



# MEDCRUISE NEWS

QUARTERLY SEPTEMBER 2003

ISSUE 1

## MedCruise General Assembly 8th-9th May 2003, Venice

### Security, quality and promotion on the agenda in Venice

The 22nd General Assembly of MedCruise was held on May 8th and 9th and chaired by President, Juan Madrid. The event was hosted by Venice Passenger Terminal and attracted over 40 delegates from member ports.

#### The main topics of the agenda were:

**Promotion.** Now that MedCruise is very well-known in the market, it is time to promote exotic itineraries, including medium and small ports. More ships are coming and new attractions are required.

**Website.** A new state-of-the-art website, more modern and interactive will be developed.

**Quality.** The aim is to create branding standards.

**Security.** To develop a standard of security in the region with the help of the European Union. The immediate action to be taken for implementation of the ISPS Code issued by the IMO (deadline: July 1, 2004).



Representatives of two cruise lines also kindly accepted MedCruise invitation: Captain Emmanuel Psarrakis (Marine Operations Manager) from Festival and John Tercek (Vice President, New Product Development) from Royal Caribbean. Peter Wild, representing G P Wild and Bermello & Ajamil consulting companies, presented their proposal for a customised follow up of the Port Evaluation Study commissioned by the Association last year.

At present MedCruise has 42 members representing 58 ports. Almeria (Spain) was elected as the newest member at the Venice meeting.

On the eve of the general assembly a meeting of MedCruise Board of Directors was held May 7th and each of the ten Directors has been given a Special Assignment:

- **Capt. Giuseppe Fabbro**  
(Senior Vice President): Security.
- **Charles Axisa**  
(Director): Website.
- **Mario Flores**  
(Director): Events.
- **Stavros Hatzakos**  
(Director): New Constitution and Relationship with the EU.
- **Enrique Linde**  
(Director): Finance.
- **Yiannakis Kokkinos**  
(Director): Economic Studies.
- **Laurent Monsaingeon**  
(Director): Statistics and Studies.
- **Albert Poggio**  
(Director): Promotion and Press.
- **Pino Zivolic**  
(Director): Tourist Promotion and New Itinerary Planning.

## Board View – Juan Madrid, President

Welcome to the first edition of the new-look MedCruise News quarterly newsletter, designed to present information and news from the board of directors of the Association of Mediterranean Cruise Ports and to promote the member port's facilities to the worldwide cruise industry. Some of the cruise lines that sail in the Mediterranean also feature in these pages with facts on their ships itineraries and personalities.

Look out too for a new quarterly publication from the Association called Destination MedCruise which focuses purely on the tourist attractions and sightseeing opportunities accessible to cruise passengers via member ports.

Having served as president of MedCruise for over one year now I would like to highlight three key points that are crucial to the future growth of the Association and cruise activity in the region, namely the decentralisation of power within the Association, port security and the arrival of year-round cruising (see story above and Board View in the Destination MedCruise newsletter).



continued on back page

## Almeria-Motril

# MedCruise welcomes its newest member



**N**ewest MedCruise member Almeria-Motril is located in the extreme south east of Spain in the Andalucia region. In June 2002, the port of Almeria, situated just 500km away from the city centre, inaugurated a new 3,688sq mtr passenger terminal, connected to the pier by an elevated walkway. Nearby Motril port is 2km away from the city centre located in a fertile plain with tropical landscapes and 70km from Granada.

Between January and August 2003, Almeria had 29 calls bringing 6,450 passengers including April visits from Royal Olympic Cruises' Olympia Voyager and Olympia Explorer. Thomson's Topaz was a new visitor as was Voyages of Discovery's Discovery. Holland America Line's newest vessel Oosterdam is scheduled to call in October during her inaugural Med season.

In the first eight months of this year, Motril received 19 calls mainly ROC's World Renaissance which is using the port as a weekly turnaround from May to October. In total 48 cruiseships called at the two ports between January and August bringing 9,584 passengers. Over 70 ships are expected for the full year which runs through to end December.

