

Guide for MedCruise New Members

2025



About MedCruise

The mission of MedCruise 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, as well as promotional and professional development opportunities. It is also advancing their interests in international fora and relevant cruise policy discussions.

MedCruise represents today 159 ports around the Mediterranean region, including the Black Sea, the Red Sea and the Near Atlantic, plus 51 associate members, representing other associations, tourist boards and ship/port agents.

Below you might find some of the key benefits that the Association offers to its membership.



Membership benefits

- Representation at major Cruise Shipping events
- Meeting Cruise Lines (B2B meetings) & networking with fellow members during the two MedCruise General Assemblies held annually
- Annual Professional Development Courses complimentary to members
- MedCruise Data and Studies
- Cruise Line Directory
- Inclusion in Key directories
- Promotion via the MedCruise Website & the strong association's presence in Social Media
- Several opportunities to network with other members, exchange experiences, and share / develop best practices
- MedCruise Online Community, MedCruise Insider (Podcast), MedCruise Award - #MembersTogether
- Relations with other Associations, links with European and International Institutions

Representation at major Cruise Shipping events

Among the numerous benefits that the Association is offering, one might include the fact that it provides a platform for the representation of both its port and associate members in all major cruise-related events around the globe.

Seatrade Cruise Global, Seatrade Cruise Med, Seatrade Cruise Europe, the International Cruise Summit (Spain), the Italian Cruise Day (Italy), the Posidonia Sea Tourism Forum (Greece), are some of these examples.

Members wishing to participate in Seatrade Cruise Med can exhibit inside the MedCruise Pavilion, enjoying preferential treatment in terms of location, centrality, and cost of space.

In the case of Seatrade Cruise Global and Seatrade Cruise Europe, members can use the MedCruise stand to hold their meetings and promote their ports/companies.



MED



Meeting Cruise Lines (B2B meetings) & networking with fellow members during the two MedCruise General Assemblies

MedCruise organises two General Assemblies per year, attended by more than 150 delegates, Cruise Line executives and Media representatives. Cruise Line executives and Media representatives are invited to intervene in these General Assemblies and devote time in B2B meetings with MedCruise members.





Annual Professional Development Courses complimentary to members (PDC)

MedCruise contributes to advancing the professionalism of its membership by organising annual Professional Development Courses (PDC). In 2022, the PDC was organized in Istanbul with the aim of "Getting familiar with the environmental challenges of cruise traffic considering current and near-future regulatory developments."

In January 2024, the PDC took place on Board MSC Fantasia, focusing on environmental and social sustainability, as well as the circular economy in the cruise sector. Read more: [Link](#)

