

MedCruise in

ACTION

2020



# Contents

- MedCruise General Assembly .....3**
  - MedCruise 56 GA
  - MedCruise 57 GA
- Using Digital Resources as a Mean of Communication .....5**
  - Website Visits
  - Where are the users located?
  - Facebook
  - Twitter
  - Linkedin
- Message from President & Marketing Director .....8**
- New Year, New Website! .....9**
  - New Private Area at the Website
  - Interactive map on the Home page
  - Cruise Line Directory
- Webinars .....11**
  - MedCruise meets Royal Caribbean
  - Building alliances with other cruise regions of the world
  - Medshipping Series Webinar
  - MedCruise meets Costa Cruises
  - Impact of COVID-19 emergency on LNG distribution
  - Impact of the restart on ports and terminals
- Major Cruise Events where the Association was Present .....12**
  - Fitur 2020
  - 3rd Small scale LNG Summit
  - Cruise Dialogue
  - Global GAS & LNG Summit and Exhibition
  - Sicily Shipping Days
  - MedCruise President Airam Díaz curated conversation with Seatrade Cruise’s Mary Bond
  - 6 Seatrade Cruise Virtual
  - 1-2 International Cruise Summit 2020

- The Covid Crisis and Its Impact .....17**
  - Messages from members online campaign
  - Cruise lines operations
  - Current Cruise Shelter
  - BoD meetings since the beginning of the pandemic
- Post COVID-19 Committee of Experts .....20**
- Working Groups .....22**
  - Black Sea WG
  - North Africa WG
  - Source Markets WG
  - Project Studies WG
- New Working Groups .....23**
  - Energy & Sustainability WG
  - Berth Allocation WG
- PDC - How to Be an Effective Cruise Port Executive .....28**
- Other Meetings that were Carried or Attended .....29**
  - Constitution Amendments Study Committee
  - Meeting with Cruise Europe
- MOU .....31**
- New Presidency .....32**
- MedCruise 24th Anniversary 1996→2020 .....33**
- MedCruise Awards .....34**
- New marketing campaing .....37**
- Launch of Youtube Channel .....38**
- MedCruise Publications .....39**



# MedCruise General Assembly

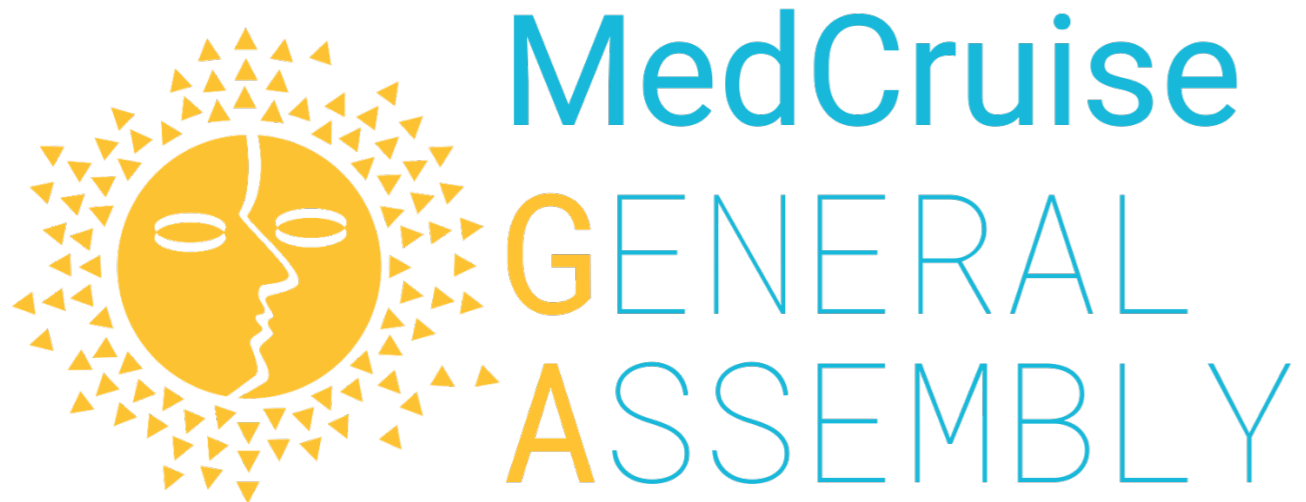
## May 27 MedCruise 56 GA

The 56th MedCruise General Assembly was supposed to be held on 26-29 May 2020 in Costa Brava, Palamós and Roses – Spain. However, due to the worldwide impact of the Coronavirus (COVID-19), it had to be postponed. The BoD members at an extraordinary online meeting took this decision unanimously.

Finally, the 56th MedCruise General Assembly took place online, for the first time in our history, on May 27, exclusively addressed to members.

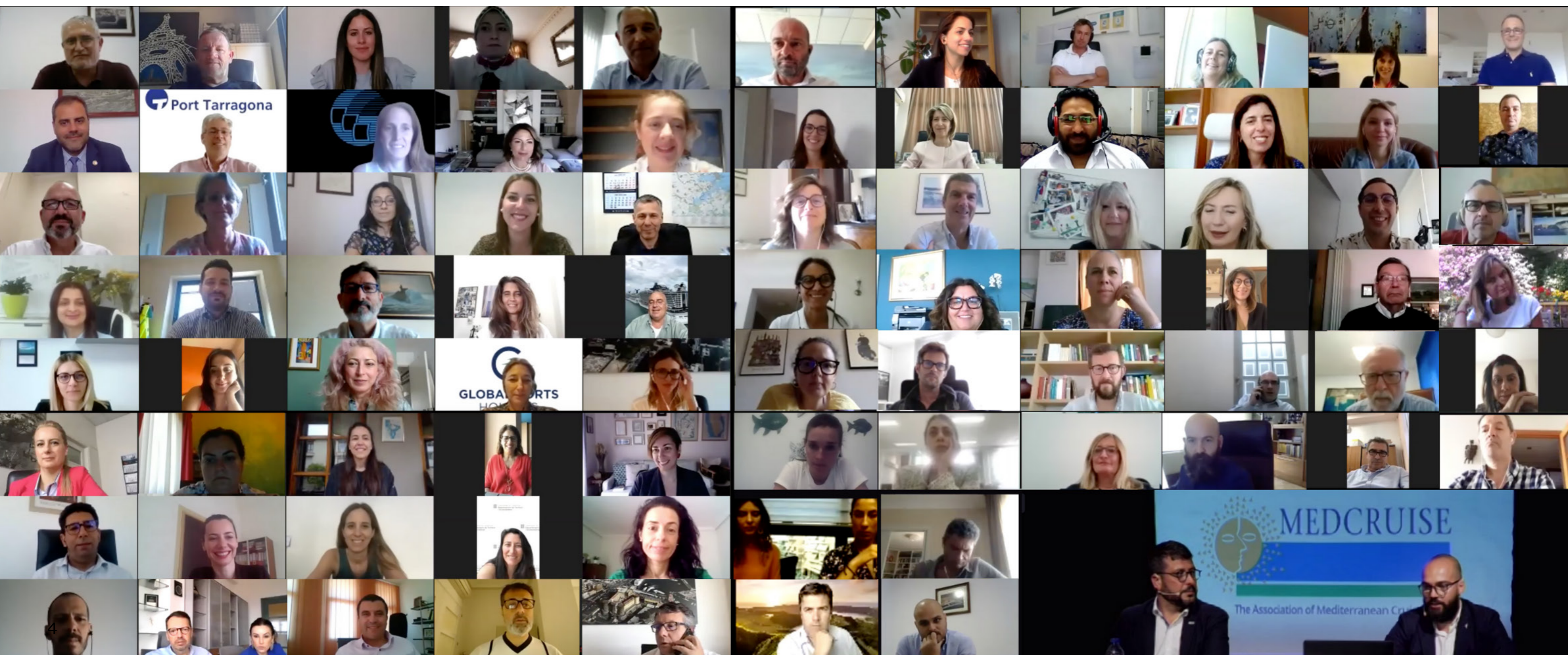
## December 10 MedCruise 57 GA

According to the decision taken at the 141st Board of directors meeting, held on October 27th, and due to the postponement of the MedCruise General Assembly scheduled for Sep 2020 in Málaga, the 57th MedCruise General Assembly took place online on December 10th, 2020.





