

Port Network Authority of the Ionian Sea – Port of Taranto

Nomination for Medcruise Award *Adaptation and resilience*

WHY TARANTO

OUR RESILIENT APPROACH AND DISCREET NON-STOP COMMITMENT TO
THE SUSTAINABLE GROWTH OF CRUISE TRAFFIC IN 6 STEPS:

1. CRUISE SHIP LAY-UP 
2. CRUISE ECOSYSTEM AWARENESS 
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4. FALANTO AWARDS 
5. GLOBAL PORTS HOLDING PARTNERSHIP 
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The port of **TARANTO** is an up-and-coming destination in the Mediterranean, a member of Medcruise since 2014 and cruise destination since 2017.

The Port Network Authority of the Ionian Sea (PNAIS) has been working hard during these years to promote the port of Taranto on the cruise market thanks to the enduring collaboration of Medcruise.

The spread of Covid-19 halted the world for a year in 2020. It was a moment of crisis for the travel industry, for destination ports and cruise lines, most importantly for the people employed in the industry.

This Port Network Authority worked throughout 2020 to generate opportunities for the growth of the cruise ecosystem in a time of general difficulty, showing **adaptability** and **resilience** in its effort.





In the first months of 2020 the port of Taranto welcomed the **Costa Favolosa**, one of the largest ships in the Costa fleet, for its lay-up at the port.

Safety was ensured to both The ship and 674 crew members thanks to the collaboration of the local authorities and the support of the Multipurpose Pier concessionaire, the **San Cataldo Container Terminal** - owned by Yilport Group - that let the Costa Favolosa berth at the Multipurpose Pier.

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CRUISE SHIP
LAY-UP





During the remainder of 2020 the **MSC Fantasia** and **MSC Opera** were in lay-up at the port of Taranto, both of them berthing at the Multipurpose Pier.

Such an accommodation – as in the case of Costa Favolosa – ensured safety for both the local community and the crew on board.

Thanks to the expertise of port operators and professionals and the support from institutions – firstly from the Municipality – the prolonged lay-up period was carried out in total safety.

CRUISE SHIP LAY-UP



Port Network Authority
of the Ionian Sea
Port of Taranto





Fulvio Lino Di Blasio
Secretary General
Port Network Authority of the Ionian Sea
(Port of Taranto)



**Seatrade
Cruise
Virtual**

5-8 OCTOBER 2020



In order to implement the development strategy identified in the **Three year Operational Plan 2020-2022** ([link](#)), the PNAIS participated in online events and launched a series of initiatives for the benefit of the cruise ecosystem in Taranto.

- The Port Network Authority participated in the **Medcruise marketing campaign** to keep up the spirits during such a difficult time producing a video ([link](#)) aiming to reach out to the cruise cluster and the cruise community digitally

- the **Seatrade Cruise Virtual** enabled the PNAIS to attend several meetings with international cruise lines to promote both the destination and the port and consolidate the Authority's network of relations employing digital instruments ([link](#))

CRUISE ECOSYSTEM AWARENESS



Port Network Authority
of the Ionian Sea

Port of Taranto





The PNAIS joined the **AIVP** network of port cities in 2020 to boost its commitment to regenerate the port-city relationship thanks to the Association's international expertise in this field.

The PNAIS launched in 2020 a series of initiatives aiming to spread port culture and work on promotion of Taranto's link to the sea and maritime activities:

- **Taranto Port Days 2020**, the three days event focusing on port culture
- The new port museum **Open Port**, focusing on the engagement of the local community to build a strategic vision founded on innovation, sustainability and inclusion.

[News - Port of Taranto joins AIVP network](#)
[News - Open Port Exhibition Center](#)

The joint effort of PNAIS and the Municipality opened up new possibilities to promote Taranto as port-city and strengthen the relationship between the city and the sea, making it possible for Taranto to host the Italy Grand Prix of the **SAIL GP**, the international sailing competition that will take place on June 5-6.



PORT AND CITY RELATIONSHIP

8 - 10 ottobre 2020

Taranto PORT DAYS 2020



The PNAIS organized the **Taranto Port Days 2020** (October 8-10) in the framework of the **Italian Port Days** launched by the Italian Ports Association, with the aim to open up the port to the city and spread port culture.

This initiative was taken in accordance with the principles identified in the Three Year Operational Plan 2020 - 2022, which brings to the fore the importance of the reconstruction of the connection with the city both from the infrastructural and cultural point of view.

The event turned the port into the set of theatre performances, concerts and conferences across three days - besides guided tours, both by bus and by boat.

The PNAIS was supported by three excellent local associations:

- the **Jonian Dolphin Conservation**, which deals with marine research and protection of sea life
- the **AFO6**, experienced in the organization of cultural events and concerts
- the **Propeller Club - port of Taras** which promotes networking and relationships among professionals in the transport industry.