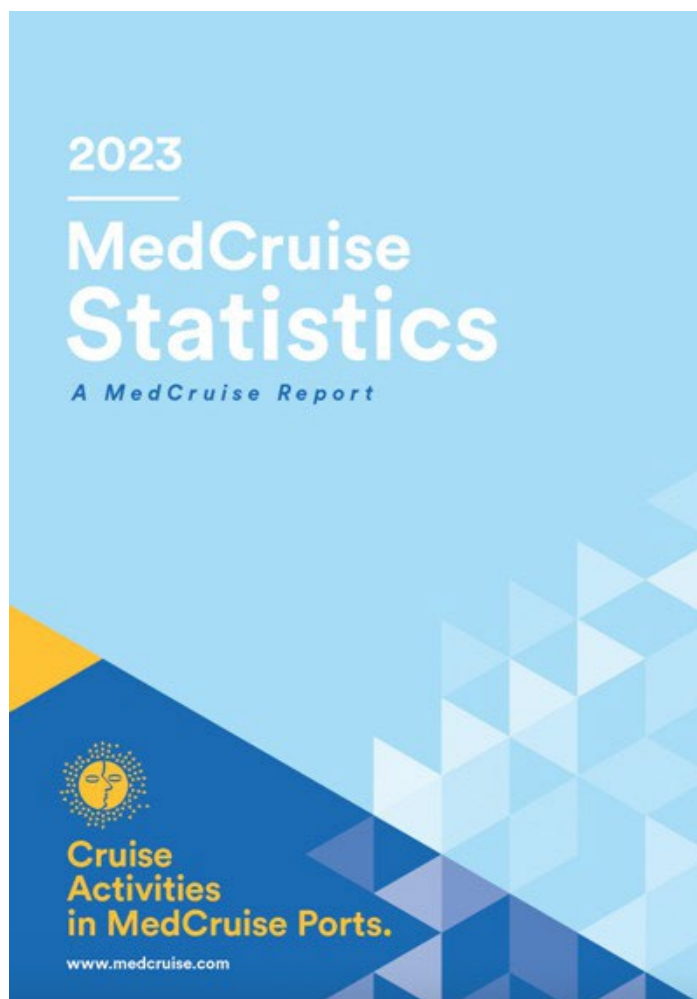




MedCruise Studies

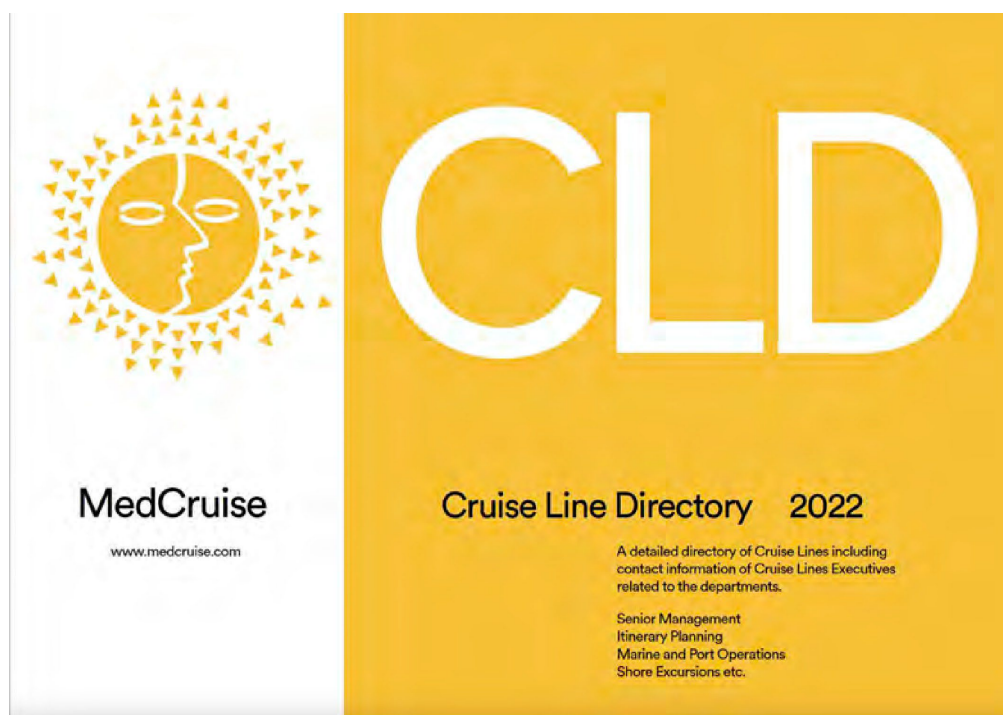
Similar benefits result by the progress of the several MedCruise studies published every year. Recent examples include:

- The statistics reports published every year provide useful data as regards the cruise industry and the Mediterranean ports.



Cruise Line Directory

All MedCruise members are offered exclusive access to MedCruise Cruise Line Directory, which forms a detailed directory of all major cruise line companies including fleet details, as well as contact information of cruise line executives related to the departments of Senior Management, Itinerary Planning, Marine and Port Operations, Shore Excursions etc.



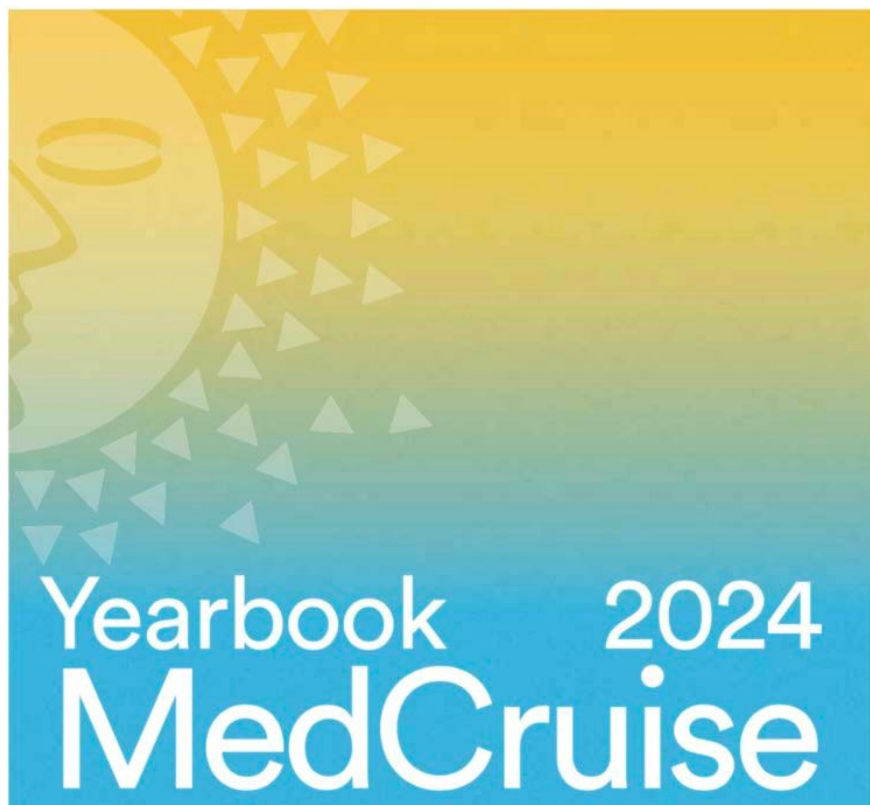
Available when you become a member



Inclusion in Key directories

The MedCruise annual yearbook is a key publication distributed to more than 2.000 people in the sector and includes information about each member's key features, tourist attractions, and infrastructure information.

