

MEDCRUISE

The Association of Mediterranean Cruise Ports

2019  
MEDCRUISE  
IN ACTION

#portstogether

[www.medcruise.com](http://www.medcruise.com)

## During 2019...

|  |           |
|--|-----------|
| <b>I. MedCruise members gathered in General Assembly</b>   | <b>4</b>  |
| 54th MedCruise General Assembly in Kuşadası shaped the future of the cruise activities in the Med                              | 4         |
| 55th MedCruise General Assembly in French Riviera  | 5         |
| <b>II. MedCruise has taken advantage of digital resources as a means of communication</b>                                      | <b>6</b>  |
| Web and Social Media report  | 6         |
| Newsletter: Issue 57 and Issue 58  | 10        |
| <b>III. The association MedCruise has promoted the Med attending and maintaining an active presence at major cruise events</b> | <b>11</b> |
| Seatrade Cruise Global   | 11        |
| The Posidonia Sea Tourism Forum. Creating a new Vision for Sea Tourism in the East Med   | 12        |
| Adriatic Sea Forum   | 12        |
| Cruise360  | 14        |
| The AIVP conference in Riga, Latvia  | 14        |
| Mediterranean Tourism Forum – Meditour   | 14        |
| Seatrade Cruise Europe   | 15        |
| Sustainable Shipping and Ports Forum   | 15        |
| International Cruise Summit  | 15        |
| Seatrade Cruise Asia Pacific   | 16        |
| Italian Cruise Day   | 16        |
| <b>IV. Has highlighted its features and benefits through the use of merchandising</b>  | <b>17</b> |
| <b>V. Supported Cruise Industry Events</b>   | <b>18</b> |
| Sète Cruise Club 20th Anniversary  | 18        |
| Port of Ancona, Italy, formally presents its new cruise terminal “Molo Clementino”.  | 18        |
| European Travel Agent Forum (ETAF)   | 19        |
| Welcome Cruceros!  | 19        |
| RETE, Cádiz Forum  | 19        |
| I International TUR4all Congress on Accessible Cruise Destinations   | 20        |
| <b>VI. Showed active environmental concern</b>   | <b>21</b> |
| 2nd Small-Scale LNG Summit   | 21        |
| European Environmental Ports Conference  | 21        |
| Conference “Oceans: the future of the blue planet” at the European Parliament  | 22        |
| ESPO Sustainable Development Committee meeting   | 22        |
| Cruise ports or hubs? Cruise Insight Magazine  | 22        |
| The “Blue Maritime Summit Marseille Provence – Cruise Initiatives”   | 23        |
| CWC World LNG Summit & Awards Evening  | 23        |

|  |           |
|--|-----------|
| <b>VII. Encouraged the professional development of its members</b> | <b>24</b> |
| Professional Development Course 2019                               | 24        |
| <b>VIII. Organized Board of Directors meetings</b>                 | <b>26</b> |
| Board of Directors Meeting, 7 March                                | 26        |
| Board of Directors Meeting, 9 April                                | 26        |
| <b>IX. Signed MoUs with</b>  | <b>27</b> |
| <b>X. Set up working groups</b>                                    | <b>28</b> |
| North Africa Working Group   | 28        |
| Black Sea Working Group  | 28        |
| <b>XI. Recognized members and Cruise industry achievements</b>     | <b>29</b> |
| MedCruise Awards 1st Edition                                       | 29        |
| <b>XII. Grew bigger</b>  | <b>31</b> |
| MedCruise Anniversary, 11 June                                     | 31        |
| Welcoming new members  | 32        |
| <b>XIII. Unified and improved its communication</b>                | <b>33</b> |
| New website  | 33        |
| Unified brand communication  | 34        |

# MedCruise Members gathered in general assembly

54th MedCruise General Assembly in Kuşadası shaped the future of the cruise activities in the Med



Hosted by MedCruise members Hege Ports Kusadasi and Global Ports Holding, the 54th MedCruise General Assembly has established itself as a major cruise event in the Mediterranean and its adjoining seas.

Kusadasi (Turkey), the gateway to Ephesus, was for a week the capital of the cruise industry worldwide hosting the 54th MedCruise General Assembly, May 7th -10th. More than 140 delegates from MedCruise port and associate members, cruise lines executives, international press representatives

and local authorities gathered together to discuss the latest trends in the industry and develop synergies towards sustainable cruise services.

Latest tasks developed by the **Board of Directors** and the four **Working Groups** regarding the cooperation among ports and destinations, the new edition of the Professional Development Course, the new marketing plan, the North Africa and Black Sea regions promotion actions, the cruise-industry events participation, the European Union affairs, new projects and studies,

sustainability and environment, cooperation with other Associations, and source markets analysis were discussed during the Internal Matters Session.

During the **session Trends in the Med**, MedCruise members along with cruise line executives and international press representatives had the chance to discuss in detail about the cruise industry latest developments. Itinerary planning and deployment, ship repair and maintenance, the luxury market, port operations and cruise activities in the East Med were also discussed and analysed in the plenary sessions.

In line with the MedCruise tradition, all port and associate members had a first-class opportunity to enjoy sessions of **B2B-meetings** with cruise line executives and international press representatives.



MedCruise attendees had a busy 4-day schedule, which kicked off with a press conference and welcome reception. Highlight of the event was the gala dinner at the Celsus Library in Ephesus, where guests had once in a lifetime experience at the breath-taking atmosphere of Ephesus. Farewell dinner took place at the castle in Pigeon Island overlooking Ege Port Kuşadası and the beautiful view of the town. Three shore excursions were available in which guests had a chance to discover various attractions in Kuşadası such as Ephesus, Şirince Village, Priene and Cave of Zeus.



## 55th MedCruise General Assembly in French Riviera



The 55th edition of the MedCruise General Assembly was hosted by the MedCruise member French Riviera – CCI Côte d'Azur, composed by Ports of Cannes, Antibes, Nice and Villefranche.

Juan-Les-Pins (France), Côte d'Azur, was for a week the capital of the cruise industry worldwide hosting the 55th MedCruise General Assembly, Oct 1st -4th. More than 140 delegates from MedCruise port and associate members, cruise lines executives, international press representatives and local authorities gathered together to discuss the latest trends in the industry and develop synergies towards sustainable cruise services.

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new edition of the Professional Development Course, the new marketing plan, the North Africa and Black Sea regions promotion actions, the cruise-industry events participation, the European Union affairs, new projects and studies, sustainability and environment, cooperation with other Associations, and source markets analysis were discussed during the **Internal Matters Session**.

Nearly nine hundred **B2B meetings** took place between MedCruise members and cruise lines executives as well as international cruise press representatives during two very busy days. Moreover, up to six **Plenary Sessions**, made up of quality cruise experts, have provided interesting discussions about the industry and

opportunities to learn more about trends in the Mediterranean in terms of the cruise market.

During the session **Trends in the Med**, MedCruise members along with cruise line executives and international press representatives had the chance to discuss in detail about the cruise industry latest developments. Cruise industry opportunities, environmental issues and new regulations, the luxury market, and the challenges of the cruise industry were also discussed and analysed in other plenary sessions.



MedCruise attendees had a busy 4-day schedule which kicked off with an official opening and welcome reception. The **gala dinner** took place at the emblematic Villa Ephrussi de Rothschild in Saint-Jean-Cap-Ferrat. On the last day three shore **excursions** were available for members and guests "Nice city capital of the Côte d'Azur", "Antibes Juan Les Pins", and "Golf and Gastronomy in Villeneuve Loubet", where members and guests enjoyed together activities and the taste of local specialties.

Airam Diaz, President of Medcruise Association said: "We are honoured to be hosted by our beloved member French Riviera Ports. Our prestigious Association, as a key member of the industry, is committed to the new opportunities and challenges that are to come. MedCruise members, which handled more than 28 million cruise passenger movements in 2018 for first time in our Association's history, are contributing at the sustainable growth of the cruise industry during this bright period."

