


# Cruises

ONLINE



**47<sup>th</sup> OLBIA**  
MEDCRUISE GENERAL ASSEMBLY  
24-31 OCTOBER 2015

*47<sup>th</sup> MEDCRUISE  
GENERAL ASSEMBLY*

# eCruises

ONLINE



Más de 70.000 envíos directos a pasajeros y potenciales cruceristas, ejecutivos de navieras, agentes de viajes, puertos y empresas del sector.

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# 47<sup>th</sup> MEDCRUISE GENERAL ASSEMBLY



MedCruise, la asociación de los puertos del Mediterráneo, celebró su 47<sup>a</sup> Asamblea General en Olbia, Cerdeña, del 14 al 17 de octubre de 2015, representantes de los puertos y destinos de la asociación tuvieron la oportunidad de debatir sobre el futuro de la industria de cruceros en la región.



MedCruise, the association of Mediterranean ports, celebrated its 47th General Assembly in Olbia, Sardinia from 14-17 October 2015, representatives of ports and destinations of the association had the opportunity to discuss about the future of the cruise industry in the region.

## MedCruise, the organisation that promotes the Mediterranean as cruise destination, celebrate its 47th General Assembly in Olbia, Sardinia from 14-17 October 2015



The MedCruise General Assembly, and related activities were followed by 120 participants, including 10 cruise lines representatives that enjoyed a series of discussions and three sessions of B2B meetings advancing business and more calls in the future.

The prelude of the event was the Mediterranean regional meeting of the pan-European dialogue between cruise lines, port, and destination stakeholders, that was organized by the European Commission at the eve of the MedCruise General Assembly.

Several issues were addressed during the three days agenda fo-

## Esteemed guests - Cruise Line representatives



### Kyriakos (Kerry) Anastassiadis

CEO

*Celestyal Cruises*

Kyriakos (Kerry) Anastassiadis is the CEO of Celestyal Cruises and also a member of the Executive Committee of CLIA (Cruise Lines International Association) Europe. Prior to joining Celestyal Cruises, Kerry distinguished himself as General Manager, CEO and President at renowned corporations such as The Coca-Cola Company, Procter & Gamble, Polaroid and Aujan Industries. With Greek and English being his mother tongues, Mr. Anastassiadis is also fluent in French, Italian and Portuguese. Born in the Democratic Republic of Congo and raised in Southern Africa, Kerry studied Commerce at the University of Witwatersrand and obtained a postgraduate title in Market Research and Advertising.

### Federico Bartoli

Head of Itinerary Planning

*Costa Crociere*

After having reached a bachelor degree in Economic and a Master degree focus on development of relationship marketing, I began my career in Maconi Communication as Business Analyst where I worked for three years.

In 2003 I began my experience in Costa Crociere, where I have had many roles: Business Analyst in the Business Intelligence and Datawarehouse, Decision Making Support before Analyst and afterwards Manager in Revenue Management department. From 2013 I became Head of Itinerary Planning.

This is my actual role: I'm responsible for recommending the optimal fleet deployment and to design the detailed plan, to coordinate all relevant stakeholders in their participation to the process, manage itinerary changes and supervise their implementation in all Company's systems.

### Bruce Krumrine

Vice-President, Shore Operations Europe & Exotics

*Princess Cruises - Holland America Line - Seabourn*

Bruce Krumrine is the Vice-President of Shore Excursions for the world's two most famous premium cruise lines, Princess Cruises and Holland America Line, and the world's most famous ultra-luxury cruise line, Seabourn. His responsibilities include over 8,000 unique shore excursions operated on 44 cruise ships sailing across the globe. This worldwide scope covers over 600 ports, over 135 countries and all seven continents. Bruce is also responsible for Shore Operations for Princess Cruises in Asia. This includes operational oversight for the deployment of Princess ships in both China and Japan dedicated to serving these growing national markets. Bruce is a 35 year cruise industry veteran. During his career he has held a number of positions, both onboard and ashore, in the Hotel, Marine, Shore Operations and Shore Excursion departments. He has a bachelor's degree in history from Stonehill College, an MBA from Pepperdine University, and a Total Quality Management degree from UCLA.