## Portimão

# P&O's Oriana and Aurora largest visitors



**T**he Port of Portimão (part of the Portuguese Ports membership which also includes Lisbon and Azores) is under the authority of Instituto Portuario e dos Transportes Maritimos - Delegacao dos portos do Sul.

Cruiseships are welcomed at the 330mtr long Cais de Comercio e Turismo berth which can accommodate maximum vessel length overall of 140mtr (up to 180 mtr, on a case by case analysis) with maximum draft alongside of 9mtr.

There is a passenger terminal available and cruiseships at anchorage can perform tendering operations.

In 2003 Portimão is scheduled to receive 28 cruiseship calls in a season which started in April and ends in December. First caller of the year was the 3,132gt Endeavour, followed a couple of days later by Windstar's Wind Spirit. The two largest ships to visit in 2003 are P&O's Oriana and Aurora which at 261mtr and 270mtr loa respectively anchor offshore.

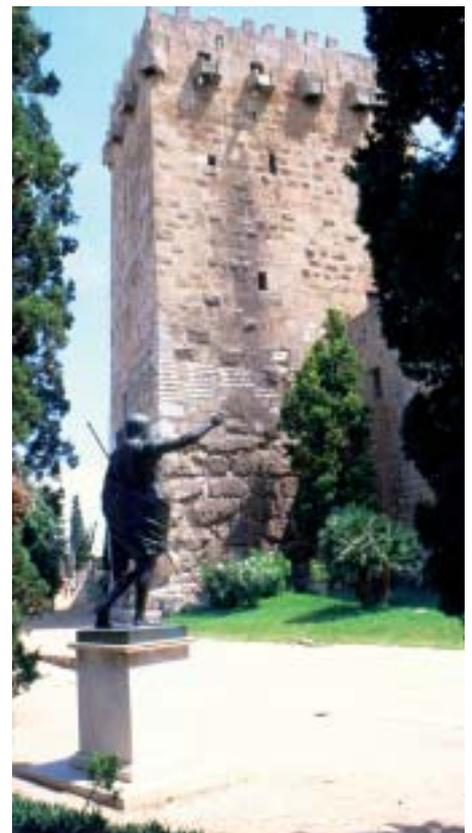
## Tarragona

# Three passenger quays close to the city centre

**T**he Port of Tarragona is located in one of the most active economic areas of the Spanish Mediterranean. Close to the French border, Tarragona has excellent transport connections to the rest of the EU and is the main junction of these routes towards the rest of Spain.

The international airport of Reus is just 5 minutes away from the port. In 2002, 11 cruiseships called bringing 7,000 passengers, including two visits from Island Escape and ResidenSea's The World.

The port has three passenger quays available, including the 350mtr long Costa Quay, for ships up to 130mtr in length with terminal alongside, located five minutes from the city centre. Plans call for the refurbishment of old warehouses into a new passenger terminal at either Rioja Quay or at the confluence of Lleida /Aragón Quay. Bunkering facilities are available at all quays.



## Volos

## Central passenger pier reconstruction

**T**he port and city of Volos are situated at the innermost point of the Pagasetic Gulf, midway between Athens and Salonica in Greece. Its central geographical location combined with modern facilities and natural beauty, guarantees passengers an interesting and pleasant stay.