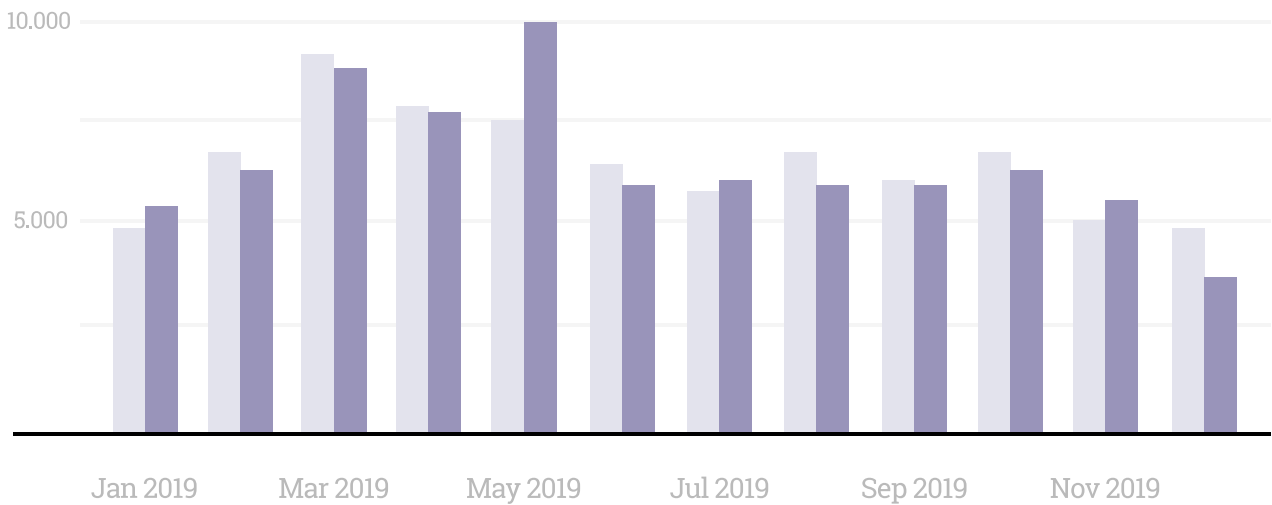


# MedCruise has taken advantage of digital resources as a means of communication



Web

■ Page views



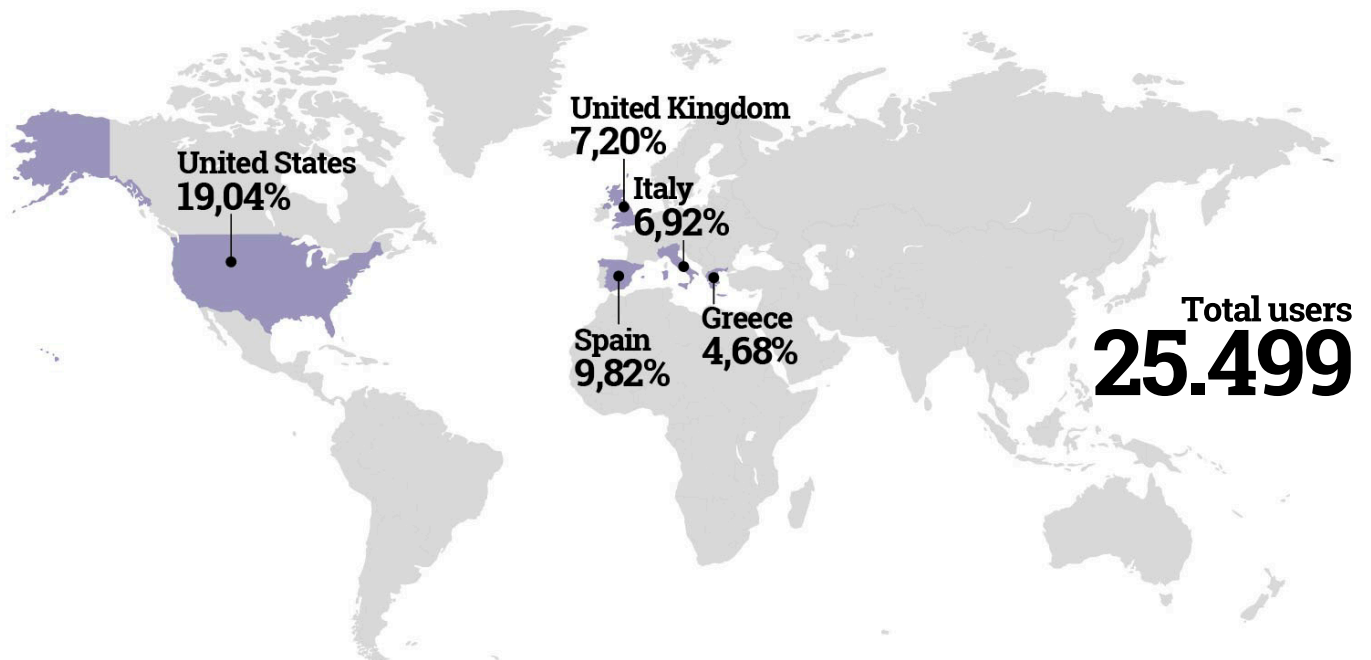
Total page views

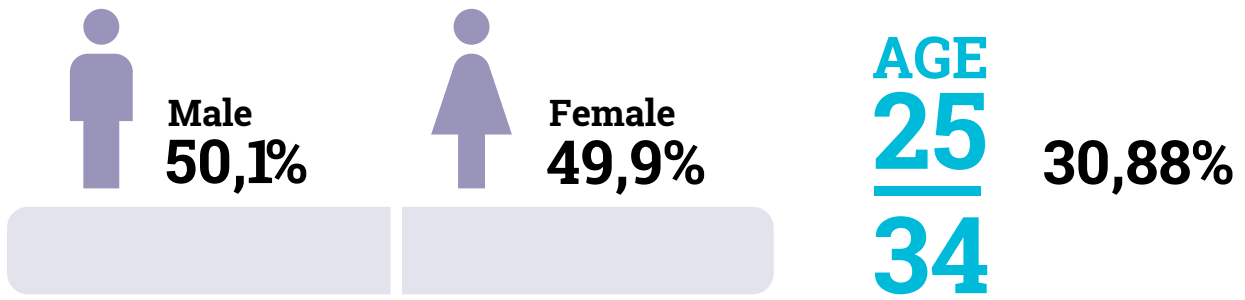
2018 – 75.374

2019 – 75.937

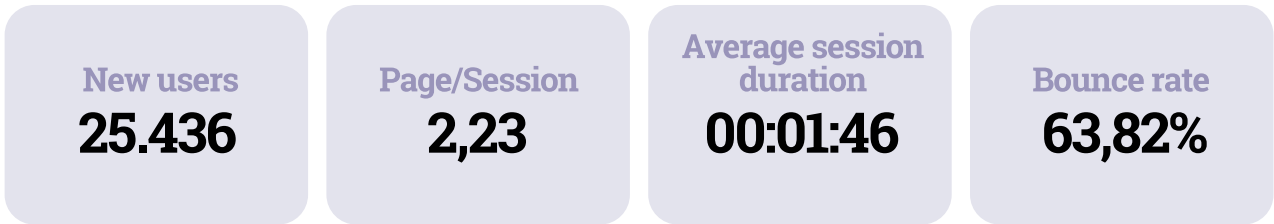
**+0,75%**

■ Demographics



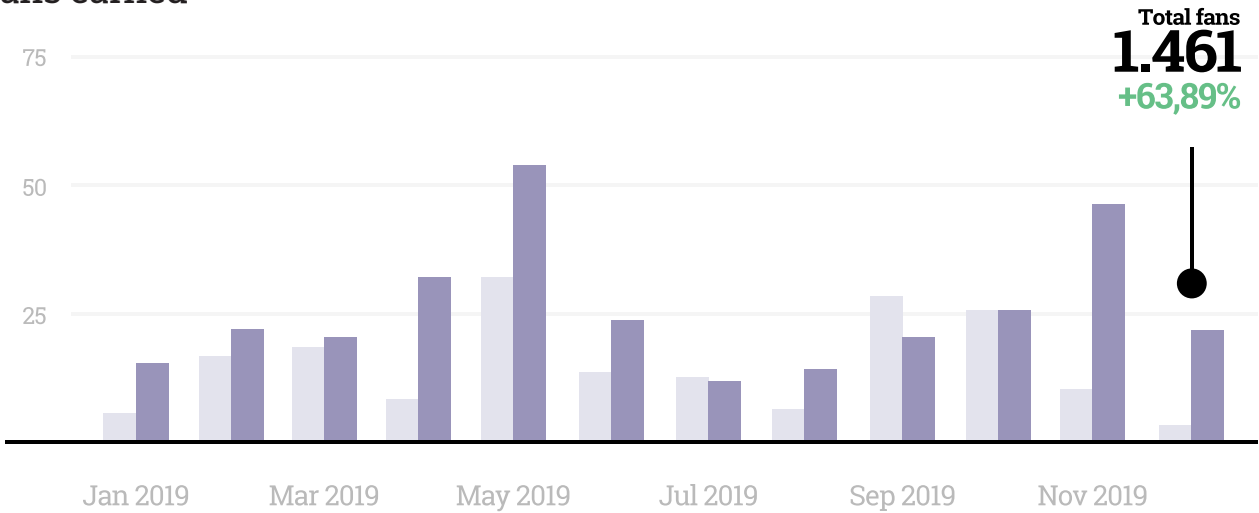


**Useful data**

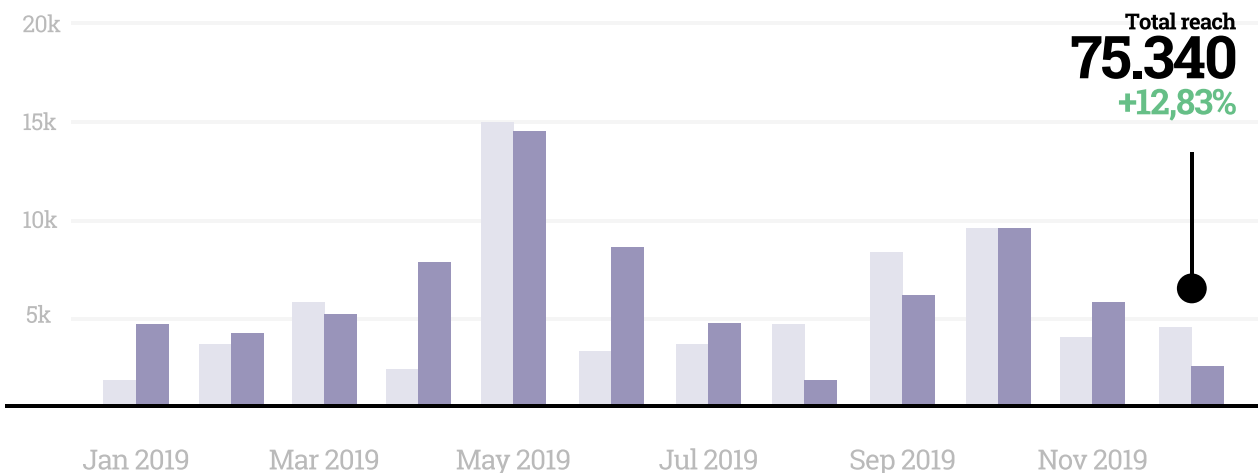


Facebook

**Fans earned**



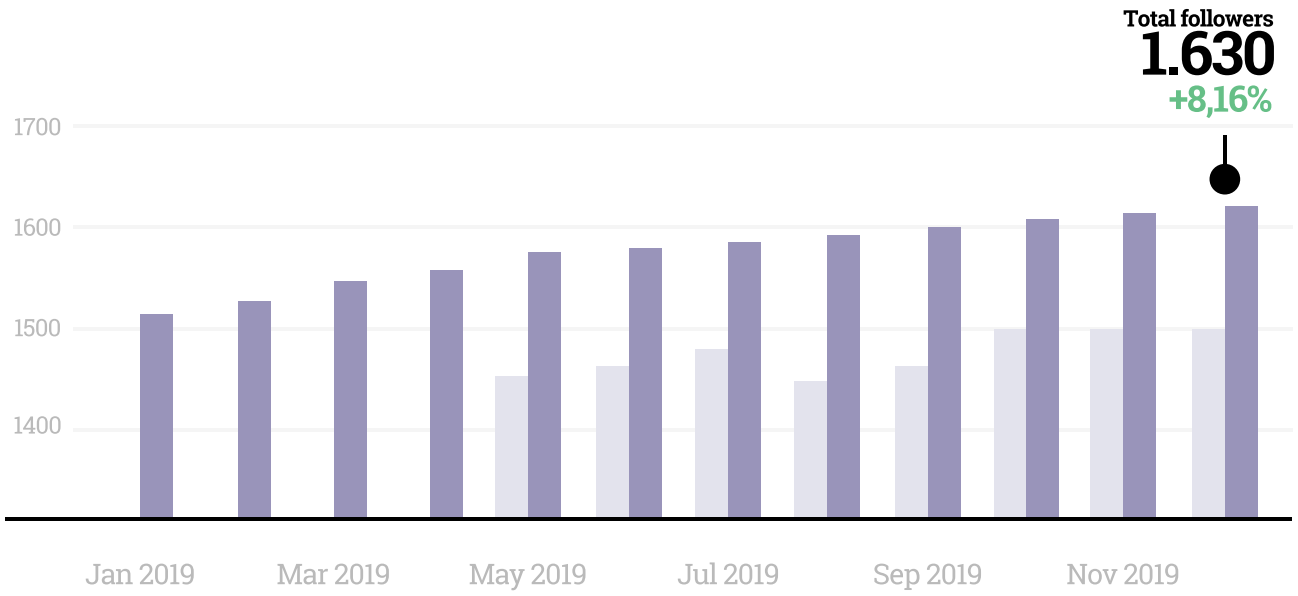
**Total reach**



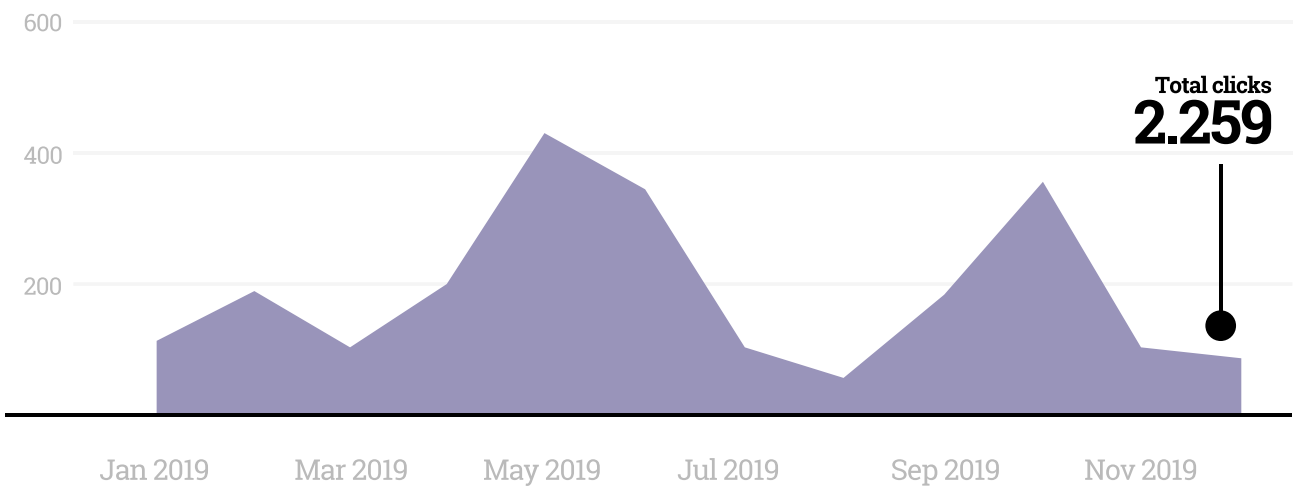


Twitter

Total followers



Total clicks

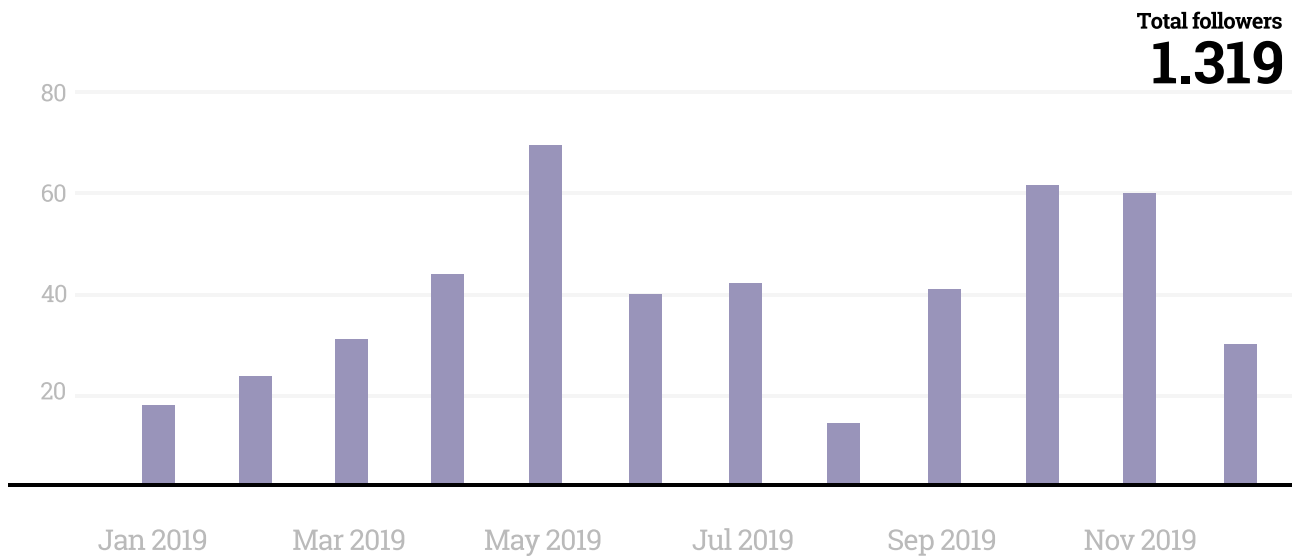




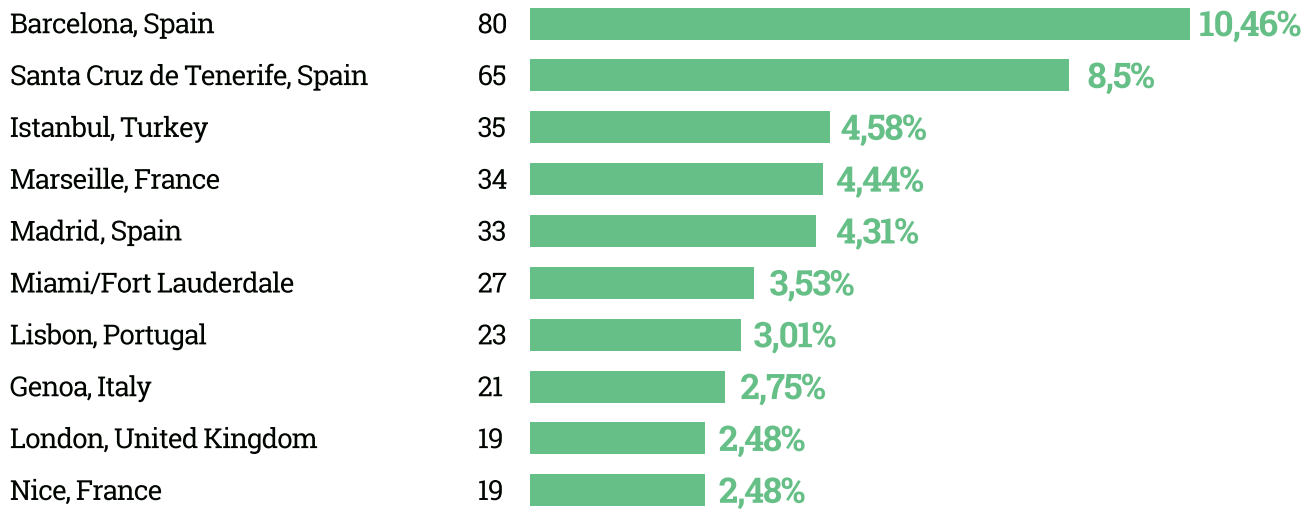


LinkedIn

## New followers



## Top locations





# The association MedCruise has promoted the med attending and maintaining an active presence at major cruise events

Seatrade Cruise Global



representatives attended the “**Trends in the Med**” session which offered an overview of the statistics and figures related to MedCruise members in terms of cruise passengers and cruise ships calls as well as an analysis of the actions and tasks developed by the Association.

MedCruise member **Canarian Ports** presented last developments in its ports (Vueltas, La Gomera; Tazacorte, La Palma; Gran Tarajal, Fuerteventura), which are ready to welcome cruise ships. Promoting cruise activities in the Near Atlantic!

MedCruise members from the **Black Sea region** gave a presentation at our booth during the Seatrade Cruise Global 2019. The beauty of the Black Sea region as a destination and the readiness of its ports to welcome cruise passengers were specially highlighted in this presentation by Teodor Patrichi, MedCruise Director for Black Sea.



The 35th edition of the world’s leading business-to-business cruise conference, Seatrade Cruise Global took place in Miami, on April 8-11, at the Miami Beach Convention Centre.