## Dustin Nason

**Director, Worldwide Port Operations**  
*Royal Caribbean Ltd.*

Dustin Nason is the Director, Worldwide Port Operations for Royal Caribbean Ltd., Celebrity Cruises, and Azamara Club Cruises, overseeing the cruise industry's largest consolidated Port Operations department. Dustin manages 36 ships in over 400 ports in 107 countries around the world for Royal Caribbean Cruises Ltd. (RCL)

Prior to joining RCL in 2005, Dustin was a Manager for PriceWaterhouseCoopers in their Assurance and Business Advisory Services group. He holds a B.A. in History from the University of Florida, and an M.B.A. in International Business and M.S. Computer Information Systems from the University of Miami.

## Luigi Pastena

**Manager, Port Captain, Port Operations Department**  
*MSC Cruises*

Luigi Pastena was born in piano di sorrento on August 5th, 1956 and graduated in "Nino Bixio nautical institute" during the school session 1973-1974. The "Nino Bixio nautical institute" is one of the most important nautical schools in Italy and gave the graduation to Mr. Aponte too. He started to sail on November 1974, with an American company and, during a 12 years period, he had got experienced on tanker, ro-ro car carriers, bulk cargo vessels. He got master licence on 1983 and from 1986 to 1993 he worked with Ecolmare on board ecological boats in cooperation with the "Ministero della Marina Mercantile Italiana". In 1994 he joined MSC and had alternated periods on board cargo and passenger vessel, with the rank of master and staff captain/master. On 2003 he was called by Mr. La Scala, director of Cruise Technical Dept., to work in the office. In 2004, due to some improvements in the management, he was assigned the job of port captain. On behalf of the owner, the port captain help to plan the itineraries for what concern technical matter, it is responsible of the port operations worldwide and select the agencies, on behalf of MSC Cruises S.A., in the ports called by MSC Cruise vessels.

## Michael Pawlus

**Director, Strategic Itinerary and Destination Planning**  
*Azamara Club Cruises*

Michael Pawlus is a 27-year cruise industry veteran. He is currently Director, Strategic Itinerary and Destination Planning for Azamara Club Cruises based in Miami, Florida. He has the responsibility of researching, developing and implementing the deployments and itineraries for Azamara's fleet. Prior to Azamara, Pawlus has held a wide range of executive and management positions at a variety of cruise lines including SilverSea Cruises, Seabourn Cruise Line, Regent Seven Seas Cruises, Norwegian Cruise Line and Royal Viking Line. During his career, he has been responsible for a number of innovations in the area of itinerary planning. He has also traveled to over 450 ports of call around the world.

Pawlus holds an MBA degree from Texas A&M University and did his undergraduate studies at the University of Michigan.

## Marcus Puttich

**Head of Port Operations**  
*TUI Cruises*

Marcus Puttich, a certified ship agent by the Hamburg Chamber of Commerce, started his career in the port agency department of Biehl & Company in the ports of Houston and New York. Before joining TUI Cruises in January 2014, Marcus received the degree Bachelor of Arts in Cruise Industry Management from the Bremerhaven University of Applied Sciences and graduated with a Master of Science with Distinction in Maritime Operations from the Liverpool John Moores University.

## Javier Rodríguez Sánchez

**Director of Ports, Ground, Travel & Cruise Operations**  
*Pullmantur*

Javier Rodríguez Sánchez is 35 years old.

He holds a Nautical Studies degree and over more than 13 years experience in the Shipping & Ports Industry. Prior his current position he has worked in various organizations, i.e. Deck officer onboard ro-ro ships, BP Oil, Maersk Line, InterCruises Shoreside & Port Services. Since December 2010, Javier is managing all Port, Ground & Cruise Operations Worldwide of Pullmantur and CDF Cruises based in Madrid.

## Adam Sharp

**Head of Port Operations & Guest Port Services Europe**  
*Royal Caribbean Cruise Ltd.*

Adam has worked in the Cruise Industry for over 10 years and currently holds the position of Head of Port Operations & Guest Port Services Europe for Royal Caribbean Cruises Ltd.

Adam is responsible for overseeing day-to-day operations of the company's three main brands, Royal Caribbean, Celebrity Cruises and Azamara Club Cruises whilst in Port including the contracting and relationship management of all suppliers and Port Authorities. Furthermore he maintains ultimate responsibility for all guest turnaround operations within the region.

As of January 2014, Adam assumed the Chairman's position for CLIA Europe's Port & Destination Committee.

cused not only in Mediterranean Ports but also in external factors that influence its development. China is the hot topic, because almost all cruise lines have announced the deployment of ships in that region.