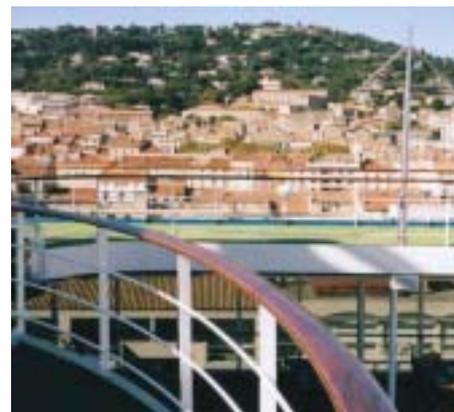
Today, the Port of Volos is the third busiest commercial port in Greece with the cruise and passenger sector continuously growing. 25 cruiseships are scheduled to call in 2003. Its competitive prices, modern-equipped infrastructure and well-trained personnel ensure a quick, inexpensive, convenient and safe service. Volos can accommodate cruiseships at five quays with water depth up to 11mtr. The port has two passenger terminals and the city centre is located about 5 to 10 minutes walking distance. Volos region is surrounded with many sightseeing and tourist attractions, like the archaeological sites of Dimini & Sesclo, the mountain of Pelion with numerous traditional villages, Meteora, the forest of stones with old monasteries and North Sporades Islands with many picturesque villages. In the city of Volos itself there are many museums, traditional old houses, art galleries, shipping centres and traditional taverns by the sea.

Currently under development is the reconstruction of the central passenger pier, a new modern, fully equipped marina, as well as two new road links from Volos to Trikeri and Achellion.



## Sète

## First turnaround recorded



**T**he Western Mediterranean French port of Sète reports a good 2003 cruise season with 27 calls, up from 23 last year. The season started on April 4 with the arrival of Columbus and will end on November 24 with Swan Hellenic's Minerva 2 stopping over. Sète's mild climate means it is possible to schedule cruise calls from the start of spring to the end of autumn.

In 2003, Sète recorded a 'home port' stopover with Adriana. The largest visitor was HAL's 1,214 passenger Noordam which berthed at the Quai d'Alger, virtually in the heart of the town.

For 2004, a number of shipowners and tour-operators have confirmed their arrival says the Sète Cruise Club which comprises the port authorities, Town Hall authorities and companies involved in the sector. The Club has one objective: to provide the best possible conditions for receiving passengers and ships.

Within a 500mtr radius of the Quai d'Alger passengers can walk to pedestrian shopping streets, restaurants, banks, traditional old parts of town, etc. Sète Cruise Club provides a trilingual guide for placing onboard the ship throughout the stopover to provide passengers with information and advice.

For the 2004 season, Sète is investing in additional facilities to provide passengers with even greater comfort. On arrival at Quai d'Alger, passengers will be welcomed in the nearby harbour station, which is a renovated, comfortable, air-conditioned building with capacity for 400 passengers. Coaches, taxis and hire cars will be outside in the car park. These new facilities will enable Sète to also become a home port as Montpellier-Méditerranée International Airport is only 30 km away.

## Split

## New megaship cruise facility in 2004

**B**y the end of the 2003 season, Split will register 135 calls. In just three years the Croatian port has seen a significant rise in cruise traffic from just two calls in 2000.

The largest ship to berth this season was 41,827gt Seven Seas Voyager on its inaugural voyage while 52,926gt Costa Classica anchored in front of the port city.

New visitors this year included Pullmantur's Blue Dream (ex R5) which made 33 calls (every Wednesday). La Compagnie des Illes du Ponnant with five calls, Swan Hellenic's Minerva II, and Oceania's Regatta.

Split also has significant ferry traffic with connections to several nearby Adriatic islands as well as regular daily services to and from Italy, resulting in over 3m passengers per year.

A new cruise facility located along the main breakwater providing an operational quay of 400mtr in length with depths of between 11 and 14 mtr is planned for next summer. The investment would allow Split to berth the world's largest cruiseships.



## Naples

## Privatisation underway

**N**aples recorded a 15% jump in passenger throughput to 190,591 in the first half of the year. Cruise passengers embarking and disembarking in the Italian port numbered 32,321 while transiting passengers were 158,270.

In the short spell of a few weeks this spring, Naples hosted both introductions for the latest vessels deployed in the Mediterranean, MSC Lirica and Costa Atlantica. Both call Naples every week. Festival Cruises also uses the port for turnarounds.

Naples Port Authority has kicked off the long awaited privatisation of its passenger terminal. Three cruise companies, an airport operator plus the port authority and the two shareholders of the company which currently manages half the Naples cruise terminal, will hold stakes in the new Terminal Napoli.