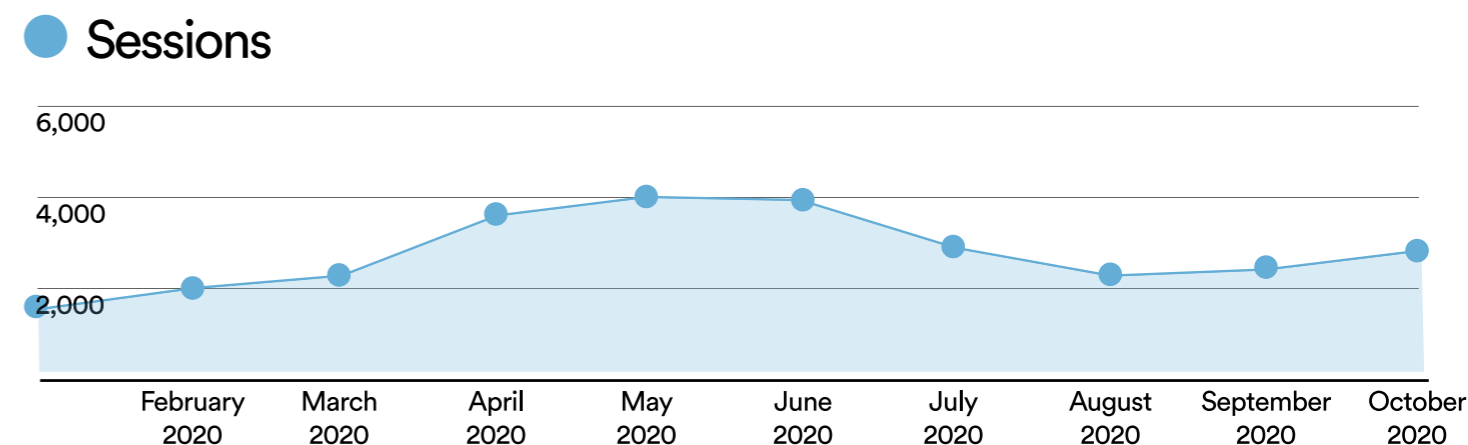
# 56/57 GA





# Using Digital Resources as a Mean of Communication

## Website Visits



Users

**17,748**

New Users

**17,411**

Sessions

**27,971**

Number of Sessions per User

**1.58**

Page Views

**74,093**

Pages/Session

**2.65**

Av. Session Duration

**2' 13"**

Bounce Rate

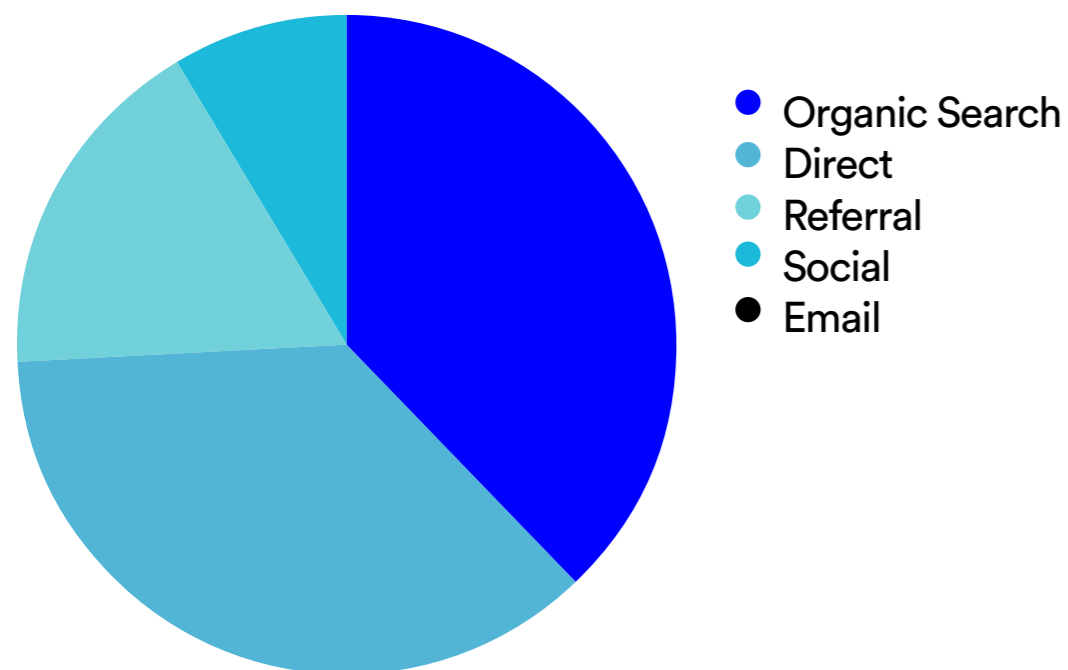
**57.53%**



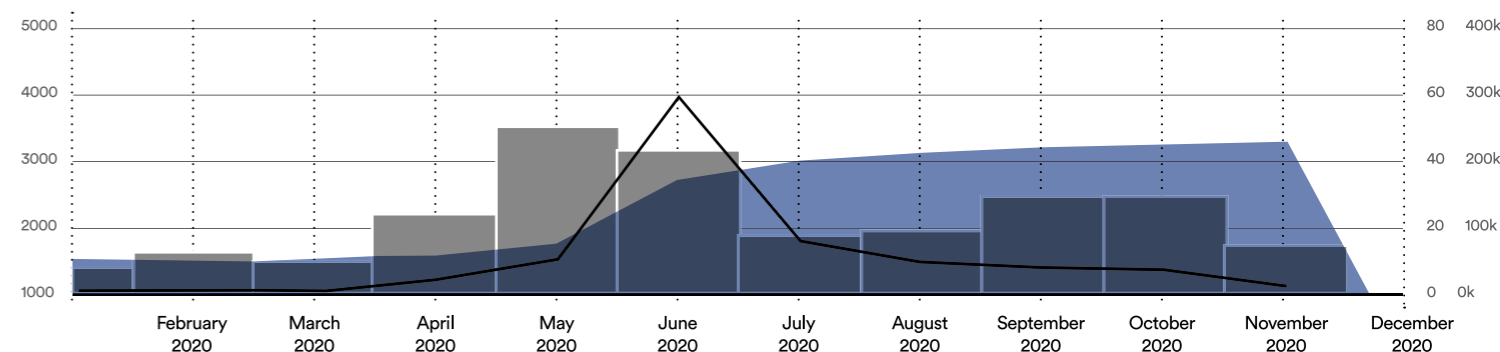
# Where are the users located?

Country	Users	% Users
1. United States	2,965	16,78%
2. Spain	2,158	12.21%
3. Italy	1,397	7.90%
4. United Kingdom	1,043	5.90%
5. France	906	5.13%
6. Greece	903	5.11%
7. Germany	717	4.06%
8. Phillipines	486	2.75%
9. Turkey	457	2.59%
10. Egypt	392	2.22%

Source of the visitis



# Facebook



Fans

**3.157**

+116,08%

Publications

**246**

+13,36%

Impressions

**554k**

+321,72%

Fans earned

**1.770**

+500%

Reactions

**11,6k**

+108,33%

ER per Impression

**7,865%**

+13,116%

API Daily

**130,27**

+438,38%

Comments

**1.843k**

+830,81%

Paid Impressions

**0 (0%)**

-100%

Av. Daily Reach

**1.362,27**

+560,24%

Shared

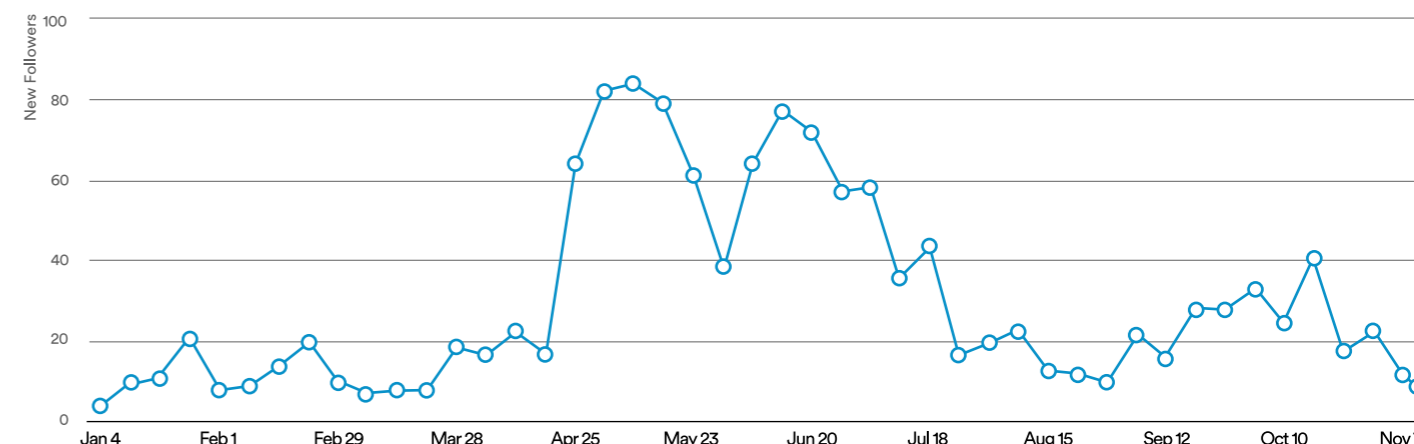
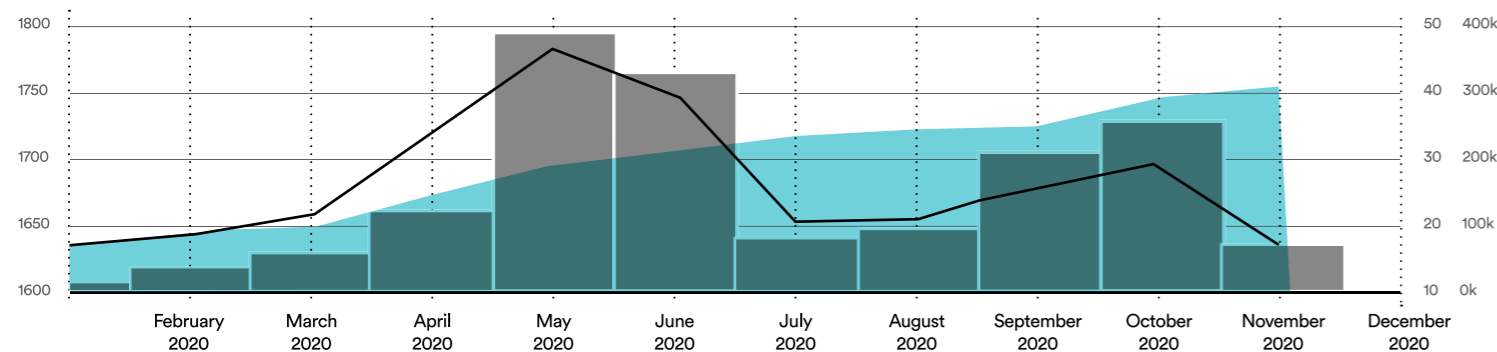
**1.759**