Each year, Seatrade Cruise Global draws more than 11,000 registered attendees, over 700 exhibiting companies from 113 countries and more than 300 international journalists to become the epicentre of the cruise industry.

Like every year MedCruise participated with a 20 s.q.m booth #1129 designed for its members to have place for their meetings and to deliver promotional material.

MedCruise President Mr. Airam Diaz Pastor presented **MedCruise Statistics Report 2018** with all the recent developments in the cruise industry in the Mediterranean and its adjoining seas.

More than 200 cruise industry



## The Posidonia Sea Tourism Forum. Creating a new Vision for Sea Tourism in the East Med



The 5th Posidonia Maritime Tourism Forum, which took place on 28 and 29 May 2019 at the Domotel Kastri Conference Center in Athens, Greece, aimed to show the new development potential of East Med, historically one of the most attractive and profitable cruise regions. Coinciding with the growing demand reflected in the 2019 cruise itineraries, the Forum served as a platform to relaunch the region's effort to gain lost ground. The strong participation of key players in the cruise industry and the active participation of MedCruise and CLIA Europe resulted in a fruitful event for all stakeholders.

- MedCruise member representative from Global Ports Holding, Emre Sayın, was part of the panel "Prospects for the Present and Future of Cruising in the East Med"

- MedCruise Senior Vice President in charge of Finance and Membership, Aris Batsoulis, was part of the panel "Partnership for Sustainable Tourism: Ships, Ports and Destinations"

- MedCruise Director of Cooperation with other Associations and BoD member, Theodora Riga, was part of the panel "Prospects for the Present and Future of Cruising in the East Med".

- MedCruise President, Airam Díaz, took part in the "State of the Industry: The Mediterranean in Today's Cruise Market" Session