The shareholding balance will be decided soon and it is likely that Terminal Napoli will manage the entire Molo Angioino Cruise terminal under a long term concession starting beginning of 2004. The passenger terminal will be re-developed as part of a bigger restructuring plan which includes waterfront and urban areas. The passenger terminal and new quays should be renewed by 2005.

The Port Authority will retain at least a 5% stake in Terminal Napoli, another at least 10% of the shares will go to an 'airport operator' (likely Gesac, managers of Naples International Airport and British Airport Authority subsidiary), whilst three cruise lines will underwrite not less than 45%. The remaining 40% will be equally divided between Marininvest and Lauto.it, who currently manage half the cruise terminal.

## Alanya

## One million dollar investment



**T**he Turkish port of Alanya is situated on the east side of Antalya Bay and exclusively serves international cruise ships and Turkish ferries. This year 115 cruiseships called, a number which is down on previous year's traffic due to cruise lines' reluctance to sail in the eastern Med.

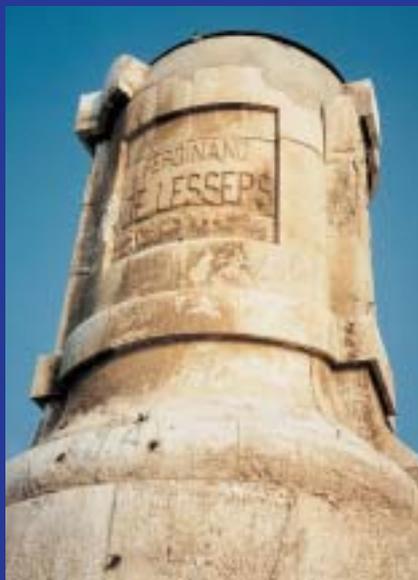
ALIDAS Co Inc, the private operator managing the terminal with a 30 year concession, recently invested one million dollars to improve the terminal facilities. The site covering 3,000 sq mtr includes a fully air-conditioned passenger lounge, the offices of the Harbour Master, Customs, Immigration, Port Health, duty-free shop, restaurant, cafeteria, bank-o-mat and telephone booths. The banks and post office are within 10 minutes walking distance.

There are plans to extend the jetty to allow ships over 200mtr in length to berth. A tug-boat will go into service next year. Antalya International Airport is 125 km from the port of Alanya, 90 minutes drive via a direct motorway.

Alanya castle, Damlatas cave and ancient cities of Side, Aspendos & Perge are the must-see tourist attractions near to the port.

## Port Said

## Summer cruise calls on the increase



**P**ort Said part of the Egyptian Ports membership (which also includes Alexandria, Sharm el Sheikh and Suez) is located at the end of the Suez Canal and offers two cruise quays for accommodating vessels up to 30ft draft plus a quay capable of handling ships up to 34ft draft is under construction. Priority of berthing is given to cruiseships.

During 2002, 243 cruiseships called at Port Said bringing a total of 274,799 passengers. At its peak in 2000, 527 ships visited the port bringing almost 700,000 passengers. Whilst there has been a decrease in the number of cruiseship calls in the past two years due to political events in the Middle East the port authority notes an increase in cruise vessel calls this summer, notably 67 more ships between May and July.

## Ceuta

## Europe in Africa



**C**euta, a Spanish town in the north of Africa is located at the entrance of the Mediterranean Sea. It has the charm of being a European town in Africa, located west of Morocco but only 17km away from the Iberian peninsula.

There is no limit to the size of cruiseship capable of calling at Ceuta's two cruise terminals close to the city centre with HAL's Noordam being the largest ship accommodated so far. In 2003 due to some cancellations only two cruiseships called including Silverseas' Silver Shadow but the Port Authority reports more are expected towards the end of the year and for 2004 a slight growth is anticipated.

A new pier for cruiseships is due to be completed soon.

