MEDITERRANEAN
CRUISE PORTS

Seatrade

Published by Seatrade Communications Ltd