MedCruise President Mr. Airam Diaz Pastor presented MedCruise Statistics Report 2018 with all the recent developments in the cruise industry in the Mediterranean and its adjoining seas.



## Adriatic Sea Forum



The fourth edition of the Adriatic Sea Forum took place on May 30 and 31 in Ancona, Italy.

A crucial meeting point for all players with interests in the cruise, ferry and nautical areas and more generally in the tourism and maritime sectors, who operate partly or exclusively in the Adriatic, where MedCruise Association promoted cruise activities together with the members of the region.

- Rodolfo Giamperi, President of Central Adriatic Ports Authority (Ancona / Pesaro / Ortona) will be participating at the round table "Growing Together"

- Andreas Ntais, President of the Port of Igoumenitsa will be participating at the round table "Setting priorities"

- Antonio di Monte, General Manager at Global Ports Holding Italian Ports will be participating at the round table "Cruising in the Adriatic: thinking out of the box"

- Ugo Patroni Griffi, President of Southern Adriatic Ports Authority will be participating at the round table "Are ferries still a competitive business in the Adriatic?"

- Robert Škifić, General Manager of Zadar Port Authority will be participating at the round table "Exploiting port cultural sites for tourists"

- MedCruise President, Airam Díaz will be participating at the round table "Calling the Adriatic".



## Cruise 360



In April 3rd, MedCruise attended the Cruise360 Trade Show, an outstanding event that brought together more than 2,000 of the industry's best travel professionals, including travel agents and where the association promoted the Med as a cruise destination

## Mediterranean Tourism Forum – Meditour



MedCruise attended the Mediterranean Tourism Forum, Meditour2019, held on 13 and 14 July in Alexandria, Egypt, participating in the panel The Global Tourism Outlook & the Mediterranean Region moderated by H.E. Dr. Hisham ZAZOU, Former Minister of Tourism of Egypt.