+434,65%

Organic Impressions

**546K (100%)**

+328,94%



<b>Followers</b> <b>1.750</b> +7,36%	<b>Posts</b> <b>275</b> -4,2%	<b>Total Interactions</b> <b>1.755</b> -22,38%
--	-------------------------------------	--

<b>Earned</b> <b>120</b>	<b>Tweets Per Day</b> <b>0,71</b> +2,07%	<b>Av. ER (Followers)</b> <b>0,3232%</b> -15,5666%
	<b>Mentions</b> <b>130</b> -56,95%	<b>Retweets</b> <b>210</b> -36,94%
	<b>Replies</b> <b>50</b> -1,96%	<b>Likes</b> <b>1.415</b> -12,98%

Top Locations	Followers	% Followers
Barcelona Area, Spain	110	8.59%
Santa Cruz De Tenerife Area, Spain	75	5.86%
Miami/Fort Lauderdale Area	64	5%
Marseille Area, France	57	4.45%
Madrid Area, Spain	53	4.14%
Istanbul, Turkey	52	4.06%
Genoa Area, Italy	49	3.83%
Naples Area, Italy	30	2.34%
Lisbon Area, Portugal	30	2.34%
Hamburg Area, Germany	29	2.27%

Total followers: 2.642



“An unexpected difficult year with the world facing an unprecedented global health and economic crisis. A year though that MedCruise recognised the challenges and adapted quickly to this new only-online normality in the best way. A great team of port professionals, the MedCruise family, devoted time and efforts to fulfil MedCruise goals and face every challenge. We continue strong. **#PortsTogether**”

**Aris Batsoulis**  
**MedCruise President**



“Thanks to the marketing plan presented in 2017, MedCruise has adapted in recent years to the virtual era with higher impact on social media, a new modern and user-friendly website and a social approach in all the communication strategy of the association. 2020 caught us by surprise but MedCruise was prepared to face it and this has been proved and will continue to be proved with more willingness in the next years to come.

In the year of pivot, MedCruise has pivoted to an online world, making all its regular activities, engaging members, creating value, with top performing results.”

**Maria Cano**  
**Marketing Director**





# January – New Year, New Website!

Welcome to your new website, we have been working hard over an entire year to adapt our systems to the new times and bring to date all the information about MedCruise members!

### Which brings you:

- 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!

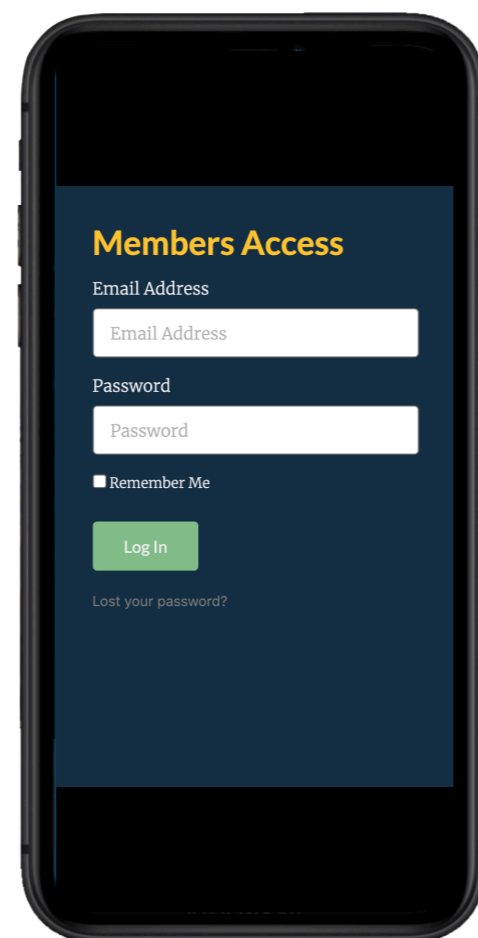




# April New Private Area at the Website

MedCruise reinforces its commitment to online communication with its members by introducing a Private Area for members in the new design of its website.

This Private Area, accessible only to MedCruise members through a login and password, allows access to private content (GA documents and photos, MedCruise informs, Cruise Line directory, etc.) for port and associate members, offering a new bidirectional, efficient and easy way of communication.



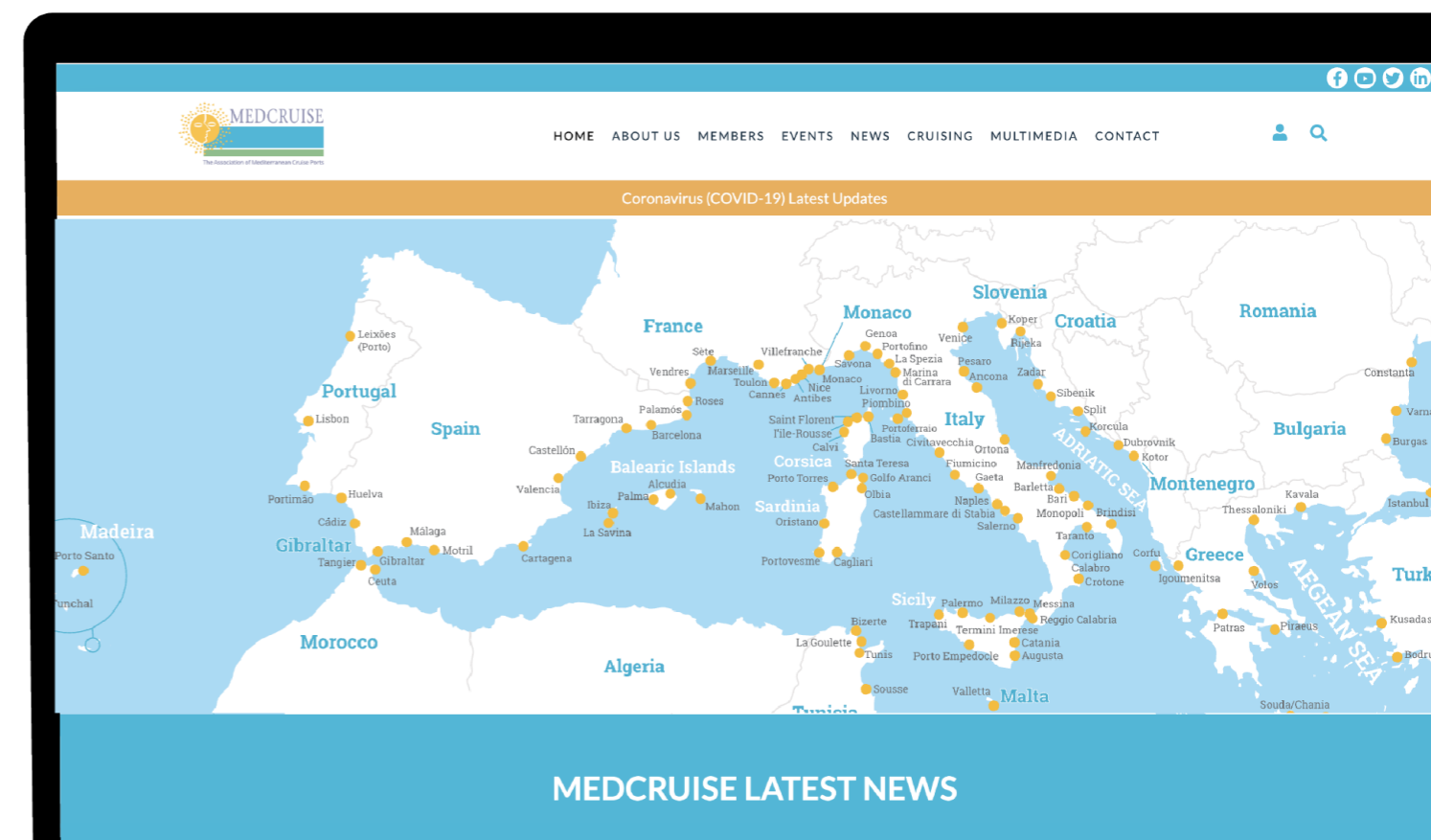
# October Cruise Line Directory

MedCruise released a special edition of the Cruise Line Directory verified by 35 Cruise Line Companies. Exclusively addressed to MedCruise Regular and Associate members at the private area on [www.medcruise.com](http://www.medcruise.com). The most up-to-date directory of our industry in 2020!



# June Interactive map on the Home page

Functionalities: The map has the option to zoom in and zoom out. Optimized to be displayed on tablets and smartphones. A label with the port name pops up when you are over the port point. Clicking the label redirects to the port profile.





# Webinars

**June 26th, 2020**  
11.00-12.00 CEST

**May 20th, 2020**  
14.00-15.00 CEST | 12.00 - 13.00 UTC

## April 29

### Impact of COVID-19 emergency on LNG distribution

MedCruise participated at the online webinar on the impact of COVID-19 emergency on LNG distribution, prices and infrastructures.