PORT AND CITY RELATIONSHIP





With the aim to re-launch its visibility, in the framework of the Taranto Port Days 2020 the PNAIS organized the first edition of the **Falanto Awards**, an international event, named after the mythical Spartan warrior who founded the city of Taranto. With the Falanto Awards the PNAIS aims to consolidate the partnership with institutions and private operators that gave their excellent support to the regeneration of the port-city of Taranto encouraging its visibility and promoting the port-city as hub of talents and creativity: [link](#). The event was officially endorsed by Medcruise.

Five partners were chosen by PNAIS to receive the Falanto award:

- Mario Turco, Undersecretary of the Council of Ministers
- The mayor of Taranto Rinaldo Melucci
- Marella Cruises
- Singer Antonio Diodato
- Artist Michele Riondino
- Sportswoman Benedetta Pilato
- Sportsman Pier Aberto Buccoliero

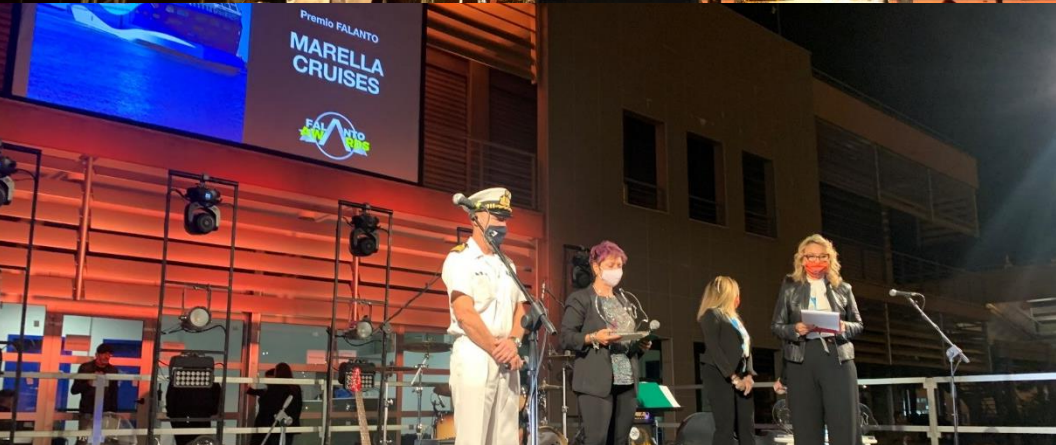
FALANTO AWARDS





The port of Taranto awarded **Marella Cruises** for having believed in the potential of the city from the first moment, investing resources and promoting Taranto as cruise destination by including the port-city in its itineraries for the first time in 2017

The Award was received by Ms Danila Sassanelli, representative of **Intercruises**, on behalf of Marella, and a video message from Marinella Megaro



The partnership with both international operators is strong and enduring, benefitting the port, the city and the cruise passengers

FALANTO AWARDS

GLOBAL PORTS HOLDING PARTNERSHIP



The PNAIS worked thorough year 2020 to finalize the administrative procedure regarding the concession of passenger services to Global Ports Holding

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Finally in April 2021 the port of Taranto entered the prestigious network of Global Ports Holding, which promotes Taranto as “**a destination beyond your imagination**”.

[News](#)

[Taranto Cruise Port Facebook Page](#)





The **Taranto Cruise Port** was set up in record time after the signing of the concession, and started its activities on May 5th with the maiden call of the smart-ship **MSC Seaside**.

The inaugural call marks the relaunch of cruise traffic in the Mediterranean and also the first time ever that the port of Taranto functions as **home port**.

The safety of passengers was ensured thanks to the employment of the health and safety protocol **"MSC safe bubble"**.

Meet and greet activities, excursions and embarking/disembarking operations were carried out efficiently thanks to the expertise of Global Ports Holding, and the partnership with local institutions.

GLOBAL PORTS HOLDING PARTNERSHIP





The port increased its competitiveness by restoring a cruise dedicated berthing piece of infrastructure in 2020 with the completion of the works at the **head of Pier 1 (molo san Cataldo)**

News

Works are undergoing on Quay 1 too and will be finished by the end of June. Thus another berthing point for cruise ships will be available.

At the same time works have continued for the renovation of **Pier 1 East Side (see pictures)**, where cruise ships will berth starting next year.

PORT INFRASTRUCTURE





The **results** of PNAIS' resilience in 2020:

- Consolidated relationship with the city and the local community
- Increased international visibility
- Stronger cruise ecosystem awareness
- Inauguration of new infrastructure
- Partnership with international player such as GPH and greater port competitiveness
- Doubled numbers of calls in 2021 and 5 new cruise lines choosing Taranto as port of call .

TARANTO
BECAUSE...

THANK YOU FOR YOUR ATTENTION