## The AIVP conference in Riga, Latvia



MedCruise participated in the AIVP conference in Riga, Latvia, where the Secretary General presented the Association and the Trends in the

Med. MedCruise member, Hrvoje Kulusic from Dubrovnik & Korcula, shared his experience on berthing policy.

## Seatrade Cruise Europe



A large delegation representing MedCruise ports and destinations showcased the Mediterranean and its adjoining seas at Seatrade Cruise Europe 2019

The Association of Mediterranean Cruise Ports participated in the cruise industry's largest event in Northern Europe with its own stand, hosting a series of business meetings and networking events to promote cruise activities in the Mediterranean and beyond at Seatrade Cruise Europe 2019, which took place in Hamburg, Germany from 11th and 13th September.

The MedCruise booth was very busy during the show, hosting many **B2B meetings** with members and their

partners. One of the meetings that took place was between Elisabetta de Nardo (CLIA Europe, Ports & Destinations sub-committee Chairman), Tom Boardley (CLIA Europe, Secretary General), Theodora Riga (MedCruise, Director of Cooperation with Other Association), and Airam Díaz (MedCruise, President) at MedCruise booth on the 12th about the Development of MedCruise and CLIA MoU.

MedCruise members participated, among others panels, at the **roundtable** "How to create an effective dialogue between cruise lines, ports and cities" where MedCruise President acted as guest moderator.



## Sustainable Shipping and Ports Forum

The Sustainable Shipping and Ports Forum was held in Copenhagen on 25 and 26 September. MedCruise President Airam Díaz participated as a speaker on the 1st panel of the Forum: "Environmental Legislation, Social Responsibility and Financial Implications"



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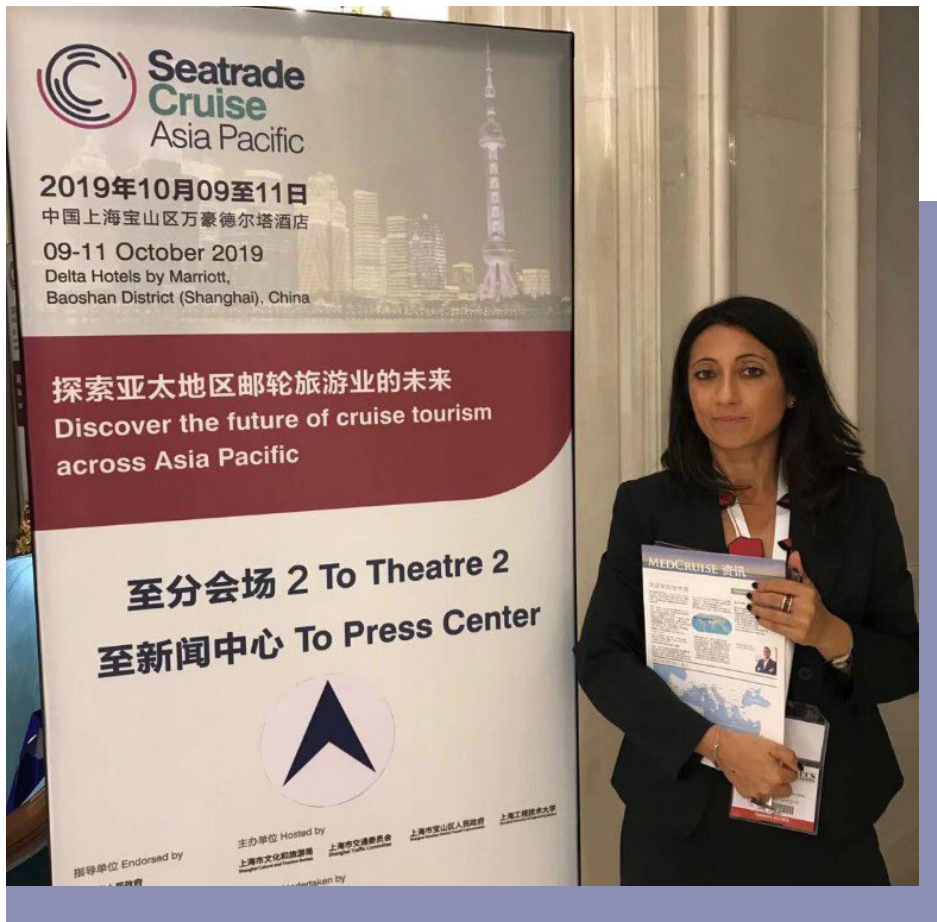
## International Cruise Summit

The International Cruise Summit took place in Madrid, Spain, on 27-28 November 2019.

This is the only forum of global knowledge about the worldwide cruise industry to be held in Europe on an annual basis. We are witnessing a significant increase in the cruise business and every year the industry demonstrates that it is one of the driving forces of global tourism.

The conference brings new perspectives and new ways to approach and analyse the industry while socialising and enjoying a professional but comfortable networking environment.

## Seatrade Cruise Asia Pacific 2019



### Seatrade Cruise Asia Pacific 2019 took place in Shanghai, China, on 9-11 October 2019.

Seatrade Cruise Asia Pacific is Asia Pacific's showcase cruise industry conference event which provides the backdrop for networking on a truly global scale. For three unmissable days in China, over 1000 attendees are brought together with powerful industry influencers and cruise line executives to discuss our constantly evolving industry.

MedCruise will participate in Seatrade Cruise Asia Pacific 2019 as **official sponsor of the Travel Agent Training workshop**, which took place on the final day of the event and was attended by agents from across both Asia and the wider industry.

Provided by Cruise Lines International Association (CLIA), the Travel Agent Training workshop at Seatrade Cruise Asia Pacific was delivered by two industry stakeholders: Peter Kollar, Head of International Training & Development, Cruise Lines International Association

and Cristina de Gregori, MedCruise director of Projects & Studies.

This travel agent education workshop revealed the latest Chinese cruise and passenger research that has been published in the past 5 years and demonstrated how you can successfully use this data in the real world of cruise sales. Understanding how the cruise industry is evolving with technology, and gaining insight to ways you can use this information to ensure you are in the best position to make cruise sales a profitable business.



## Italian Cruise Day, 18 October 2019, Cagliari

The ninth edition of Italian Cruise Day took place on October 18 in Cagliari.

A must-attend event for professionals from the national cruise industry, which finds its place in the annual agenda of operators in the sector. The Italian Cruise Day is an event created by Risposte Turismo, this year organized in collaboration with the Ministry of Tourism, Crafts and Trade of the Autonomous Region of Sardinia.

MedCruise President participated together with other members in this important event for the Western Med region in which the association also acted as one of the main sponsors.

### Keynote Speech



10:40 - 11:10

**Aram Diaz Pastor**

President, MedCruise Association of Mediterranean Cruise Ports



#PortsTogether

### The cruise industry and the environmental commitment



16:00 - 17:00

**Valeria Mangiarotti**

Director Sustainability & Environmental Issues, MedCruise e Responsabile Marketing AdSP Mare di Sardegna



#PortsTogether



# IV Has highlighted its features and benefits through the use of merchandising



# Supported Cruise Industry Events

## Sète Cruise Club 20th Anniversary

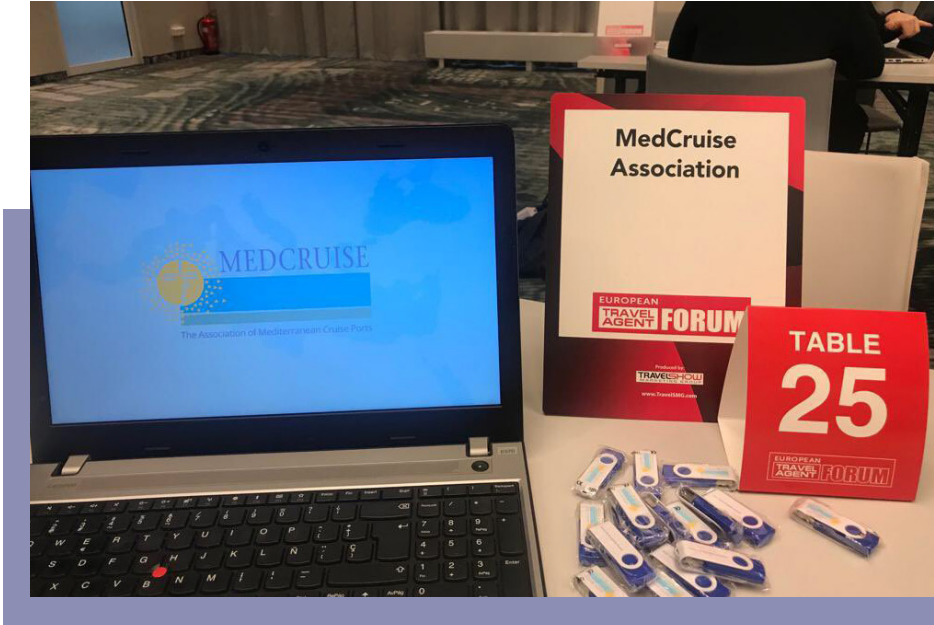


## Port of Ancona, Italy, formally presents its new cruise terminal "Molo Clementino".



Airam Diaz Pastor, President of MedCruise attended the event as keynote speaker to bring an overview of the cruise market development and of the best practices in promoting sustainable development of the cruise sector.