Royal Caribbean's Dustin Nason, director worldwide port operations, said that Asia and Caribbean are the biggest external competitors. 'In China yields are high and with the middle class population reaching 350 million in 2016, these factors will influence deployment decisions,' he said. But Nason also noted that if yields improve in the Caribbean then Mediterranean could have more seasonal ships in the summer, because it's easy to reposition ships between the Caribbean and the Med than it is to redeploy ships from Asia back to Europe.

Mediterranean is the second most popular cruising area in the world, with an 18,6% share of the market compared to the Caribbean's 37,6%, and it scoring 8 out of 10 in the Royal Caribbean brands. MedCruise president Carla Salvado said there was cause





for optimism in Mediterranean cruising. "Despite some decline in traffic the last year, we have experienced long-term growth in the Med and we need to sustain it," she said.

Salvado told the assembly that MedCruise was working with CLIA Europe to reverse low levels of penetration in key source markets. CLIA Europe secretary general Raphael von Heereman said travel agents had an important role to play in this process, because until now, 70% of cruise passengers in Europe have booked through travel agents, and he believe this won't change soon. "Better trained travel agents lead to more informed consumers and thus more bookings and more cruises taken," he said. CLIA Europe and MedCruise are in the process of launching a joint venture by setting up an online training tool to educate and certify travel agents. CLIA Europe and MedCruise are in the process of launching a joint venture by setting up an online training tool to educate and certify travel agents. Kerry Anastassiades of Celestyal Cruises said that Turkey, with 80





## 47<sup>th</sup> MedCruise General Assembly

**GA Venue:** Archaeological Museum of Olbia

### Programme

#### Wednesday, 14 October 2015

<b>08:30 - 19:00</b>	Airport Transfers   Hotel Check-in
<b>08:30 - 19:00</b>	Delegate Registration
<b>10:00 - 12:00</b>	MedCruise Board of Directors meeting
<b>12:00 - 13:00</b>	Press Conference
<b>19:00 - 20:30</b>	Opening by Local Authorities (venue: Archaeological Museum of Olbia)
<b>20:30</b>	Welcome Cocktail (venue: Archaeological Museum of Olbia)

#### Thursday, 15 October 2015

<b>08:30 - 19:00</b>	Delegate Registration
<b>09:00 - 11:00</b>	<b>General Assembly   Internal matters</b> (for MedCruise members only)
<b>11:00 - 11:30</b>	Coffee Break
<b>11:30 - 13:00</b>	<b>Promoting the Med in New Markets: China</b> Moderators: Figen Ayan (Istanbul), Maria Cano (Palamós) Key interventions: Chinese Friendly International ↳ Kurt Grötsch, CEO ↳ Manu Sanchez Monasterio, e-Marketing Strategies Director
<b>13:00 - 13:30</b>	<b>Update on the Pan-European Dialogue</b> Moderators: <ul style="list-style-type: none"> <li>Stavros Hatzakos (Honorary President of MedCruise, President of European Cruise and Ferry Port Network - ECFPN)</li> <li>Malcolm Morini (Civitavecchia)</li> </ul> Key interventions: <ul style="list-style-type: none"> <li>↳ Thomas Strasser, DG MARE</li> <li>↳ Donatella Soria, DG GROW</li> </ul>
<b>13:30 - 14:45</b>	Lunch

<b>14:45 - 15:15</b>	<b>Reaching the Travel Agents: CLIA Europe/MedCruise Project</b> Moderator: Ana Lourenco (Lisbon) Key intervention: Raphael von Heereman, CLIA Europe Secretary General
<b>15:15 - 16:45</b>	<b>State of the cruise and cruise port industries in the Med: The Cruise Lines Perspectives</b> Moderator: Carla Salvadó, MedCruise President <ul style="list-style-type: none"> <li>✎ Kerry Anastassiades, Celestyal Cruises</li> <li>✎ Sander Groothuis, Windstar Cruises</li> <li>✎ Bruce Krumrine, Princess Cruises</li> <li>✎ Dustin Nason, Royal Caribbean</li> <li>✎ Michel Nestour, Carnival Corporation</li> <li>✎ Luigi Pastena, MSC Cruises</li> </ul>
<b>16:45 - 17:00</b>	Coffee Break
<b>17:00 - 18:30</b>	Business to Business (B2B) Meetings
<b>20:30</b>	Gala Dinner (Pedrinelli Restaurant – Porto Cervo)

