



66th
MEDCRUISE
General Assembly

Cartagena
10-13 June 2025

Tuesday, 10 June 2025

08:30 - 19:00 Airport & Train Station Transfers | Hotel Check-in

09:00 - 19:00 Delegate Registration

Venue: [Alfonso XIII Hotel](#) & [Carlos III Hotel](#)

10:00 - 11:00 Press Conference

Venue: [Museum of the Roman Theatre of Cartagena](#)

12:00 - 13:00 Constitution Advice Study Committee

Venue: [Auditorio El Batel](#)

14:00 - 16:00 MedCruise Board of Directors Meeting

Venue: [Auditorio El Batel](#)

20:00 Official Opening & Welcome Reception

Venue: [Historical Military Museum of Cartagena](#)

Dress code: Smart casual

Programme for
Cruise Companies
and Press Guests
Only

**Cartagena
Heritage &
Flavours
Experience**
8:45 – 16:30

Wednesday, 11 June 2025

08:00 - 19:00 Delegate Registration

Venue: [Auditorio El Batel](#)

09:00 - 10:30 Discussion of Internal Matters

(Exclusively for members of MedCruise)

Venue: [Auditorio El Batel](#)

#PortsTogether session

10:30 - 11:00 Coffee Break

Venue: [Auditorio El Batel](#)

11:00 - 13:00 Discussion of Internal Matters

(Exclusively for members of MedCruise)

Venue: [Auditorio El Batel](#)

#PortsTogether session

13:00 - 14:00 Lunch Break

Venue: [Auditorio El Batel](#)

14:00 - 14:10 Welcome and Introductory remarks by the President of MedCruise, Theodora Riga

Venue: [Auditorio El Batel](#)

Programme for
Cruise Companies
and Press Guests
Only

**Maritime
& Naval
Cartagena**
8:45 – 12:00

#PortsTogether sessions are exclusive to MedCruise membership



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14:15 – 15:00 The Future of Mediterranean Cruise Itineraries (45 min)

This session will explore key trends shaping cruise itinerary planning in the Mediterranean, including changing passenger preferences, port capacity, sustainability and regional developments. Experts will discuss how the industry is adapting to create more resilient and appealing itineraries for the future.

Moderated by **Virginia López Valiente**, CEO (Cruises News Media Group)

Speakers:

Giora Israel, President (Giora Israel LLC)

Crystal Morgan, Senior Director Deployment & Itinerary Planning (Seabourn)

Simone Frontini, Senior Analyst Itinerary & Planning (Costa Crociere)

Mark Robinson, General Manager (BC Tours)

Venue: [Auditorio El Batel](#)

15:00 – 15:15 Coffee Break

Venue: [Auditorio El Batel](#)

15:15 – 15:45 The Future Of Destination Services & AI (30 min)

Eric Benedict, CEO of Access Cruise Inc., is a 30-year cruise industry veteran leading AI consulting and training. At MedCruise, he'll share how AI is transforming destination services with smarter, more efficient, and personalized solutions for ports and tour operators.

Presentation by **Eric Benedict**, VP & Chief Administration Officer (Access Cruise Inc)

Venue: [Auditorio El Batel](#)

16:15 - 18:15 Business to Business (B2B) Meetings (exclusively for members of MedCruise)

Venue: [Auditorio El Batel](#)

20:00 Transfer to Gala Dinner

(Pick-up at **Alfonso XIII Hotel**)

20:30 Gala Dinner

Venue: [Cuarentaytrés Restaurant](#)

Dress code: Lounge suit – formal wear

Thursday, 12 June 2025

08:00 - 14:00 Delegate Registration

Venue: [Auditorio El Batel](#)

08:30 - 11:30 Business to Business (B2B) Meetings (exclusively for MedCruise members)

Venue: [Auditorio El Batel](#)

11:45 - 12:30 Cruise Passenger Experience & Community Engagement (45 min)

This discussion will explore the evolving expectations of cruise passengers and how destinations can enhance the visitor experience while fostering meaningful engagement with local communities. Speakers will discuss best practices for delivering authentic, seamless, and sustainable experiences, as well as strategies to ensure that cruise tourism brings mutual benefits to both travellers and residents.