## European Travel Agent Forum (ETAF)



The European Travel Agent Forum (ETAF), that was held on November 10-13, in Poznan, Poland, was an exclusive business to business event, designed to engage a hand-selected audience of North America's top-sellers with Europe's leading travel providers.

The event offered a balance of one-to-one mutual interest business meetings between sellers and suppliers; networking events; business focused educational sessions; product and destination sponsored programming; and unique in-destination experiences in Poznan, Poland (along with optional FAM itineraries throughout various European destinations).

## Welcome Cruceros!, Fuerteventura, 19 November 2019



The III Regional Conference on Cruise Tourism, Welcome Cruceros! Was held in Fuerteventura on the 19th of November.

Through the participation of a panel of experts, which included the participation of the president of MedCruise, the conference program studied and discussed the challenges and opportunities of an industry whose growth over the next few years will require of the host cities an appropriate and more efficient management model, especially developed for the profile and demand of the future cruise liner.

## RETE, Cádiz Forum, 15 November 2019

MedCruise attended the RETE Forum that took place on 15 November in Cadiz, where the challenges and strategies to promote the role of port cities towards 2030 was discussed.



## I International TUR4all Congress on Accessible Cruise Destinations



The I International TUR4all Congress on Accessible Cruise Destinations was organized by the PREDIF platform, and was held in Valencia on 2 and 3 December.

The event counted with the collaboration of Valencia Port Authority who participated with the interventions of its General Director, Francesc Sánchez and the Director of Business and Commercial Development, Mar Chao, as well as with a visit to the port both in English and Spanish for all attendees and a welcome cocktail in the clock building, owned by the Port Authority on the night of December 2.

Aims of the Congress:

1. Raise awareness among tourism professionals about the need to improve customer service for people with disabilities and the elderly, providing information about success stories of accessible tourism products in urban destinations and accessible cruise experiences.

2. Analyse and debate the current state of tourism accessibility and inclusion in the world of cruise lines and stop-over destinations.

3. Promote the economic and social benefits that accessible tourism brings to the sector, focusing on the needs that must be covered to achieve the full inclusion of people with disabilities in the use and enjoyment of tourism infrastructures and services.

4. Foster synergies and networking opportunities between Spanish and foreign professionals who work in the cruise line industry to create experiences that are more accessible for all.

5. Bring on board entities that manage the ports and the cruise companies in creating and marketing accessible experiences at destinations in Spain.



# VI Showed active environmental concern

## 2nd Small-Scale LNG Summit



The 2nd Small-Scale LNG Summit that was held on The 12th of February in Milan brought together, for the second time, the whole value chain of LNG professionals, specialising in small-scale projects.

The speaker line-up included high profile experts, who prepared to share tailor-made methods and approaches to ensure the effectiveness of LNG practices, especially when it comes to scaled-down operations.

The summit also offered social activities that presented the perfect opportunity to network with influencers and exchange ideas, offering a remarkable knowledge transfer experience with great potential for making business deals.

The LNG Awards 2019 at the 2nd Small-Scale LNG Summit are given to companies and individuals who have positively influenced the #LNG Industry in every stage of the value chain.

## European Environmental Ports Conference

ACI's third European Environmental Ports Conference was held on the 12th and 13th of June 2019 in Antwerp, Belgium.

The event brought together senior representatives from the global port community and shipping companies, as well as environmental policy-makers, academic experts, consultants, and technology providers, to tackle the most pressing topics of the maritime industry.

MedCruise Director of Environmental Affairs, Valeria Mangiarotti, attended this event, where the latest challenges, solutions and developments in reducing emissions, pollution and energy consumption were presented, as well as the possibilities of industrial collaboration for a more sustainable future.



## Conference “Oceans: the future of the blue planet” at the European Parliament



MedCruise Director of Environmental Affairs, Valeria Mangiarotti attended the Plenary Chamber of the European Parliament in Brussels at the conference “Oceans: the future of the blue planet”; focused on the blue economy and the new implementation of the EU Plastic Strategy.

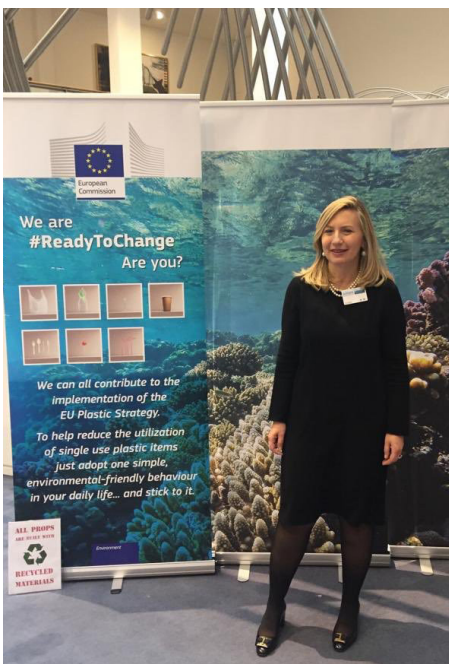
## ESPO Sustainable Development Committee meeting



Valeria Mangiarotti, MedCruise Director of Sustainability and Environmental Issues attended March 27 the ESPO Sustainable Development Committee meeting in Brussels focused on discussion about low/zero-carbon technologies.

## Cruise ports or hubs? Cruise Insight Magazine

MedCruise Director of Sustainability & Environmental Issues, Valeria Mangiarotti, was interviewed by Cruise Insight Magazine. Article title: Cruise ports or hubs?



*“Possible pollution by ships, including cruise ships, is not a matter for ports. We are responsible for our work, while they are responsible for their work.”*  
Veit Huerdler, Columbus Cruise Center Bremerhaven

while in port. Waste management (sewage, plastic, food waste etc.), emissions reductions and stronger partnerships with the ports where they call will be critical.”  
He adds: “For hub ports, a number of key port-city interface issues also need to be addressed to ensure strong relationships and partnerships.”  
Regardless of how Kai Tak Terminal is defined, it has all the characteristics of ports that fit the ‘hub’ description, and faces all the challenges of being a rapidly expanding facility. Bert says that sustainability is central to the terminal’s design.  
“As for sustainable port facilities go, Kai Tak Cruise Terminal is one of a handful of BEAM Platinum-rated buildings in Hong Kong. Engineering and operational measures that we have taken have further reduced greenhouse gas emissions from the operation of the terminal by 53%.”  
The entire building is cooled by an efficient district cooling system, and is fully electric. There are no combustion engines on site, apart from backup generators.  
“Cruising is the most progressive element of shipping, having pioneered and commercialised various technologies such as shore power and onboard scrubbers.” Bert continues, “It is leading the switch to LNG as a marine fuel, with 40% of the cruise ship capacity on order being LNG fuelled.”  
He points out that Hong Kong was the first port in Asia to require a switch to low-sulphur fuel at berth, from 2015. “Hong Kong and China implemented the IMO 2020 standard (reducing maximum bunker sulphur content from 3.5% to 0.5%) for local waters a year early, in 2016. All these changes are yielding tremendous environmental improvements.”  
“Probably the only sense in which one can consider Hong Kong a cruise hub is that it is a place that people come to by plane, high-speed rail, ferry and road transport to start a cruise. The multiple transport options in and out could be construed as spokes connecting to a hub, but it would be ‘hub’-ish to regard the cruise terminal as the centre of this arrangement. The different transport modes are more like interconnected nerve cells than a hub and spokes.”  
Columbus Cruise Center Bremerhaven CEO Veit