## Friday, 16 October 2015

<b>08:30 - 13:30</b>	Delegate Registration
<b>09:00 - 11:00</b>	Business to Business (B2B) Meetings
<b>11:00 - 11:30</b>	Coffee Break
<b>11:30 - 13:00</b>	Interactive Workshops with Cruise Line Executives (Hotel President)
<b>Workshop I</b>	<b>Managing Activities in the Port</b> Resolving issues related to the several activities linked with a cruise call and/or those related to the presence of non-cruise activities at the very same time. <u>Moderating BoD members:</u> Figen Ayan (Istanbul), Elvira Leshchynska (Odessa), Marijan Petkovic (Sibenik) <u>Interacting with MedCruise members:</u> <ul style="list-style-type: none"> <li>• <b>Dustin Nason, Royal Caribbean</b></li> <li>• <b>Sander Groothuis, Windstar Cruises</b></li> <li>• <b>Luigi Pastena, MSC Cruises</b></li> <li>• <b>Marcus Puttich, TUI Cruises</b></li> </ul>
<b>Workshop II</b>	<b>Relations with Other Actors</b> Smoothing the involvement of port agents, travel agents, and all other third parties in cruise operations. <u>Moderating BoD members:</u> Bojan Babic (Koper), Giampiero Costagli (Portoferraio), Anne-Sophie Peyran (French Riviera) <u>Interacting with MedCruise members:</u> <ul style="list-style-type: none"> <li>• <b>Michel Nestour, Carnival Corporation</b></li> <li>• <b>Bruce Krumrine, Princess Cruises</b></li> <li>• <b>Adam Sharp, Royal Caribbean</b></li> <li>• <b>Javier Rodriguez Sanchez, Pullmantur</b></li> </ul>

### Workshop III Policies and Practices to Promote Cruising

Being part of an itinerary – how to show the uniqueness of the port/destination.

Moderating BoD members:

Maria Cano (Palamós), Airam Diaz Pastor (Tenerife Ports), Ana Lourenco (Lisbon)

Interacting with MedCruise members:

- **Kerry Anastassiadis, Celestyal Cruises**
- **Federico Bartoli, Costa Crociere**
- **Michael Pawlus, Azamara Club Cruises**

### 13:00 - 14:00 In plenary session: Discussing Workshop Conclusions

Moderator: Kristijan Pavic, MedCruise Vice President

Rapporteurs: MedCruise BoD members

Comments:

- ✎ Federico Bartoli, Costa Crociere
- ✎ Michael Pawlus, Azamara Club Cruises
- ✎ Marcus Puttich, TUI Cruises
- ✎ Javier Rodriguez Sanchez, Pullmantur
- ✎ Adam Sharp, Royal Caribbean

Key intervention: Marco Mezzano, North Sardinia Port Authority

### 14:00 - 15:30 Lunch

### 15:30 - 17:00 Business to Business (B2B) Meetings

### 20:00 Farewell Dinner (Tanit Vineyard)

## Saturday, 17 October 2015

### 08:30 - 09:00 Technical visit: Port of Olbia

### 10:30 - 17:00 Technical visit: Shore Excursion (Porto Torres and Alghero)

### 19:00 Evening free

## Sunday, 18 October 2015

Hotel Check-out | Airport Transfers





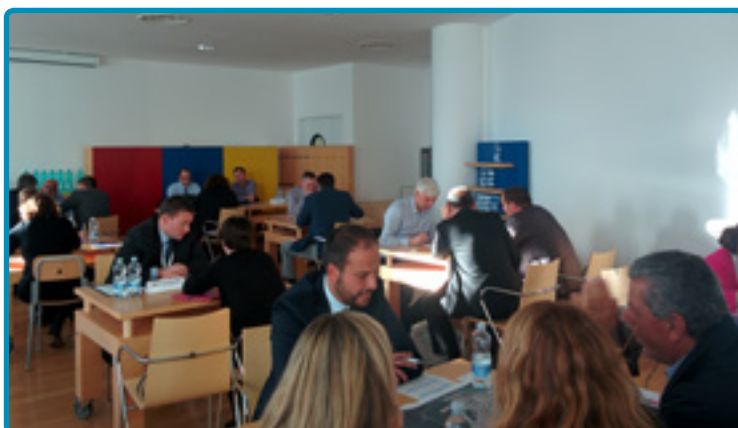
million populations, held great potential for cruise growth in the region. He said promotion was another big issue ports should address. "How can you as ports help the cruise industry grow in terms of bringing more people? You need to start collaborating and clustering, working with itinerary planners." And he asked ports, 'How much money do you spend on telling the consumer how good cruising is?'