## May 20

### MedCruise meets Royal Caribbean

Our first Webinar “MedCruise meets Royal Caribbean” was a great success, with a total of 112 attendees interacting with Royal Caribbean worldwide Vice Presidents together with MedCruise President, moderated by Mr. Nicky Guerrero.

<https://attendee.gotowebinar.com/recording/4862975409942961927>

## June 25

### Building alliances with other cruise regions of the world

MedCruise President Airam Díaz participated as a speaker at the webinar held on June 25th by the IMBSmaritime on Cruises, Challenges and Post COVID-19 Trends.

### Medshipping Series Webinar

MedCruise Director of Sustainability & Environmental Issues Valeria Mangiarotti moderated the Med shipping series webinar on the Italian Shipping Industry after COVID -19 impact.

## June 26

### MedCruise meets Costa Cruises.

MedCruise exchanged views with Costa Cruises President, Mr Neil Palomba in an online event moderated by Mr Chris Ashcroft where they discussed current issues and improvements to come in our Industry.

<https://www.youtube.com/watch?v=t8PILVi9JU&t=37s>

## September 3

### Impact of the restart on ports and terminals

MedCruise hosted the online webinar on Impact of the restart on ports and terminals presented by Luis Ajamil, President of Bermello Ajamil & Partners, Inc.

<https://attendee.gotowebinar.com/recording/4802172419271496712>

# Major Cruise Events where the Association was Present

**January 22- 26** MedCruise participated in FITUR 2020 (January 22-26) at the Technology and Sustainability Forum, where the concept of sustainable tourism was approached from its three fundamental points of view: The environment, the economy and the society.

## Fitur 2020

The first international Accessible Tourism Destination (ATD2019) awards were held as part of FITUR 2020. They are an initiative of the United Nations World Tourism Organisation (UNWTO) and the ONCE Foundation that reward the work of accessible tourist destinations for everyone.

Barcelona, represented by MedCruise Associate member Turisme de Barcelona's CEO, Eduard Torres, received the award for best city destination at the first Accessible Tourism Destination awards. Portugal won the award for best practice as an accessible destination.

Barcelona, represented by MedCruise Associate member Turisme de Barcelona's CEO, Eduard Torres, received the award for best city destination at the first Accessible Tourism Destination awards. Portugal won the award for best practice as an accessible destination.





## February 11-12 3rd Small scale LNG Summit

MedCruise attended the 3rd Small-Scale LNG Summit in Milan, Italy, on 11-12 February.

Valeria Mangiarotti, MedCruise Director of Sustainability and Environmental Issues, participated as a speaker in the panel discussion “Cruise-ship Industry: Reducing Emissions with Cold Ironing Method – Is It More Sustainable than LNG Fuel?” and presented the evolution and implications of the LNG projects currently on-going in some areas of the Mediterranean sea.

## February 19-21 Cruise Dialogue



MedCruise participated in the International Conference Cruise Dialogue that was held in Cartagena, Colombia, from 19th to 21st February 2020 under the theme “Preparing Ports, Cities and Destinations for the next day of cruising: How best to accommodate the seemingly unstoppable growth of cruise activities”.





# June 17-18 Global GAS & LNG Summit and Exhibition

MedCruise Director of Sustainability & Environmental Issues Valeria Mangiarotti spoke at the virtual Global GAS & LNG Summit and Exhibition.

# June 25-26 Sicily Shipping Days

MedCruise Vice President and Director of Ports, Cities and Destinations, Laura Cimaglia, joined the first online edition of the Sicily Shipping Days at Session “Strategies for ports and terminals expansion in partnership with the private sector”.

Valeria Mangiarotti  
Board Director  
MedCruise / Port of Sardinia

MEDCRUISE Port of Sardinia

**I'M SPEAKING AT**

**24 hour VIRTUAL**  
Global GAS & LNG  
Summit and Exhibition

**17-18 June 2020**

[www.gas-event.com](http://www.gas-event.com)

SICILY SHIPPING DAYS 2020  
WEB CAST CONFERENCE

WITH THE PATRONAGE OF  
Ministero delle Infrastrutture e dei Trasporti

The International Propeller Club  
Port of Palermo & Catania

**The Mediterranean Challenge  
post Covid- 19 Emergency**

See you on June 25, 26

LinkedIn  
[HTTPS://WWW.LINKEDIN.CO/COMPANY/PROPELLERCLUBPACT](https://www.linkedin.com/company/propellerclubpact)

**MORE THAN EVER #PORTSTOGETHER**

Laura Cimaglia



# June 22 MedCruise President Airam Díaz curated conversation with Seatrade Cruise's Mary Bond

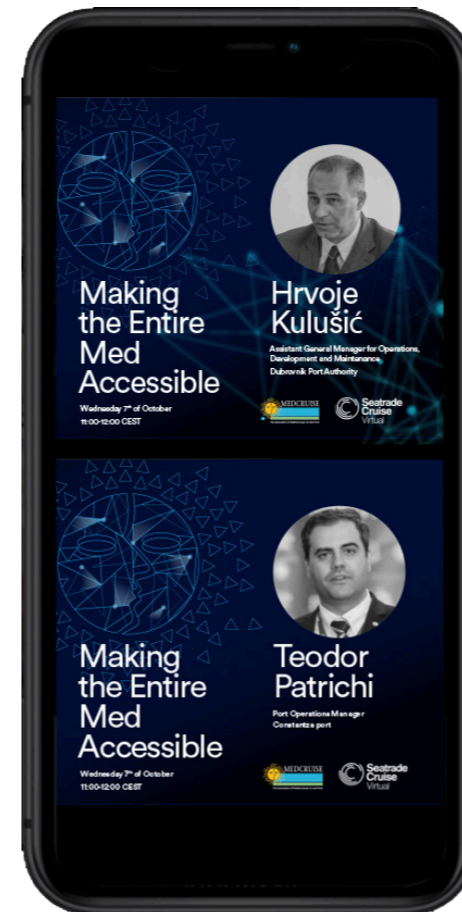
How is the Med getting ready to welcome cruise back to their ports. How might things change? What are the main challenges and opportunities?

Video: <https://youtu.be/OrCnTLEVoI0>



# October 6 Seatrade Cruise Virtual

MedCruise was the exclusive sponsor of the Virtual State of the Global Cruise Industry Keynote session at Seatrade Cruise Virtual kick off on October 6th, where the top leaders of the Big Four cruise companies had the chance to share their perspectives on Cruising in the COVID-19 Era. The Association also participated actively at Seatrade Cruise Virtual by having a Pro virtual booth and by taking part in the conference program. Many members attended the virtual event, some were speakers and sponsors at the panel discussions, and others exhibited with a virtual booth and enjoyed the networking opportunities.



- MedCruise Director of Black Sea and Port Operations Manager at Constanta Port, Teodor Patrichi, participated at session “Making the Entire Med Accessible”
- MedCruise member Dubrovnik Port Authority, Hrvoje Kulusic, Assistant General Manager for Operations, Development and Maintenance, participated at “Making the Entire Med Accessible”
- MedCruise President Airam Díaz participated at session “Around the World in 80 Minutes” where we had the chance to take a tour of the world’s leading cruising destinations, highlighting trends, challenges, and common goals



MedCruise Association

Keynote Sponsor

MedCruise - Virtual Booth

EDIT



# December 1-2 International Cruise Summit 2020

MedCruise attended the International Cruise Summit 2020 hybrid event. The association was sponsor of the Main session of the event: REBUILDING THE INDUSTRY – GETTING BACK TO NORMAL- WHAT WE ARE DOING AND WHAT ELSE IS NEEDED with 5 top Cruise Line executives as speakers, CEOs: Mr Michael Bayley, Royal Caribbean; Mr Gianni Onorato, MSC Cruises; Mr Michael Thamm, Costa Cruises; Mr Tom McAlpin, Virgin Voyages; and Mr Chris Theophilides, Celestyal Cruises.

- MedCruise member Stephen Xuereb, CEO at Valletta Cruise Port, participated at session “Getting started again – what ports & destinations can learn from those with experience”
- MedCruise director of Projects & Studies and marketing & communication manager at Port of Genoa, Cristina De Gregori, participated at session “Getting started again – what ports & destinations can learn from those with experience”
- MedCruise associate member Olga Piqueras, managing director at Intercruises shoreside & port service, participated at session “Rebilding the Industry –getting back to normal – what we are doing and what else is needed”
- MedCruise member Francesca Antonelli, Managing Director at Valencia Port, participated at session “What will be the New normal – in the shore excursion business & destinations”

1 December  
14.00 – 15.00 CET, Session 1

**Getting Started Again**  
What Ports & Destinations can Learn from those with Experience

Cristina De Gregori  
MedCruise Director of Projects & Studies  
Marketing & Communication  
Ports of Genoa

1 December  
14.00 – 15.00 CET, Session 1

**Getting Started Again**  
What Ports & Destinations can Learn from those with Experience

Stephen Xuereb  
COO  
Global Ports Holding  
CEO  
Valletta Cruise Port

1 December  
17.20 – 18.30 CET, Session 2

**Rebuilding the Industry**  
**Getting Back to Normal**  
What We Are Doing & What Else Is Needed

Moderator:  
Olga Piqueras  
Managing Director  
Intercruises Shoreside & Port Service

Sponsored by

2 December  
15.30 – 16.15 CET, Session 4

**What will be the “New Normal”**  
In The Shore Excursion Business & Destinations?

Moderator:  
Francesca Antonelli  
Marketing Manager Valenciaport





# The Covid Crisis and Its Impact

## COVID CRISIS

On March 17, 2020, MedCruise Association showed its support to all of its Port Members and Associate Members dealing the impact of the outbreak of COVID-19 as well as to all the cruise industry community and partners through the publication of the MedCruise Association Statement on the impact of the outbreak of COVID-19 on the cruise industry.