*“Each port must have people dedicated to environmental aspects, and an energy plan in compliance with European directives.”*  
Valeria Mangiarotti, MedCruise

Huerdler is of a similar opinion to Bert regarding the term ‘hub’ when applied to cruise facilities. “This is only a (marketing) reference for a perfect infrastructure and service for turnaround calls,” he says. “In our opinion the world has fewer positive associations: such as overcrowding, berthing problems, long queues. That’s who we would never call ourselves a ‘hub’.”  
“We can’t see any advantages in calling our port a hub as it simply implies that the port is able to handle a high turnaround volume.” In fact, he says, “This may be a disadvantage because partners, cruise lines or other players like environmental activists will then think of cruises as mass tourism industry.”  
Huerdler stresses that, although Columbus Cruise Center Bremerhaven is doing everything possible to decrease its environmental footprint in the offices, on the ship or with regard to company cars – it uses only electric forklifts – the sustainability of visiting cruise ships is a separate matter, no matter how expensive the facilities offered by a port. “Possible pollution by ships, including cruise ships, is not a matter for ports. We are responsible for our work, while they are responsible for their work.”  
He acknowledges the role of the cruise sector in motivating ports to become sustainable fuel hubs, but he adds a caveat. “If a cruise line asks for shore power or LNG, of course the port is responsible for providing this. But it should be also co-financed by the originator.”  
“Most of the shipping lines, including cruise lines, are not willing or able to commit themselves for the long term. So this scenario is relatively unrealistic.”  
Some cruise locations may see growth driven by other port activities. In Scotland, for example, offshore wind developments at the Port of Company Firth have given rise to a £26 million expansion which will accommodate the largest modern cruise ships at Invergordon. The development is being designed to meet the demands of both the energy and the cruise components of the port’s business, and will be completed by 2020.  
Amsterdam is happier to accept that it fits the bill as far as the accepted definition of a cruise hub is concerned. It too is set to increase its capacity to welcome cruise ships, with construction under way on the world’s largest sea lock at the entrance of the North Sea Canal at IJmuiden.  
Sustainability is also high on Amsterdam’s agenda. “Hub ports have a responsibility to take care of at

## The “Blue Maritime Summit Marseille Provence – Cruise Initiatives”



The Marseille Provence Cruise Club launched the “Blue Maritime Summit Marseille Provence – Cruise Initiatives”, welcoming all professionals of maritime ecosystem to participate to act green, for a sustainable and responsible cruise industry.

The cruise sector generates economic benefits for local regions, but this is no longer sufficient. Pollution of the air and seas and people’s health increasingly have become concerns for communities and new societal needs have emerged:



people want a more virtuous economy based on sustainable and responsible development.

Mindful of this new movement, of which it is vital to be a part, the Marseille Provence Cruise Club organized for the first time an event on the theme of cruise ship energy efficiency and transition, the “Blue Maritime Summit Marseille Provence – Cruise Initiatives”, on the 17th of October, 2019 – Full day, at the EuropaCorp La Joliette Marseille Cinema.

This French-English event, with a technical focus, intended taking existing or upcoming virtuous initiatives in the cruise sector and widening the field to bring in other branches of the shipping business and thus foster cross-sector exchanges and a sharing of good practices, with the aim of establishing visions for environmental transition within the shipping industry.

The aims of this day-long event are numerous: to promote responsible and integrated cruising by showcasing the various solutions and innovations already in place or in the pipeline and to demonstrate the economic opportunities for the region (new industries that will lead to new added value being created regionally).

## CWC World LNG Summit & Awards Evening



MedCruise attended the 20th CWC World LNG Summit & Awards Evening, that took place at the Rome Cavalieri Hotel, Italy on 3 – 6 December 2019.

The Summit gathered the most senior LNG and gas decision makers from across the globe for unrivalled networking and intensive discussions over four days.

MedCruise director of Sustainability Environmental Issues Valeria Mangiarotti participated in the panel “Innovating & Harnessing New LNG Demand: Marine IMO 2020 implications”



# Encouraged the professional development of its members

## Professional Development Course 2019

Hosted by the Autorità di Sistema Portuale del Mar Ligure Occidentale, the Professional Development Course MedCruise (PDC'19) took place from 25 to 27 June 2019

### Module I: Future of Storytelling; Virtual Reality Paradigm

The first part of Module I - Future of Storytelling; Virtual Reality Paradigm-focused on virtual reality notion with its different aspects. The discussion started from the history of Virtual Reality and its technological development over the equipment. The second part of the talk was about content creation, theory of experience design, dramatic structures and technic part of software developments. The last part of the talk was about mimic and character animation. Devrim Erbil paintings/art was showed to inspire the participants.

### Module II: How Virtual Reality could be of added value

WIN+WIN invited participants to imagine how VR could be of added value to their own industry and business.

Participants put their creativity at play imagining a wide array of scenarios and possibilities where to use VR in the Cruise Industry. Once multiple options had been explored, participants splitted up in teams. Each team selected a preferred scenario to develop. In a playful manner, the participants prototyped their selected VR project employing basic products such as paper, masking tape, as well as photographs, toys and any electronic gadgets they may bring to the session.

### Module III: Practical Skills

Module three focused on helping participants to hone their communication skills through the art of Storytelling.

The goals of this module were:

Providing the participants with a SIMPLE-TO-USE FRAMEWORK to create a narrative that will trigger undivided attention and trust from internal and external customers.

Ensuring that participants walk away with PRACTICAL SKILLS that they can immediately put into practice.







# Organized board of directors meetings

## Board of Directors Meeting, 7 March

MedCruise directors were received by the Canary Islands authorities and members of the region before the 126th Board of Directors meeting in Tenerife, where BoD members, together with the Presidency, discussed the upcoming Seatrade Cruise Global and 54th MedCruise GA.



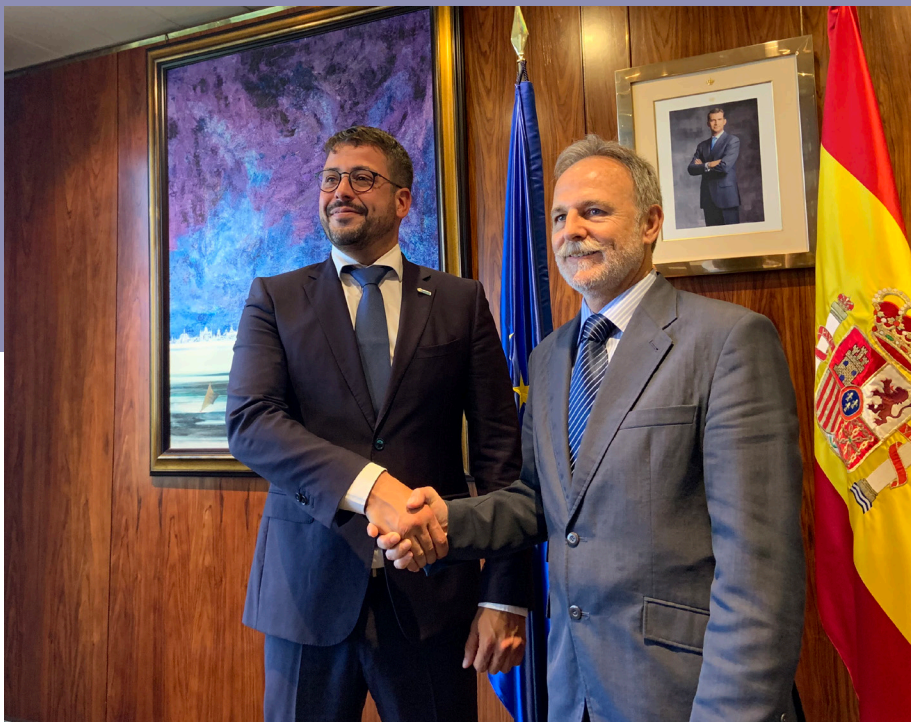
## Board of Directors Meeting, 9 April

MedCruise celebrated the 127th BoD meeting at Miami Port headquarters for the first time. We had the pleasure to be welcomed by Mr.

