VALLETTA
CRUISE PORT

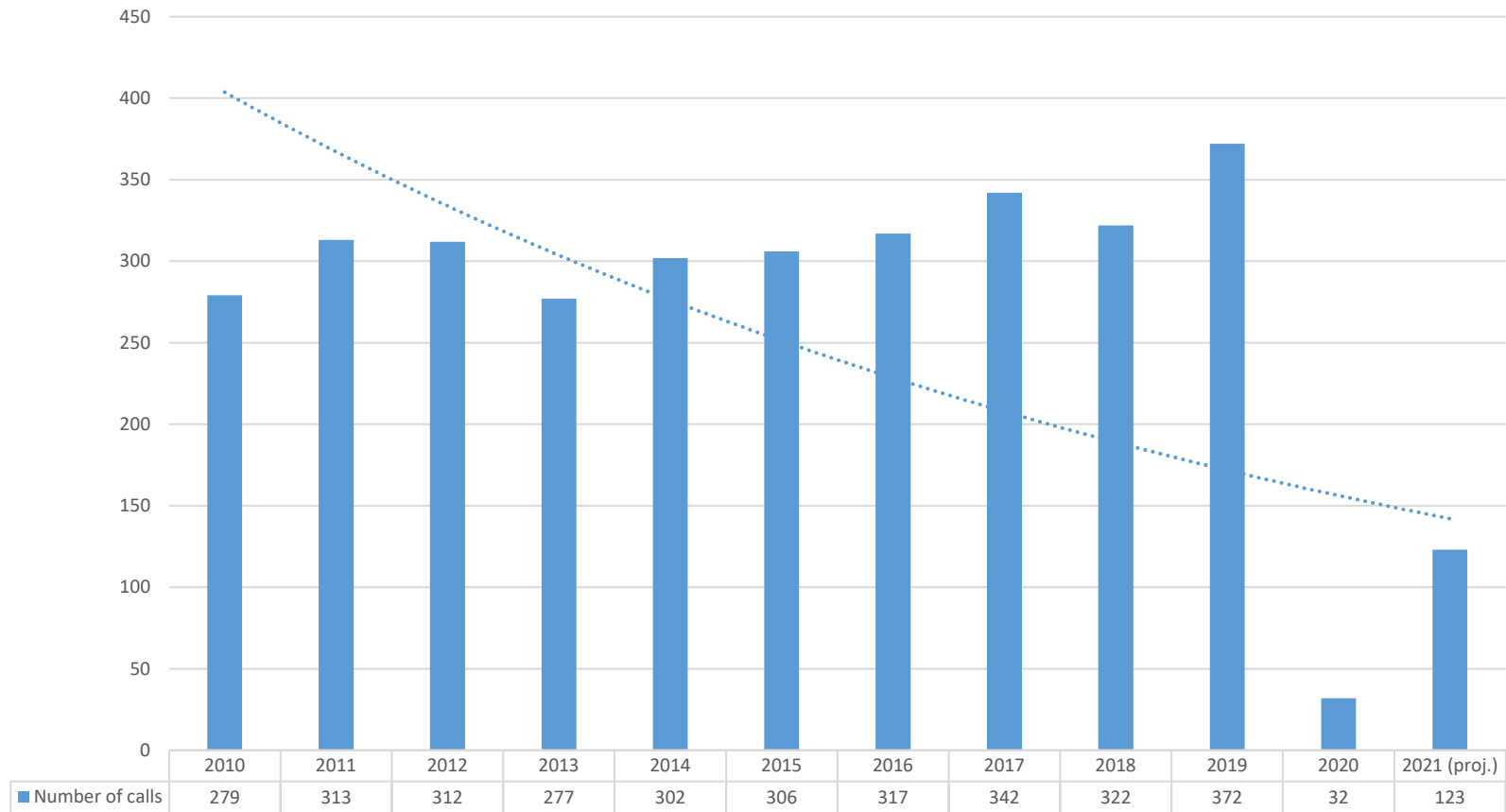# Valletta:

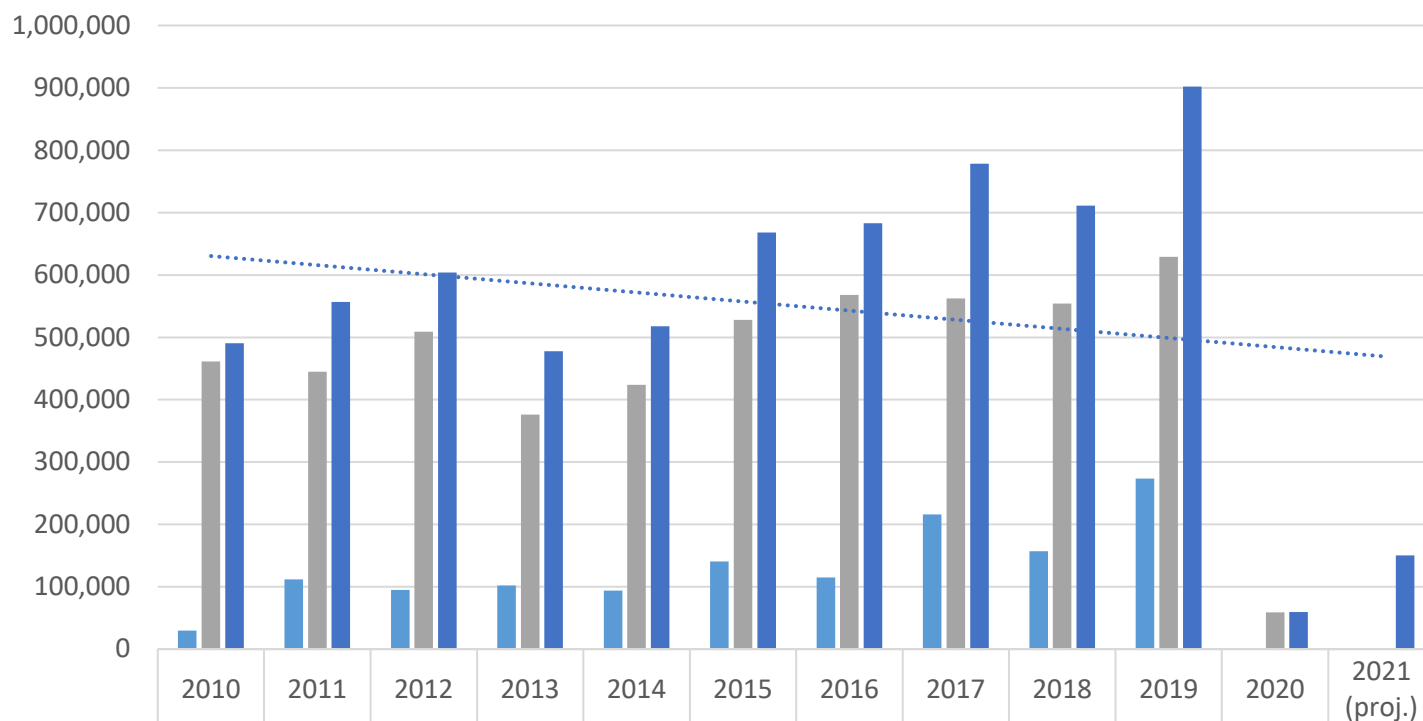A Case of Adaptation and Resilience

The Cruise Industry in Malta

Number of Cruise Calls in Malta from 2010-2020 & Projections for 2021

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021 (proj.)
Number of calls	279	313	312	277	302	306	317	342	322	372	32	123

The Cruise Industry in Malta

Cruise Passenger Growth in Malta from 2010-2020 & Projections for 2021

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021 (proj.)
■ Homeport	29,309	111,780	94,910	102,034	93,581	140,512	114,731	216,029	156,825	273,549	358	
■ Transit	461,392	444,771	509,134	375,785	424,013	527,765	568,239	562,610	554,193	628,876	58,822	
■ Total passenger movements	490,701	556,551	604,044	477,819	517,594	668,277	682,970	778,639	711,018	902,425	59,180	150,000

Contribution of the Cruise Industry to the Maltese Economy

€83.36 million

in 2019 in direct expenditure by the cruise industry in the Maltese economy of which:

€31 million

expenditure by the cruise passengers

€52 million

expenditure by cruise liners

"You must be shapeless, formless, like water. When you pour water in a cup, it becomes the cup. When you pour water in a bottle, it becomes the bottle. When you pour water in a teapot, it becomes the teapot. Water can drip and it can crash. Become like water..."

- Bruce Lee

Amendment of the Health & Safety Protocols

- Valletta Cruise Port commenced preparations for the post-COVID cruising reality way back in January 2020, at the first sightings of the pandemic.

- The Emergency Response Plans and the Health and Safety Protocols were revised to reflect this new situation.

Obtaining the WTTC Safe Travel Stamp

- Valletta Cruise Port has been working hard together with the various local and international stakeholders to implement new health and safety measures.

- In summer 2020 Valletta Cruise Port was awarded the 'Safe Travels' stamp by the World Travel & Tourism Council.

- The 'Safe Travels' stamp provides travellers with assurance that the destination has adopted health and hygiene global standardised protocols.

Hosting the First International Cruise Call

- Thanks to strict health and safety protocols to protect local communities, guests and crew, Valletta Cruise Port welcomed its first cruise ship, the MSC Grandiosa, on Friday 21st August, operating under a strict and comprehensive health and safety protocol that applies equally both on land and at sea. Despite Maltese ports being open since 1st July 2020, no cruise ships had called at Valletta since March 2020.

- MSC Cruises was the first of the major cruise operators to return with port calls, with MSC Grandiosa sailing from Genoa on a 7-night Western Mediterranean Cruise.

- Prior to the first call Valletta Cruise Port conducted a local PR campaign highlighting the safety and importance of such an operation. Such a PR effort has been ongoing ever-since, with calls also successfully ongoing weekly since August 2020.

- More about this first international call is available at:
  https://www.youtube.com/watch?v=263gSbmW7ps

A Safe Continuation of Cruising in Valletta

- Together with local authorities and partners, Valletta Cruise Port worked on these guidelines with the aim of facilitating operations in this important transitional phase.

- The guideline document establishes, embodies and merges Valletta Cruise Port's operational plans, procedures and guidelines with cruise line protocols to ascertain the safe continuation of cruising.

- The compilation of these guidelines is based on the results of facility assessments within the context of recent and current regional events brought about by the pandemic.

- Cruise calls to Malta must embody these guidelines.

Investing in the Future

- The months during which the port was devoid of any business served as a time to further invest in projects to further enhance the appearance of this iconic Maltese destination. Works on the canopies along the Valletta Waterfront respecting the historic fabric of the Valletta Waterfront promenade with its nineteen historical 270-year-old warehouses was inaugurated in July 2020.

- Valletta Cruise Port is supporting a €49.9 million initiative spearheaded by Infrastructure Malta and Transport Malta to develop shore-side electricity infrastructure as part of the Grand Harbour Clean Air Project. This includes a €37m investment to provide shore power on the 5 main cruise ship quays of the Grand Harbour by the end of 2023. Works are ongoing in earnest.

Looking to the Future

- Valletta Cruise Port is looking forward to a stepped approach to operations, with a gradual increase in operational capability.

- For the rest of the year it is estimated that Valletta will welcome over 150,000 passenger movements on over 120 calls.

Thank you for your attention