Ceuta is a duty-free port and shopping has been the main attraction in the past but the city boasts an interesting history with ancient city walls and fortresses. Visit the Royal Walls open all year and dating back to the time that Ceuta was Portuguese. The town centre is 200 mtr from the pier.

## Cyprus

## Cyprus opens up for Schengen

**T**he Cypriot ports of Limassol and Larnaca can handle any size cruiseship. Cruise traffic during the past few years has decreased due to the political crisis in the Eastern Med, the Iraq war and September 11th events as Cypriot ports were considered a High Risk Zone.

Nonetheless up to July 2003 Limassol recorded 48 cruise calls and Larnaka 12. During last summer over 100 cruiseships called at the two ports.

Next year when Cyprus enters the EU the port's passenger terminal facilities will be improved to cater for Schengen requirements. There are also plans for a new Passenger Terminal at Limassol port to be completed within the next 3-4 years.



## Malaga

## Malaga set to host QM2



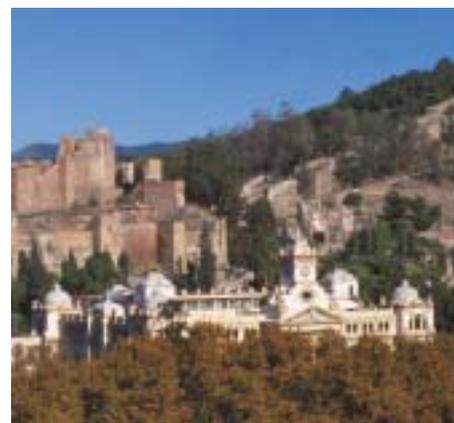
**S**ituated on Spain's Costa del Sol, Malaga is the region's capital and a popular holiday destination. At the same time, the city is known as the birthplace of Pablo Picasso and for sweet Malaga desert wines.

In the last five years cruise passenger numbers have increased more than 50% with 252 arrivals recorded in 2002 bringing 162,803 passengers.

A new passenger terminal is currently being designed and is expected to be operational by the end of 2005.

This terminal will serve two new berths, creating a common space between the two zones in the shape of an all-purpose area. Special care has been taken to facilitate the access and circulation of passengers and baggage, with all the necessary safety measures.

The total surface area provided by the Ground Level and Phases I and II of the Mezzanine will be 12,493.84 sq mtr. Next year's scheduled calls include the world's biggest liner Queen Mary 2 which will visit in June.



## My Mediterranean

# Anton Schraivogl, head chef of SeaDream I

*SeaDream Yacht Club operates the twin, ultra luxury, mega yachts SeaDream I and SeaDream II, on seven-day sailings in the Mediterranean. Mary Bond interviews Sea Dream I's head chef, Anton Schraivogl.*



to escape ashore for a few hours to sample and buy fresh produce.

In St Tropez calls, SeaDream gives passengers the chance to accompany the chef as he wanders through the market sampling fresh fruit, meats and vegetables. 'I meet guests at the gangway in the morning (sometimes up to 40 passengers have joined this unique shore excursion) and we stroll around the old square popping in and out of the tiny shops selling fruit and vegetables, fresh fish, bread and cheeses and local meats.' At the winery the chef gives a talk on gastronomic delights of Provence and then passengers get a chance to wander off themselves before returning to the winery to sample some local wine and fromage.

Whilst the bulk of food for a seven-day cruise is loaded on turnaround day, Schraivogl can't resist picking up some delicacies en-route including cheese and local sausages at Bonifacio, fresh caught Spigalo in Sorrento plus sardines and wild strawberries, 'the Mediterranean has the lot!' he exclaims.

Guests eating habits have certainly changed says Schraivogl. '10 years ago 50% or more passengers would choose prime rib and fillet off the menu. Nowadays if there is a beef item only around 30% choose it preferring pork or veal as well as fish of course.'