<https://www.medcruise.com/news/medcruise-statement-on-the-impact-of-the-outbreak-of-covid-19-on-the-cruise-industry>

## Messages from members online campaign

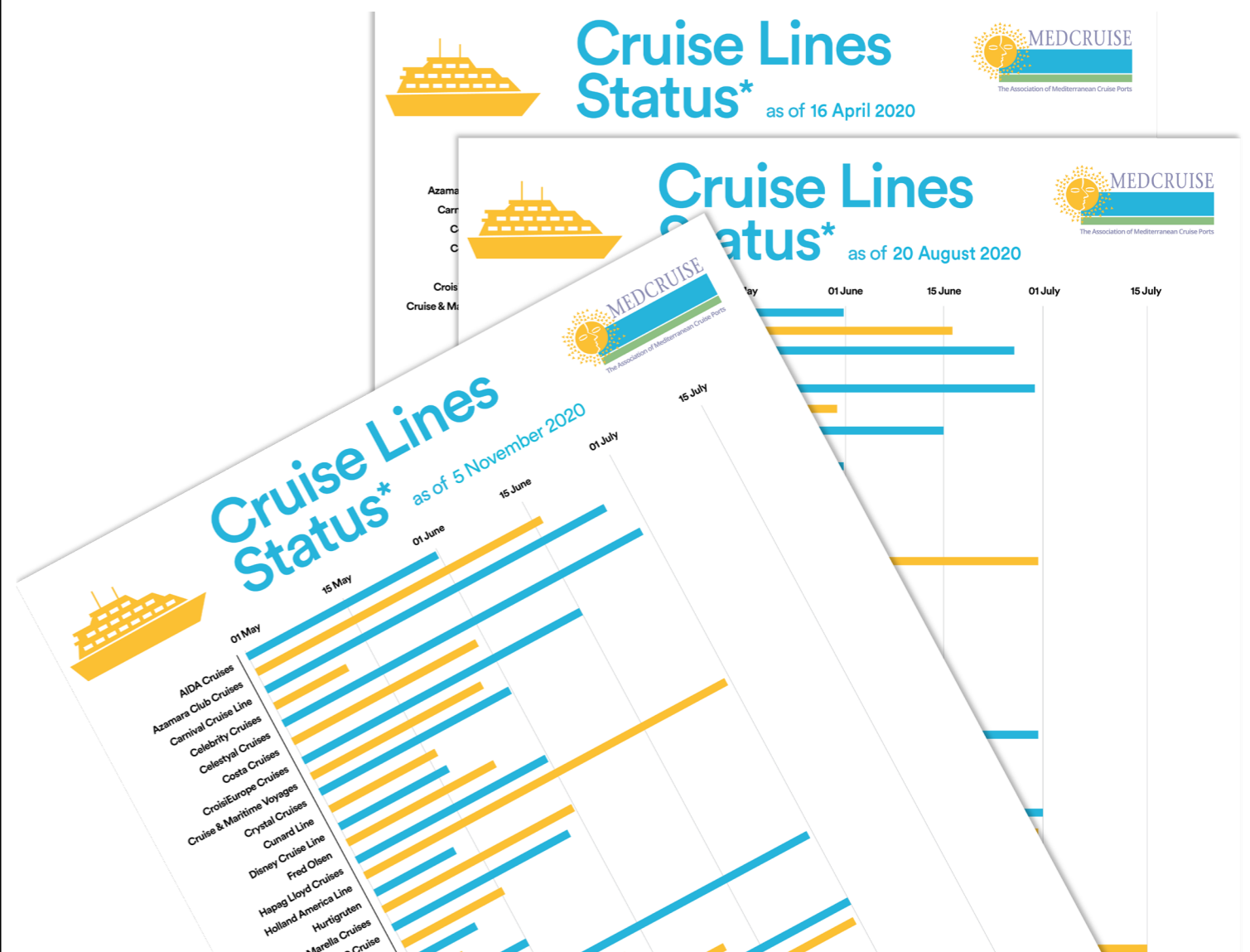
Throughout the crisis, MedCruise ports and associate members shared messages of strength through videos in an online campaign.

Recap video: <https://youtu.be/8ucsl59J8ks>

## Cruise lines operations

Committed to its members, MedCruise Association has kept a constant and updated stream of information during this COVID-19 crisis, where every week a chart showing the expected date of resumption of Cruise Lines operations was published on social media. In addition, a short report has been uploaded to MedCruise website every Thursday since March 27th.

<https://www.medcruise.com/covid19>





## Current Cruise Shelter

On a weekly basis, the number of cruise ships being sheltered by the Med and adjoining seas throughout the COVID-19 crisis has been updated and posted every Tuesday on MedCruise social media.





# BoD meetings since the beginning of the pandemic

Since the beginning of the COVID-19 crisis, MedCruise Board of Directors members, President and Secretariat held frequent online meetings to exchange perceptions about the current situation and discuss next steps. The challenge we are facing requires, more than ever, cooperation and mutual support.

MedCruise Board of Directors members, President and the Secretariat team have met “at least” 15 times since the beginning of the COVID-19 crisis in March, 2020. In a normal situation, like 2019, MedCruise Board of directors meet approximately 6 times in a year.

[www.medcruise.com/board-of-directors](http://www.medcruise.com/board-of-directors)





# Post COVID-19 Committee of Experts

MedCruise created a new Committee of Experts, addressed to Port Members and Associate Members, regarding the post-COVID-19 situation. The Committee was launched on the July 15, 2020, led by MedCruise Directors Theodora Riga, cooperation with other Associations, and Cristina De Gregori, Projects & Studies.

The aim is to share the expertise and best practices of MedCruise members in order to offset our industry and get back the cruise traffic in the Mediterranean and adjoining seas, the best cruise region worldwide, once the sanitary crisis is over.

July 15

The kick-off meeting of the “Post COVID-19 Committee of Experts”, was held on July 15. MedCruise members discussed about the resume of the cruise activities in their ports and destinations.

August 5

The second meeting of the “Post COVID-19 Committee of Experts” was held on August 5. MedCruise counted for the first time with the visiting expert Professor of Hygiene and Epidemiology Mr. Christos Hadjichristodoulou, EU Healthy Gateways Joint Action Coordinator.

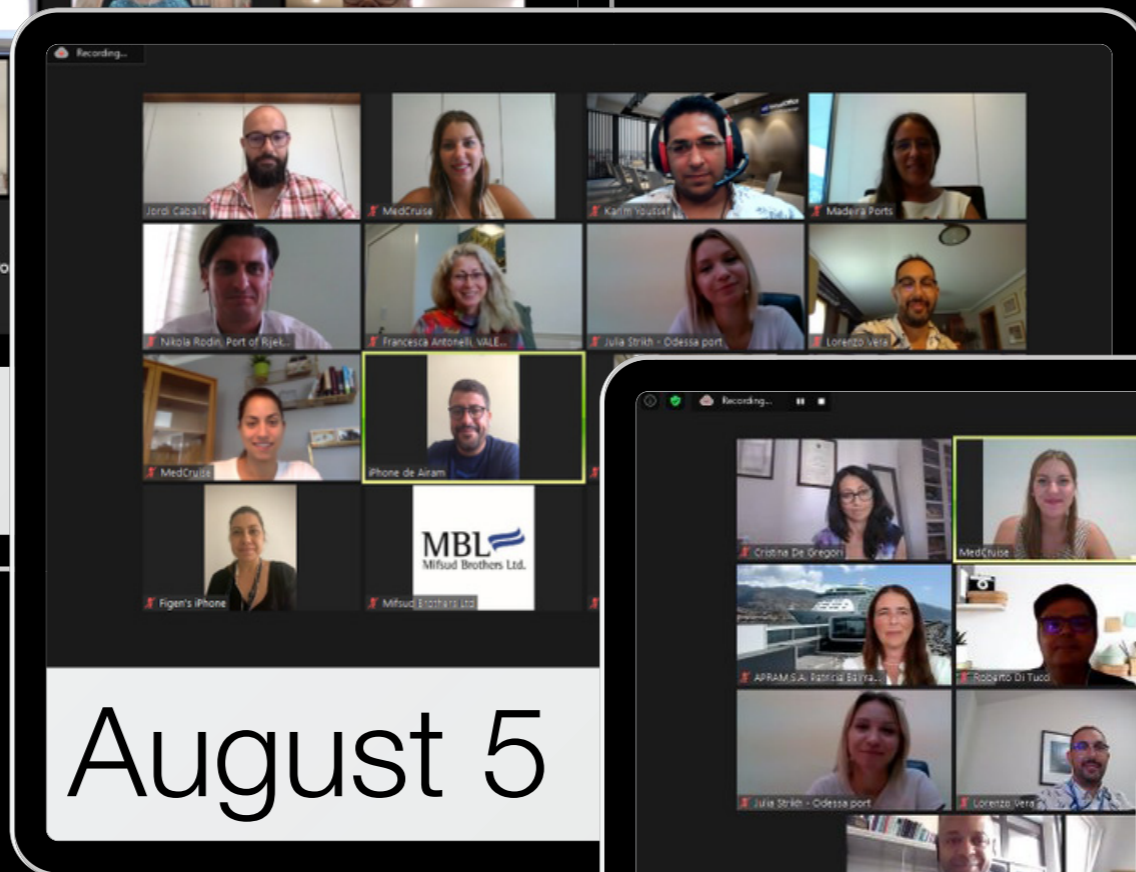
September 2

The third meeting of the “Post COVID-19 Committee of Experts” took place on September 2, where MedCruise countries’ situation was analysed in depth in order to be presented during the meeting with IAPH, UNWTO, IMO and other cruise ports associations worldwide.