Turning to port infrastructure, Michel Nestour, Carnival Corp & plc vp global port and destination development Euromed, showed delegates images from the newly opened Amber Cove in the Dominican Republic, a port that was built from scratch inside five years.

'Ships have evolved over the past 35 years, so ports also need to evolve,' he said but lamented that this type of infrastructure is happening in the Caribbean and in Asia but not in Europe yet.

The 47th General Assembly is well designed for networking. Several work shop sessions took place as well as B2B meetings between cruise lines, members and





international press representatives.

Is fair to mention that the Assembly was complemented by excursions specially oriented to



the cruise line executives and members of the press who enjoyed the local gastronomy and excellent wines from local wineries.

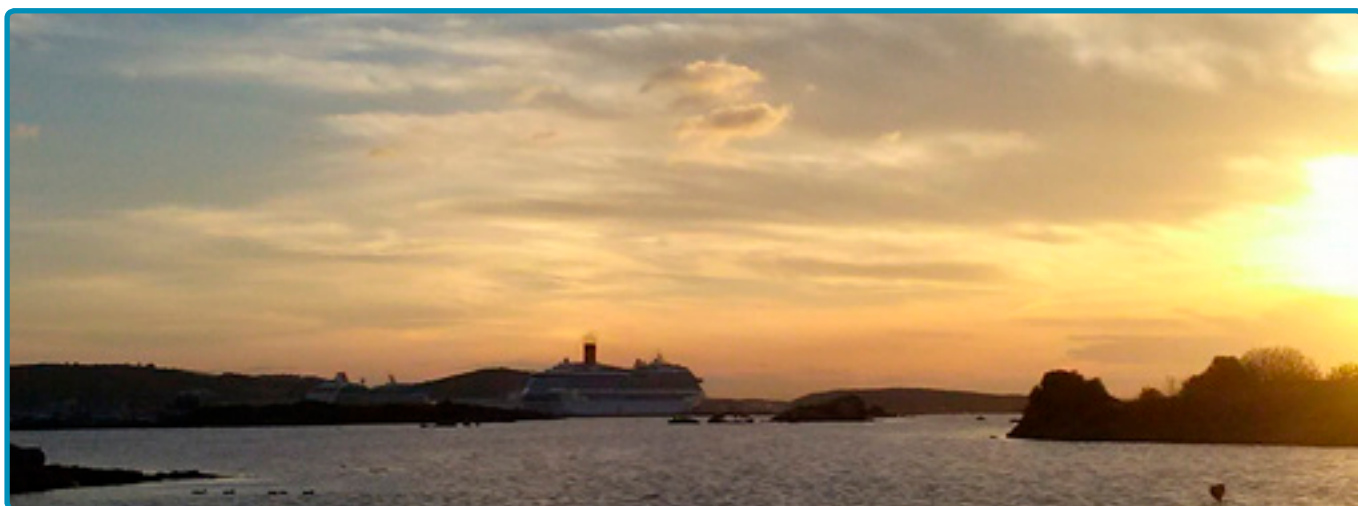


VERMENTINO  
BASILICA DI SAN GAVINO  
ISOLA BIANCA **ALGHERO**  
PORTO TORRES ASINARA  
COSTA SMERALDA  
GOLFO ARANCI **OLBIA**  
PIERO MANCINI **NURAGHE**  
PORTO CERVO











Set up in Rome on the 11th of June 1996, MedCruise is the Association of Mediterranean Cruise Ports. MedCruise's mission is to promote the cruise industry in the Mediterranean and its adjoining seas.

The Association assists its members in benefiting from the growth of the cruise industry by providing networking, promotional, and professional development opportunities. Today, the association has grown to 71 members representing more than 100 ports around the Mediterranean region, including the Black Sea, the Red Sea and the Near Atlantic, plus 30 associate members, representing other associations, tourist boards and ship/port agents.



**MEDCRUISE**

The Association of Mediterranean Cruise Ports