Gerard Phillippeaux, Manager of Seaport Strategic Initiatives from Port Miami who greeted the distinguished guests from MedCruise BoD.



# Signed MoUs with



**Puertos del Estado**, a dependent body of the Ministry of Development of the Government of Spain, and the MedCruise Association, the Association of Mediterranean

Cruise Ports signed an agreement for cooperation in matters of common interest for the benefit of their respective members.



**ELIME**, the Hellenic Port Association, and agreed to cooperate sharing statistics and studies of common interest, contribute together to promote the cruise business and coordinate themselves, where appropriate, to present a unified position to support sustainable cruise growth before Greek Government, local authorities and other stakeholders. As well, MedCruise will support ELIME concerns before the European Union organizations.



**Croatian Ports** recently signed a Memorandum of Understanding with MedCruise to cooperate with the

association and contribute together to promote the cruise business.



**Aссоporti**, the Italian Ports Association, and MedCruise will collaborate in whatever initiatives could be of common interest regarding the cruise business and will deal together challenges related to the cruise industry.

# Set up working groups

## North Africa Working Group



The North Africa Working Group was launched in February by MedCruise President, Airam Diaz Pastor, and MedCruise Director for North Africa, Cherifa Ben Salem, together with the Tunisian Minister for Transport, Hichem Ben Ahmed, Tunisian Minister for Tourism, Renée Trabelsi, the CEO of Office de la Marine Marchande et des Ports, Sami Battikh, the General Manager of Al Karama Holding, Adel Grar, and Port La Goulette Director, Mohamed Omrane.

The launching of this Working Group came after the Working Plan presented by MedCruise President during the 51st MedCruise General Assembly held in Toulon in October 2017 and the agreement of all Board of Directors members in developing the Working Group and being led by Ben Salem, which is focused on promoting the cruise activities in North Africa as well as developing cruise itineraries in the region.

## Black Sea Working Group



The meeting of the MedCruise Working Group on Black Sea took place on February at the headquarters of the National Company Maritime Ports Administration S.A. Constanta.

Representatives of the management of the ports of Varna, Burgas, Odessa, and Istanbul, from the Ukrainian Sea Ports Authority participated in the meeting of the Working Group. Jordi Caballé, Secretary General of MedCruise,

was also present for the first time in the port of Constanta.

The members of the Working Group on Black Sea discussed a sort of actions for the comeback of the major cruise lines in the Black Sea, a marketing strategy for 2019-2021, the latest investments in the field of cruise tourism in the Black Sea, the news announced by the cruise companies for the Black Sea region.

# Recognized members and Cruise industry achievements

## MedCruise Awards 1st Edition



The first edition of the MedCruise Awards took place on June 25, 2019 in Genoa. This important cruise event was proudly organized by our founding member, Autorità di Sistema Portuale del Mare Adriatico Meridionale, in a city that offers the best cruise business opportunities in the heart of the Mediterranean Sea.

The MedCruise Awards brought together members of MedCruise and its partners, as well as guests - cruise executives and representatives of the international press - with the aim of recognizing the companies, organizations and individuals who have worked hardest to promote the sustainable growth of cruise activities in the Mediterranean and its adjacent seas.

The first edition of the MedCruise Awards integrates several categories with different juries composed of experts from the cruise industry, where some prizes are awarded based on the opinion of the members of the jury and others based on facts.





**Grew  
Bigger**

■ **MedCruise Anniversary, 11 June**

On June 11, MedCruise celebrated  
its 23rd anniversary

**23<sup>rd</sup> Anniversary**

**1996 → 2019**

**MedCruise**

Welcoming new members

|   |   |
|---|---|
| <p>Welcome on board</p> <p>Ceuta Tourism</p> <p>#PortsTogether</p>                          | <p>Welcome on board</p> <p>Lanzarote Tourism</p> <p>#PortsTogether</p>        |
| <p>Welcome on board</p> <p>Terminal Napoli SPA</p> <p>#PortsTogether</p>                    | <p>Welcome on board</p> <p>Peninsula Tours</p> <p>#PortsTogether</p>          |
| <p>Welcome on board</p> <p>Seaway shipping &amp; Tourist services</p> <p>#PortsTogether</p> | <p>Welcome on board</p> <p>Puertos del Estado Spain</p> <p>#PortsTogether</p> |
| <p>Welcome on board</p> <p>Port of Leixões Porto</p> <p>#PortsTogether</p>                  | <p>Welcome on board</p> <p>Cabo Verde</p> <p>#PortsTogether</p>               |



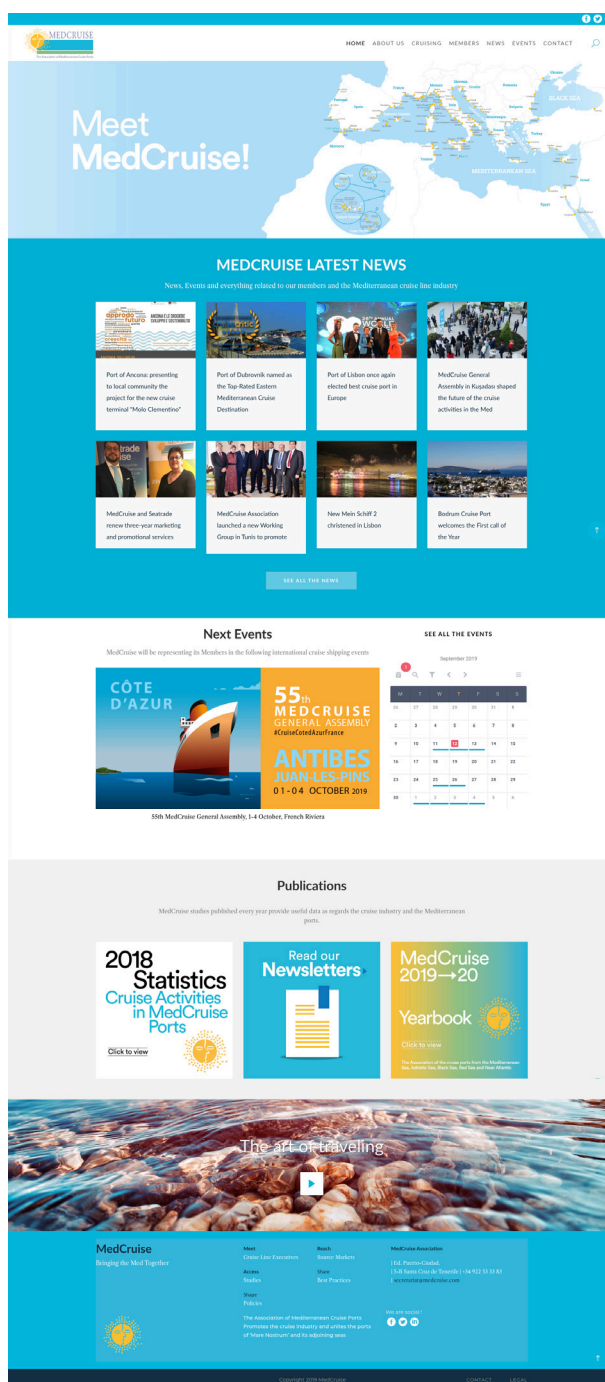
# Unified and improved its communication

## New website

From January 2019 MedCruise has been working hard to adapt its systems to the new times and bring to date all the information about MedCruise members. As a result, the Association has developed a new website which brings:

- A more tailored online tool - much easier to use
- Fitting any device (Responsive) mobile version
- User-friendly platform
- Better position in Google
- An insight into destinations and not only to ports facilities
- Associate members made visible
- Quality photos and videos
- A better way to communicate events and news
- More useful and personalized private area for the members
- And much more!

## Old website



New website



## Unified brand communication

Throughout the year, MedCruise has made a significant effort to **maintain a consistent voice across all communication platforms**. Our audience must receive a clear message from us, and shifting voices reduces engagement and confuses user.

We emphasize the importance that has been given to the **use of videos** as a way of communicating the major events that have taken place, incorporating them not only in our social media strategy but also in the events themselves.



Photo: Lopez Robin



[#portstogether](#)

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[www.medcruise.com](http://www.medcruise.com)