- Last published Yearbook 2024





Promotion via the MedCruise website & the Association's presence in social media

Meanwhile, the MedCruise website (www.medcruise.com) is regularly updated with new features. Each member possesses a dedicated profile where they can share their news. In conjunction with MedCruise's active presence on social media, the Association furnishes its members with a valuable tool for self-promotion and a communication platform with cruise lines. The MedCruise team collaborates closely with cruise lines and other international associations in the cruise sector, ensuring its role as a catalyst for the cruise business, benefiting both its members and the entire industry.

Notably, every member maintains a dedicated section on the website featuring various technical aspects. This enhances the visibility of the offerings that each port member and associate member provide to cruise lines and passengers.

<https://www.medcruise.com/medcruise-members>



Several opportunities to network with other members, exchange experiences, and share / develop best practices

Members of the MedCruise family have developed a friendly professional network that enables exchange of information, and the discussion and development of best practices.



MedCruise Pavillion at Seatrade Cruise Med 2022, Málaga



MedCruise online community! #MembersTogether

A new social platform launched in September 2021, designed for MedCruise members only and, keeps us connected and informed on our Association life.

Includes documents, photo gallery, forums and private chat to discuss topics of common interest and exchange opinions, ideas, knowledge, share best practices and information.



onlinecommunity.medcruise.com

#share #interact #ask #download #MembersTogether #PortsTogether



Relations with other Associations and links with European and International Institutions

In addition, MedCruise is in close relation with other associations, like CLIA, ESPO, Cruise Europe and AIVP developing joint initiatives promoting cruise activities in the Med and its adjoining seas.

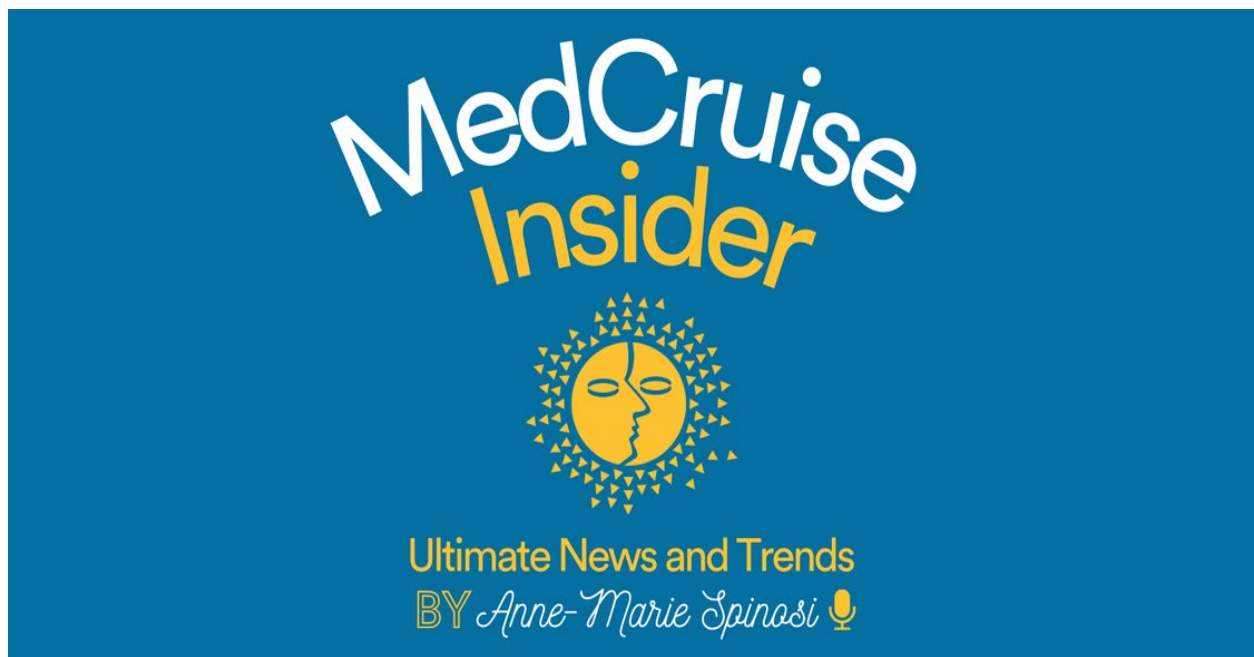
European institutions, including the European Commission, the Committee of the regions, and the Economic and Social Committee are all institutions that have recently invited MedCruise to provide its views on cruise port and cruise activities developments.



MedCruise Insider – Podcast

Since 2021, MedCruise Morning coffee has served as a fresh and dynamic communication channel among MedCruise members, providing key updates and insights into the cruise industry across the Mediterranean and its adjoining seas.

Now, rebranded as MedCruise Insider, the podcast continues to evolve, offering exclusive content, in-depth analysis, and expert interviews, further strengthening the connection between members and key industry stakeholders.



MedCruise Award

MedCruise presents an award every other year to an individual or a group of members as part of the Seatrade Med Awards. In 2022, The Black Sea Ports received this prestigious award.





Our Diversity is our Strength. #PortsTogether

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