October 13

The fourth meeting of the “Post COVID-19 Committee of Experts” took place on October 13, where MedCruise coordinator, Theodora Riga, updated the members about the meeting held with IAPH, UNWTO, IMO and other cruise ports associations worldwide. MedCruise countries’ situation was also analysed in depth.







# Working Groups

MedCruise Association and its members have been very active during 2020, running continuous online meetings and BoD meetings every month, with the only goal of pushing forward the Association's role more than ever. The month of May was a highlight where 5 important Working groups meetings involving all regions of the Association and one Constitution Amendments Study Committee meeting took place.

The Black Sea Working Group is glad to present to your attention a short video presentation in the frames of marketing campaign. The video describes rich tourism potential of Black sea cities, cultural heritage, shows the beauty of nature, ethnic characteristics and diversity of entertainment as well as airports and passenger terminals technical capabilities. Odesa, Constanta, Varna and Burgas ports.

<https://youtu.be/E4bgtwoPp5w>

## May 5 Black Sea WG

- Joint action plan
- Marketing programme
- Joint actions in exhibitions
- General Assembly organisation





# May 7 North Africa WG

- Creation of new itineraries
- Regional promotion
- Previous calls analysis
- Training & Education



# May 12 Source Markets WG

- Meeting with travel agents worldwide
- Promotion of the Med as a cruise destination
- Mature markets focus





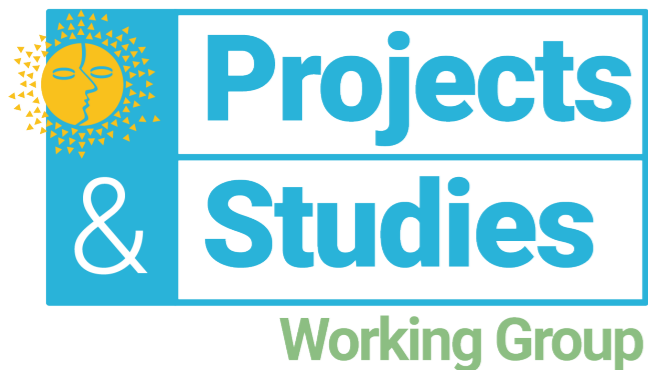
May 14

# Project & Studies WG

- Cruise industry analysis
- Impact on destinations
- Unified survey
- Projects with cruise lines



MedCruise





# New Working Groups



September 21

MedCruise launched the Kick-off meeting of the new Energy Efficiency and Environmental Sustainability Working Group. The group, led by Valeria Mangiarotti, MedCruise Director of Environment & Sustainability, arose many interesting ideas about green projects and sustainability.

October 21

Second meeting of the Energy Efficiency and Environmental Sustainability Working Group, led by Valeria Mangiarotti, where three sub-groups were created about Hydrogen, Renewable energies and Green fuel.

November 2

Kick-off meeting of the new Berth Allocation Working Group. The group, led by Aris Batsoulis, MedCruise President, discussed about current procedures and alternative solutions.



September 21 MedCruise Energy & Sustainability Working Group



October 21 MedCruise Energy & Sustainability Working Group



# November 2





# PDC - How to Be an Effective Cruise Port Executive

MedCruise offered an online edition of the Professional Development Course led by Ms. Figen Ayan, Director of Professional Development consisting of two one-and-a-half hour sessions. In line with the actions carried out after the COVID-19 breakout, MedCruise considered it necessary to offer its members training at such an uncertain time.



<https://youtu.be/skerc2V6mDY>

## Topics covered in the two sessions:

- How to be an effective cruise port executive. How to best organize yourself and your team to promote your port and prepare the most effective cruise operations.
- How to conduct business post COVID-19. We all needed to adapt the way we work and communicate during COVID-19. Moving forward what will be the friendliest and effective manner to conduct business?
- Top 10 ways to conduct efficient cruise marketing and communication for ports and destinations. Even before COVID-19 there was a need to evaluate traditional marketing and communication practices. How can ports and destination professionals do this in the future?
- How to get the best results when attending cruise events. Do you have a strategy for each event? What to prepare before attending events? How can you measure your ROI?
- Towards a digital commercial environment. Plan your “Non presence” commercial activities. Digital tools, effective video meetings, planning...

Professional Development Course 2020



29 June & 6 July



# Other Meetings that Were Carried or Attended

## May 15 Constitution Amendments Study Committee

MedCruise held for the first time online, a meeting of the Constitution Amendments Study Committee to discuss next steps and actions.

## May 15 Meeting with Cruise Europe

MedCruise Director of Cooperation with other associations, Theodora Riga, together with MedCruise SG and President, held an online meeting with Cruise Europe Chairman Captain Michael McCarthy focused on finding new and more powerful ways of cooperation between the two associations.





September 9

MedCruise participated in a meeting with IAPH, IMO, WHO, UNWTO, CLIA and other cruise ports association from other regions of the globe in order to develop a common agenda for the safety resumption of the cruise activities.

October 20

MedCruise President Aris Batsoulis, and the Director of Cooperation with other Associations, Theodora Riga, met with CLIA EUROPE's Director General, Ukko Metsola, to enhance the cooperation between both Associations in terms of resumption and sustainability.



November 4

MedCruise Director of Cooperation with other Associations, Theodora Riga, participated in a meeting with IAPH, CLIA EUROPE and Ports of Australia. The Associations have been meeting regularly to discuss the common framework for the resumption of cruise activities.

MedCruise participated in a meeting with worldwide cruise ports associations in order to exchange views and establish a line of cooperation that will lead to the safe resumption of cruise operations around the world.





# MOU

## July 16

MedCruise signed a (MoU) with Mercy Ships on July 16th, 2020. On October 6th, Mercy Ships announced a first look at the construction of the world's largest NGO hospital ship, which plans to sail to Africa in late 2021 under the name of Global Mercy.



<https://www.medcruise.com/mercyships>

Mercy Ships is a faith-based international development organization that deploys hospital ships to some of the poorest countries in the world, delivering vital, free healthcare to people in desperate need.



MedCruise Association signed a Memorandum of Understanding (MoU) with [Mercy Ships](#) on July 16th, 2020.

Mercy Ships is a faith-based international development organization that deploys hospital ships to some of the poorest countries in the world, delivering vital, free healthcare to people in desperate need.

In 1990, Mercy Ships began focusing on program delivery in Africa, with an emphasis on countries ranked by the United Nations Human Development Index among the poorest nations of the world.

**Mercy Ships provides:**

- Surgery, as well as direct medical and dental care to those in need
- Training and mentoring of local healthcare professionals
- Improvements and renovations to healthcare infrastructure

Since 1978, Mercy Ships has delivered services to more than 2.71 million direct beneficiaries, providing services valued at over \$ 1.53 billion.

**Some facts:**

- Worked in more than 56 countries
- More than 100,000 life-changing surgical procedures provided
- Trained over 42,250 local healthcare professionals in their field of expertise
- Performed 445,000 dental procedures for over 175,000 dental patients
- Completed over 1,100 infrastructure development and agriculture projects





# New Presidency

October  
14

Aris Batsoulis is the new President of MedCruise, effective from mid-October 2020. Since 2017, Aris Batsoulis has held the position of SVP of MedCruise representing the port of Corfu, GR. The announcement follows the decision of outgoing President Airam Díaz to leave his office as Commercial Director of the Port Authority of Santa Cruz de Tenerife.