Moderated by **Laura Cimaglia**, VP of MedCruise & Manager of the Port of Taranto

Speakers:

Jon Olav Stedje, Sustainability & Community Engagement Manager (MSC Cruises)

Abigail Crossley, Senior Manager Global Sourcing Shore Excursions (Carnival Corporation)

José Sánchez, Director of Agenda AIVP 2030, Projects and Content (AIVP)

Hortensia Sánchez, Head of Business Development (Port Authority of Cartagena)

Ioannis Bras, CEO (Five Senses Consulting & Development)

Venue: [Auditorio El Batel](#)

#PortsTogether sessions are exclusive to MedCruise membership



12:30 - 14:05 Lunch “A Culinary Journey to the Sea”

Venue: [Auditorio El Batel](#)

14:05 - 14:45 Charting a Greener Course - Innovations for Sustainable Cruising in the Med (40 min)

This panel will showcase innovative solutions and technologies advancing sustainability in Mediterranean cruising, including cleaner fuels, shore power, and smart port infrastructure. Experts will discuss collaborative strategies for a greener, more responsible future.

Moderated by **Valeria Mangiarotti**, Member of the Board of Directors of MedCruise & Marketing Manager of the Sardinian Ports

Speakers:

Sacha Rougier, Vice President Itinerary Planning and Destination Experiences (Orient Express)

Sylviane De Tracy, Director, Cruise Research & Development (PONANT)

Ana Lourenço, Cruise and Marina Manager (Port of Lisbon)

Francesca Antonelli, Head of Cruises & Marketing (Port Authority of Valencia)

Venue: [Auditorio El Batel](#)

14:50 - 15:30 Looking to the Future of Port Infrastructure (40 min)

This session will explore the latest developments, challenges, and opportunities in port infrastructure across the cruise and maritime sectors. Panellists will discuss strategies for modernising port facilities, enhancing operational efficiency and supporting sustainable growth.

Moderated by **Anne-Marie Spinosi**, SVP of MedCruise & Cruise Manager of Corsica Ports

Speakers:

Odette McFarlane, Director, Port & Shore Operations (Carnival UK)

Fiona Noone, Marine Planning and Port Operations Manager (Marella Cruises)

Gilson Cruz, Member of the Board of Directors of MedCruise & Director of the Board of Directors Cabinet (Ports of Cabo Verde)

Serafin Blazquez, Executive Director, Operations (Cruise Saudi)

Venue: [Auditorio El Batel](#)

15:35 - 16:00 Theodora Riga In Conversation With Giora Israel (25 min)

A unique and insightful dialogue between Theodora Riga, President of MedCruise, and Giora Israel, renowned cruise industry leader and former Senior Vice President at Carnival Corporation.

Venue: [Auditorio El Batel](#)

16:05 - 16:10 Closing Remarks

Venue: [Auditorio El Batel](#)

16:15 - 18:45 Business to Business (B2B) Meetings (exclusively for MedCruise members)

Venue: [Auditorio El Batel](#)

20:00 Transfers to Farewell Dinner
(Pick-up at [Alfonso XIII Hotel](#))

20:30 Farewell Dinner

Venue: [El Parador del Mar Menor Restaurant](#)

Dress code: Casual



Friday, 13 June 2025

From 9:30 Excursions

Please note that all excursions will start from the **Alfonso XIII Hotel**

1. Cartagena and Its Port – Catamaran Tour

9:30 – 11:00 | Port visit

11:00 – 13:00 | City tour

11:00 – 15:00 | City tour with lunch

If you are joining Excursion 1. Cartagena and Its Port – Catamaran Tour **without participating in the port visit, the meeting point is “[El Zulo](#)” statue (a large sculpture of a seated man resting his head on his knees) at **10:45**.*

2. Cabo de Palos and Boat Tour along the Coast of Murcia

8:45 – 16:45

3. Murcia: Cathedral, Casino, City Walk, and Lunch

9:30 – 16:00

All day Hotel Check-out | Airport & Train Station Transfers