Schraivogl heads up a small team of 12 cooks and four utility staff. A typical day starts at 7.00am where he checks the work of the night cook and baker. A 8.30am meeting with cooks to discuss the day's and following day's menu is followed by a trip up to the deck to see how breakfast is progressing. Budgets and regulatory issues are then dealt with and if time permits a trip ashore. Then its back to oversee lunch for both crew and guests between 2.30 to 4.30 Schraivogl takes a break before starting to prepare for dinner. The day normally ends around 11.00pm.

And the chef's favourite dish? 'Italian! It's most important to have good quality basic products such as pasta, cheese and vegetables and where better to obtain these than in local Mediterranean markets,' Schraivogl adds.

**The product prides itself on an unstructured and casual holiday experience for discerning travellers or small meetings and incentive groups.**

SeaDream's 2004 European season runs from May through October with sailings along the French and Italian Riviera, the Greek Isles, the Aegean Sea to ports in Turkey, Croatia, Spain, Portugal and Morocco. Home ports with turnarounds include MedCruise members, Monaco and Nice.

'Dining on SeaDream be it breakfast, lunch or dinner is an event not to be missed. Service is attentive, the menus well thought out and the quality of the food is excellent. Having dinner outside on deck 6, under a full moon, while anchored off Portovenere was unforgettable,' records a past passenger.

Anton Schraivogl (left) is head chef on SeaDream 1. 'He is the best chef afloat and runs a very calm kitchen,' says SeaDream's Capt Walter Berg who both sailed with the vessel when she was Seabourn's Sea Goddess. The quiet, unflappable Austrian has been at sea for 16 years since he left the Hilton hotel in Vienna.

'Cooking at sea is never boring,' says Schraivogl. 'People are constantly changing and therein lies the challenge.' Schraivogl loves the local markets in the Mediterranean and takes every opportunity he can



## Royal Caribbean

## Royal Caribbean orders Ultra Voyager

**B**uilding on the popularity and success of its Voyager-class ships, Royal Caribbean Cruises Ltd has ordered an even larger cruise ship - the Ultra Voyager - for delivery in May 2006.

Destined for the Royal Caribbean International fleet, the new ship will be built at Kvaerner Masa-Yards in Finland, continuing a shipbuilding tradition of five Voyager-class ships, two Vision-class ships and four earlier ships.

Roughly 15% larger than Voyager, the Ultra Voyager will be 126ft by 1,112ft and will stand 18 stories high while cruising at approximately 22 knots. It will carry 3,600 guests and 1,400 crew.

'The Voyager-class ships clearly changed the face of cruising,' said chairman and ceo Richard D. Fain. 'The Ultra Voyager will extend that success and, with a lower per berth capital and operating costs, provides even better economies of scale.' Royal Caribbean and Kvaerner Masa-Yards also agreed on an option for a second Ultra Voyager cruise ship, with a 2007 delivery.

Royal Caribbean and Celebrity Cruises will continue to grow capacity in Europe. In 2004, the slightly larger-capacity Jewel of the Seas replaces Grandeur and joins Brilliance and Splendor. Constellation and Millennium return next year, along with a third ship: Galaxy. 'You're going to see more capacity in '05,' RCI/Celebrity president Jack Williams told Seatrade Insider in August. 'It could be more ships; it could even be Voyager.' A 140,000-142,000gt Voyager vessel would be the biggest cruise ship yet on the Continent - if Royal Caribbean makes that move.

## Fred Olsen Lines

## Fred Olsen Cruise Lines' Arts Club

**A** unique special interest programme has featured on 24 cruises throughout 2003 offering passengers the chance to indulge in their favourite hobby or past-time, a chance to learn a new skill or discover an unrealised one. Special themes have included music, dance, watercolours, bridge, wine, antiques, stage & screen and garden cruises on Black Watch, Black Prince and Braemar.