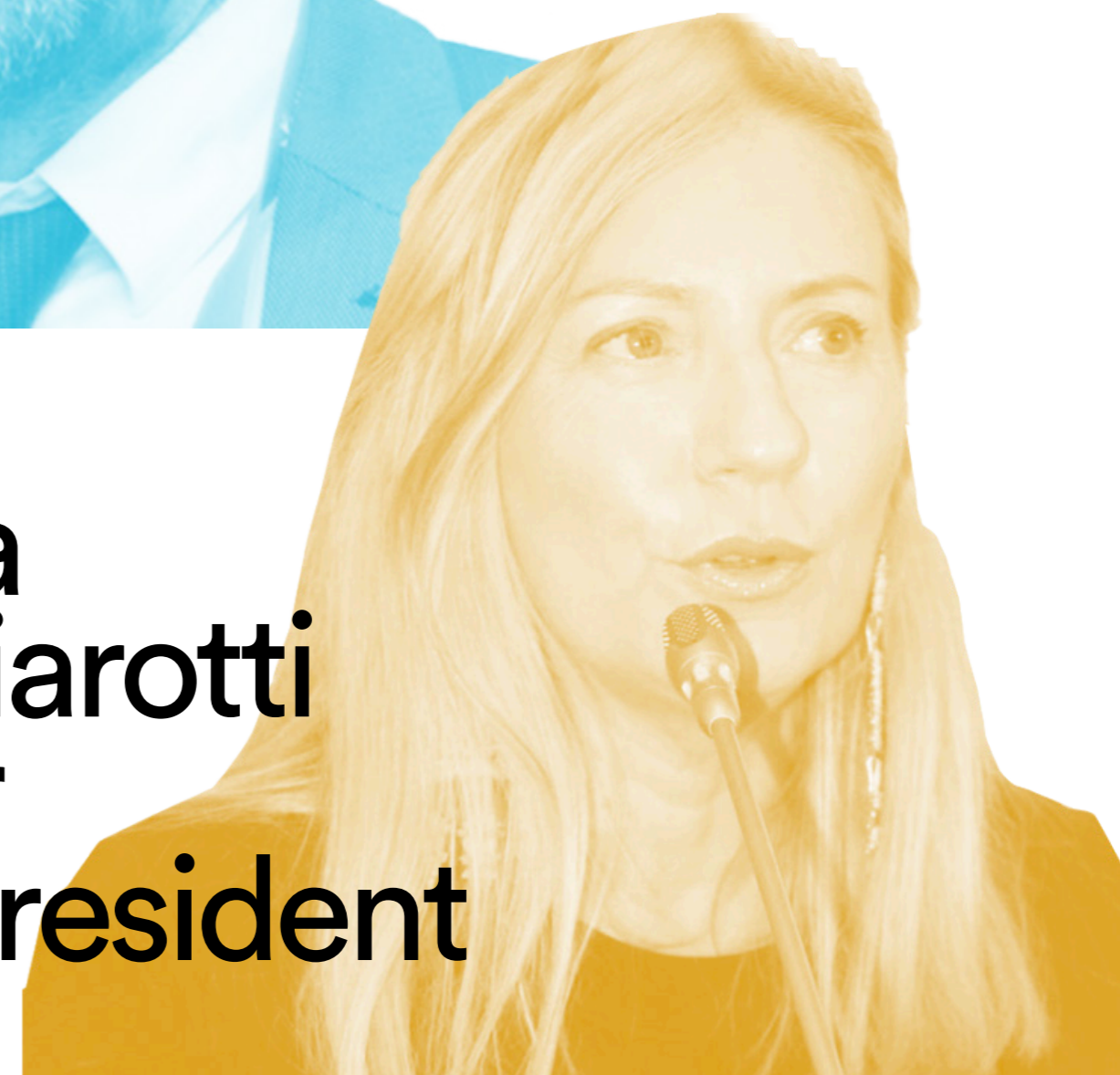


**Aris Batsoulis**  
**President**

October  
28

Valeria Mangiarotti, representing the Port Network Authority of the Sardinian Sea, IT, was appointed Senior Vice President of MedCruise effective from the end of October 2020. Mangiarotti will continue to develop the position of Director of Sustainability and Environmental Issues, which she has actively held since 2017. This announcement followed the appointment of the new President, Aris Batsoulis.

**Valeria**  
**Mangiarotti**  
**Senior**  
**Vice President**







# MedCruise 24<sup>th</sup> Anniversary 1996 → 2020



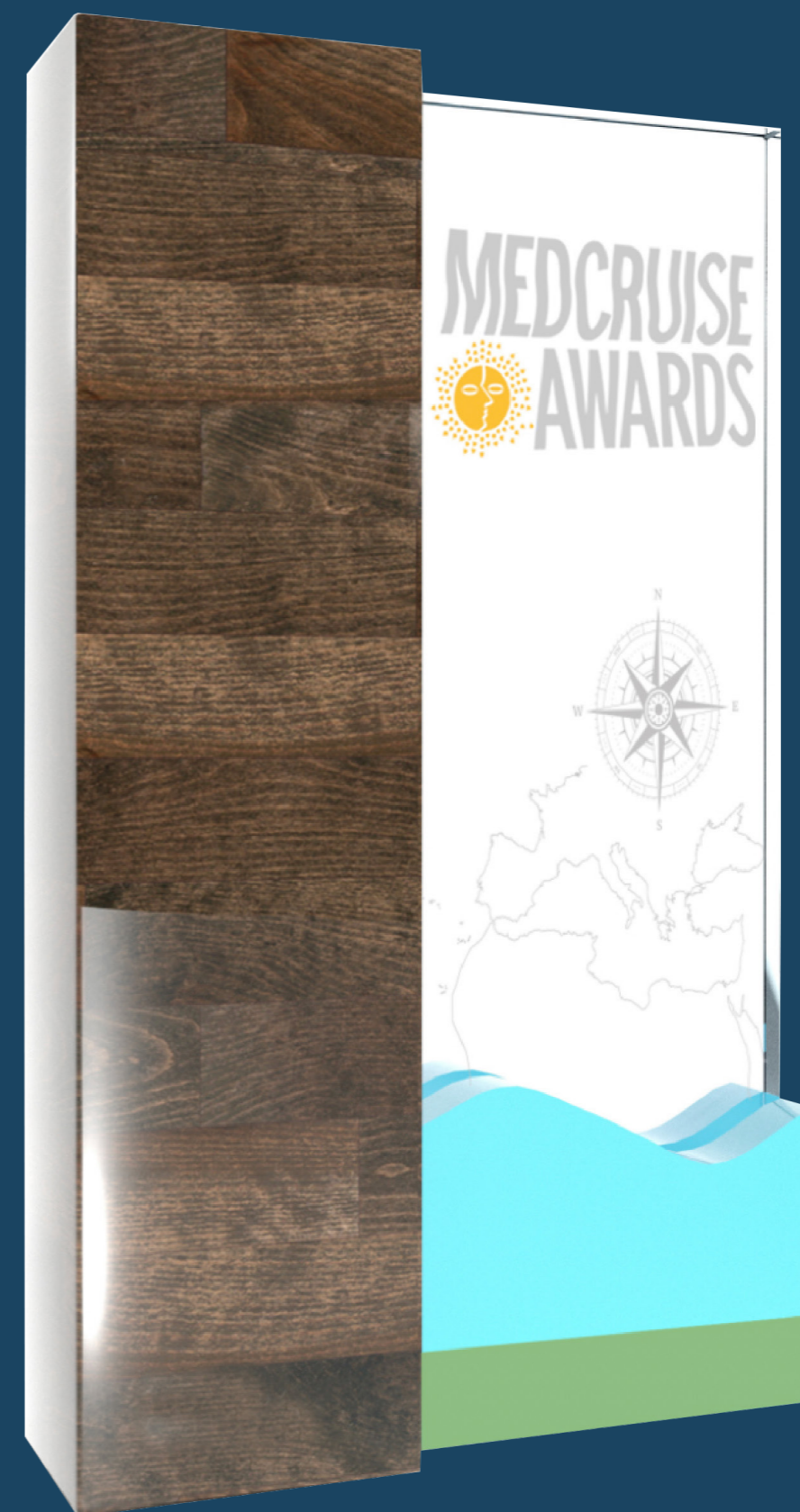
<https://www.youtube.com/watch?v=IGBkHyhJztA>



# MedCruise Awards

## August 11

The second edition of the MedCruise Awards took place on 11th August. MedCruise Association has celebrated this gala to recognise excellence in the industry; and the categories of the awards reflect the diverse nature of the industry and the innovation taking place.





# Categories & Winners of the Awards



Cruise Line Executive Showing the Greatest Commitment during the Covid-19 pandemic

**Michel Nestour**  
from Carnival Corporation, for keeping in contact with MedCruise members and showing interest in our destinations.

Award for the cruise line that has shown the greatest solidarity and commitment during the pandemic

**Celestyal Cruises**  
for purchasing a cruise vessel during the pandemic.

Award for the MedCruise associate member showing the greatest commitment during the pandemic

**Intercruises Shoreside & Ports Services**

Award for the maritime organisation or organisations for exceptional commitment during the pandemic

**IAPH**  
for leading the dialogue among the world's cruise ports organisations about the future of cruise tourism, in collaboration with the IMO and the UNWTO.

Port showing the greatest commitment during the pandemic from the West Med Region of MedCruise

**Gibraltar Port Authority**

Port showing the greatest commitment during the pandemic from the Adriatic Sea Region of MedCruise

**Dubrovnik Port Authority**

Lifetime Recognition Award

**Alexandra Mendonça**  
from Madeira Ports, for her outstanding contribution to the Cruise Industry

Award for that cruise industry experts that have shown their greatest commitment and insight during the pandemic

**Chris Ashcroft**  
from Cruise Insight, for his videos and articles on the future of the Cruise business after the pandemic.