The Mediterranean featured strongly in both the Dance Cruise and Watercolour



programmes onboard all three Fred Olsen vessels in April through to October. The 14 night Flavours of France and Spain cruise on Black Watch, which left Dover late August, saw passengers learn the fiery flamenco plus techniques of many popular dance styles from Line to Latin, from ballroom to Sequence, whilst on the 20 nights Cradle of Civilisation to Central Mediterranean as well as the aforementioned dances, particular attention was devoted to the Paso Doble. This Spanish march traditionally performed at military parades became popular in the 1920s as a Latin American dance.

The vibrant colours and light of the summer struck the right note on Braemar's 14 night Battlements and Spires cruise in sunlit western Med in mid-September, Black Prince's 16 night Emperors and the Eternal City cruise in early October and Black Watch's Cradles of Civilisation 20 night cruise, which all featured the watercolour programme.



## Costa Crociere

## Costa signs letter of intent with Barcelona

**C**osta Crociere has signed a letter of intent with Barcelona to build and manage a new cruise terminal at the Spanish Med port. Costa and other Carnival Corp brands will have preferential use of the new facility.

The agreement, signed in September (see picture), by Port of Barcelona president Joaquim Tosa (second from right) and vp cruise operations of Costa, Giovanni Onorato (second from left), will further consolidate Costa's position at Barcelona where it is the main cruise operator with 20% of total passenger traffic.



The new cruise terminal will be located at the Adosado pier and will be funded entirely by Costa with an investment of about €7m. Costa has to apply to Barcelona Port Authority by the end of this year for a long-term administrative concession for the construction and use of a passenger terminal on the Adosado pier. The application will include full details of the preliminary design as well as the duration of the concession, a study of the transport arrangements and traffic forecasts. Assuming that everything goes according to schedule, the new terminal should open for business early spring 2005.

The terminal will be designed by Spanish architects, yet to be appointed, under the supervision of the Genoese architect Luigi Vicini. The Port of Barcelona Urban Development Plan 1997-2011 provides for the extension of the Adosado pier, with a €12.5m investment by the Port Authority and preferential use of the area for cruise traffic.

During 2002 Barcelona handled over 843,000 cruisers, of whom more than half either embarked and disembarked.

## Venice cont'd



Members of the board met up again in London on September 16 at the UK offices of Government of Gibraltar in the Strand.

Joseph Holliday, Minister for Tourism and Transport, Gibraltar (pictured third from right) hosted a luncheon after which Albert Poggio director for promotion and press signed a three-year publishing contract with Seatrade to promote the Association to the cruise industry and to the travel agent community.

This includes a new-look 2004/05 Yearbook, to be published in November 2004 to

coincide with the Seatrade Med Cruise & Ferry convention being held in Genoa November 3-5, plus two quarterly newsletters: MedCruise News and Destination MedCruise. Also new for 2004, Seatrade will be producing a fold-out map presenting detailed information about each member port including technical data and tourist attractions.

Later that afternoon the board members visited ExCeL in London's docklands to attend the opening reception of the first Seatrade London International Maritime Convention.

## MedCruise Members

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

## Carla Salvado

### New secretary-general

MedCruise's new secretary-general, appointed this May, is **Carla Salvadó**. Carla, a native Catalan, is based in Barcelona working alongside MedCruise president and also marketing and commercial director of the port of Barcelona, Juan Madrid.

Carla's background is in marketing and she has been involved with Barcelona port for 12 years so is very familiar with the port business and related issues. For the last six years Carla was marketing manager for a shopping complex in the Barcelona port area.



## Port security a key issue in Alexandria



The next General Assembly takes place in Alexandria on November 4-5, 2003. At that meeting the topic of port security will be high on the agenda. 'Security is a key issue especially as we get closer to the IMO deadline for the introduction of the ISPS Code (which becomes into effect July 1, 2004),' says MedCruise president, Juan Madrid. MedCruise is looking to develop a standard of security in the region and assist members to achieve minimum requirements. There will be a report on the General Assembly proceedings in the next issue of MedCruise News, publishing in December 2003.

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# Seatrade

Published by Seatrade Communications Ltd