Port showing the greatest commitment during the pandemic from the East Med Region of MedCruise

**Galataport Istanbul & Kuşadası, Antalya, Bodrum**  
**Global Ports Holding**

Port showing the greatest commitment during the pandemic from the Black Sea Region of MedCruise

**Odesa Sea Port Authority**

Award for the international cruise industry association that has assisted greatly towards the comeback of the cruise industry

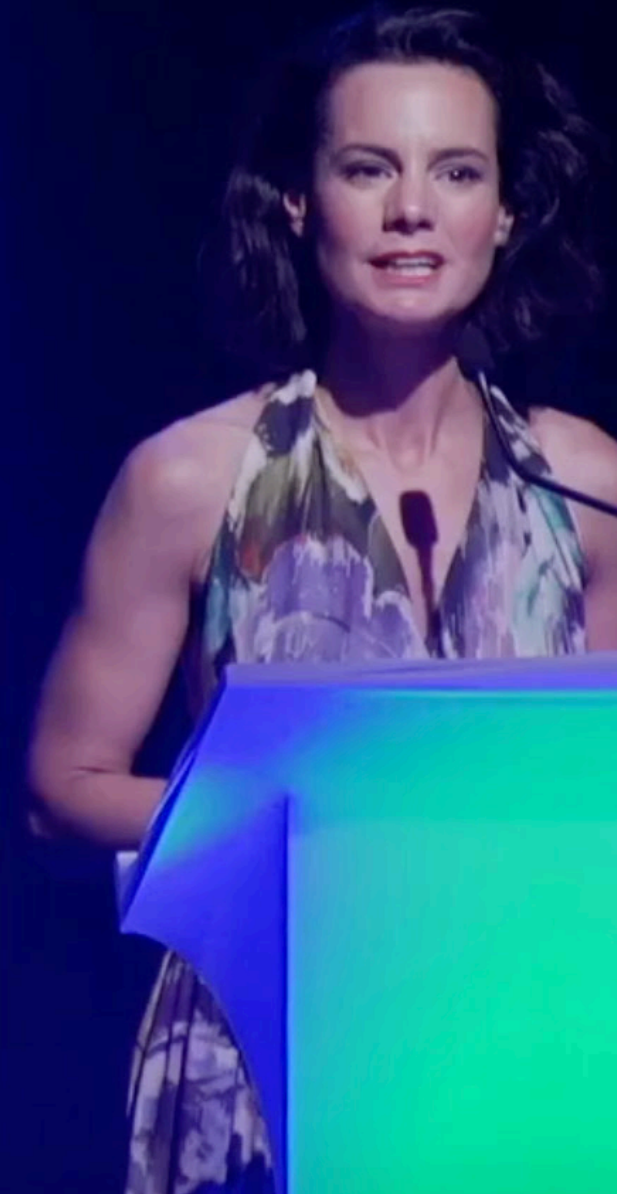
**Clia Europe**  
for its commitment for the resumption of the cruise operations in MedCruise ports.

Award from the MedCruise Presidency

**Michael McCarthy**  
(chairman, Cruise Europe), for his commitment with the whole cruise industry and valuable cooperation with MedCruise Association.



**Award for the MedCruise port showing  
the greatest commitment  
during the pandemic**





# New marketing campaign

There is nowhere else where one can cruise to so many different countries within a short period of time and to enjoy, meet, feel, taste, smell as many flavours, nature, cultures and retrace the footsteps of history as one can in the Mediterranean and its adjoining seas.

This marketing campaign is divided into five different extraordinary experiences, presented in short video clips, which one can live when cruising the Med!

## Culture & History

Nowhere else can such a variety of culture and history be found in such a relatively small area, home to a thousand-year-old heritage recognized by the UNESCO. The ports of the Mediterranean are the gateway to territories that treasure the achievements of the civilizations that have preceded us. #FullyAstonishing, #FullyInspiring

## Gastronomy

The Mediterranean cuisine, one of the most admired in the culinary world, was proclaimed Intangible Cultural Heritage of Humanity in 2013 by the UNESCO, highlighted as being one of the most beneficial diets for our health and lifestyle. #FullyTasty

## Active Tourism & Nature

There is no better way to experience a destiny than to immerse yourself in it with all five senses. The Mediterranean and its adjacent seas offer an endless range of outdoor activities to enjoy and make the most of the voyage. While the weather from Spring to Autumn is almost invariably ideal, even in the winter months the weather is generally very mild. #FullyAlive, #FullyNatural



The purpose of the campaign is to remind cruise passengers and potential new consumers of the wonders of the Marenostrom, that MedCruise ports and destinations, are offering a five senses experience, that starts from the minute that passenger disembarks and steps immediately into an unforgettable lifetime experience.

MedCruise has historically focused its marketing strategies primarily within the industry. For the first time, the Association is willing to make a major investment in the end-consumer for the benefit of its members, and the industry as a whole.

<https://www.medcruise.com/news/medcruise-launches-a-powerful-online-marketing-campaign-showcasing-cruising-in-the-mediterranean>



# Launch of Youtube Channel

**#PortsTogether**

**MedCruise**  
21 subscribers

**HOME** VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

**Uploads** ▶ PLAY ALL

Video Title	Views	Time Ago	Duration
Black Sea Ports   MedCruise	30 views	2 days ago	5:14
Cruise the Mediterranean Sea   MedCruise 2021	118 views	6 days ago	1:12
MedCruise, the Association of Mediterranean Cruise...	23 views	1 month ago	5:28
The Mediterranean Sea   MedCruise Association 2020	33 views	2 months ago	2:58
MedCruise port and associate members messa...	29 views	3 months ago	3:23
MedCruise Awards Gala, 2020	404 views	3 months ago	54:27



# MedCruise Publications



### MedCruise Statistics

<https://www.medcruise.com/2019-statistics-cruise-activities-in-medcruise-ports>

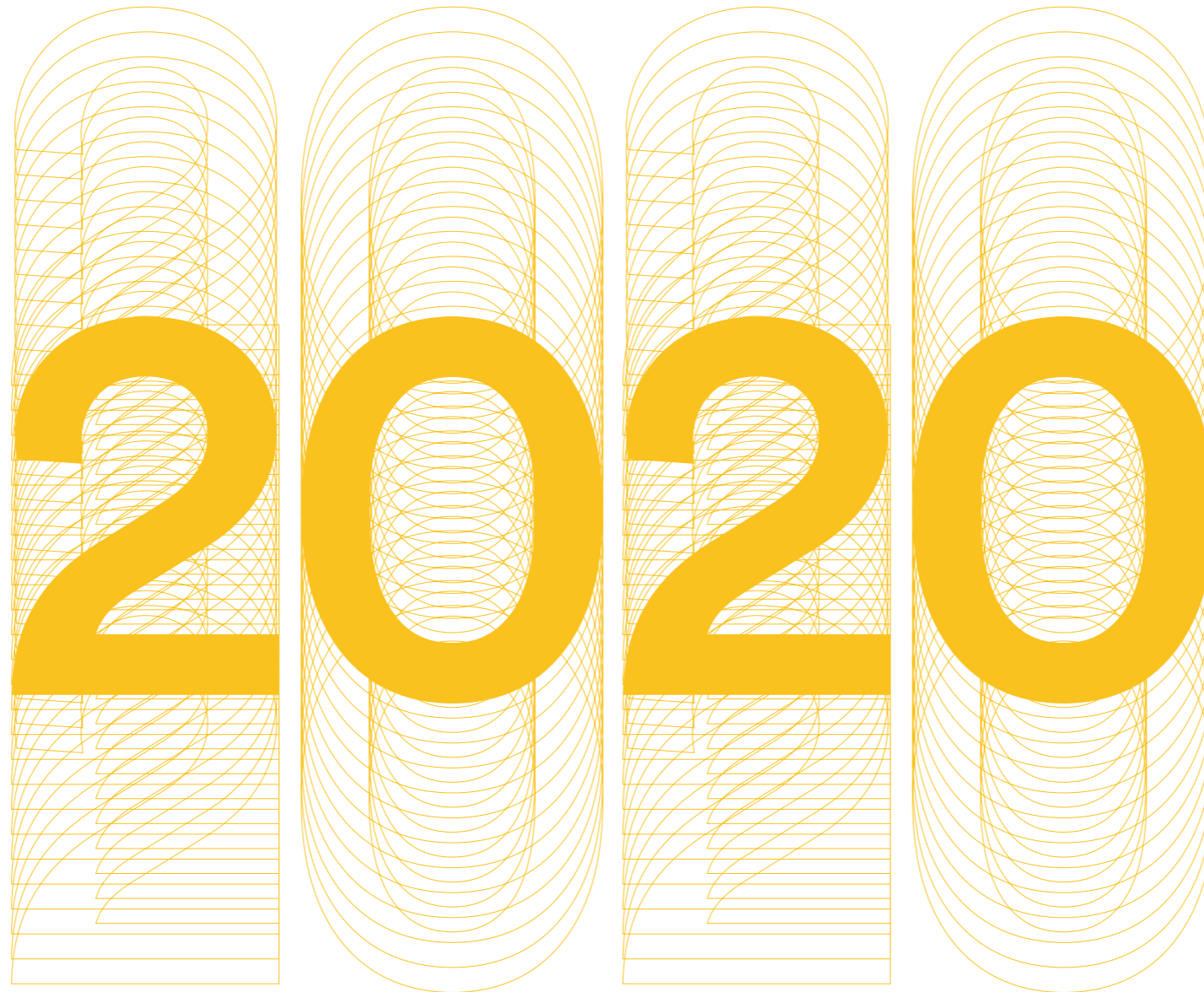
### MedCruise News

<https://www.medcruise.com/wp-content/uploads/2020/08/MedCruise-Newsletter-Issue-60-HR.pdf>

[https://www.medcruise.com/wp-content/uploads/2020/06/MedCruise\\_March20.pdf](https://www.medcruise.com/wp-content/uploads/2020/06/MedCruise_March20.pdf)

MedCruise in  Action

2020



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