

MedCruise in Action 2021

CONTENTS

*Hover and Click the windows for visiting the contents



GENERAL ASSEMBLY



MEDCRUISE GENERAL ASSEMBLY

27/05

● MedCruise 58th GA

The 58th edition of the MedCruise GA included the Internal Matters Session and two-day B2B meetings with 15 cruise lines representatives from 9 cruise lines.



MEDCRUISE GENERAL ASSEMBLY

4/11
MedCruise 59th GA, Barcelona

In the first in-person GA after two years, 80 MedCruise members' representatives celebrated the 59th edition of MedCruise GA while 20 more joined online. The 59th MedCruise GA gave us the opportunity to meet and spend time all together again after the COVID outbreak. Internal matters discussed but also MedCruise elected the new President and BoD.



MEDCRUISE GENERAL ASSEMBLY

3/11
#TogetherAgain Cocktail

Finally #TogetherAgain celebrating the 25 Years of Med-Cruise in the occasion of the 59th GA in Barcelona, Spain. #PortsTogether.



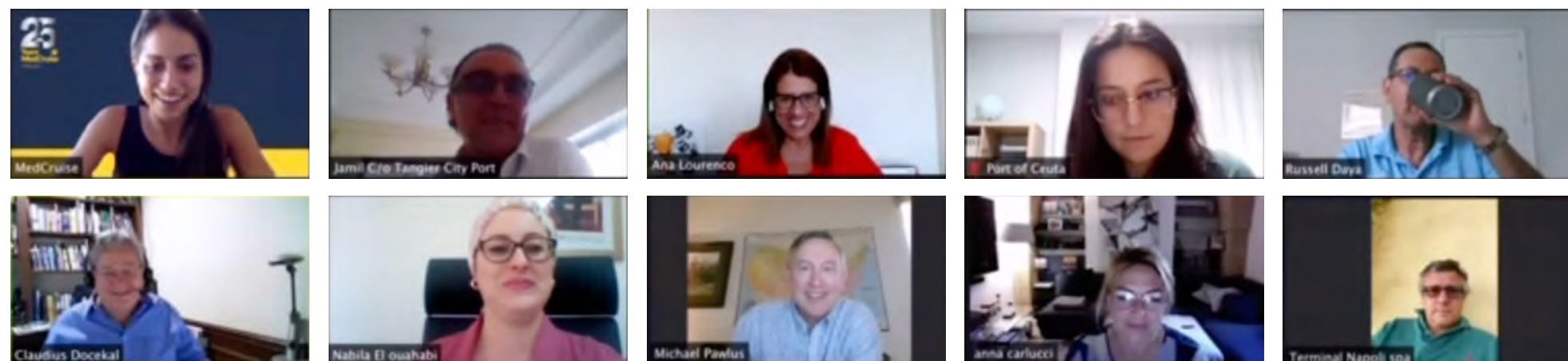
MEDCRUISE GENERAL ASSEMBLY

● B2B online meetings

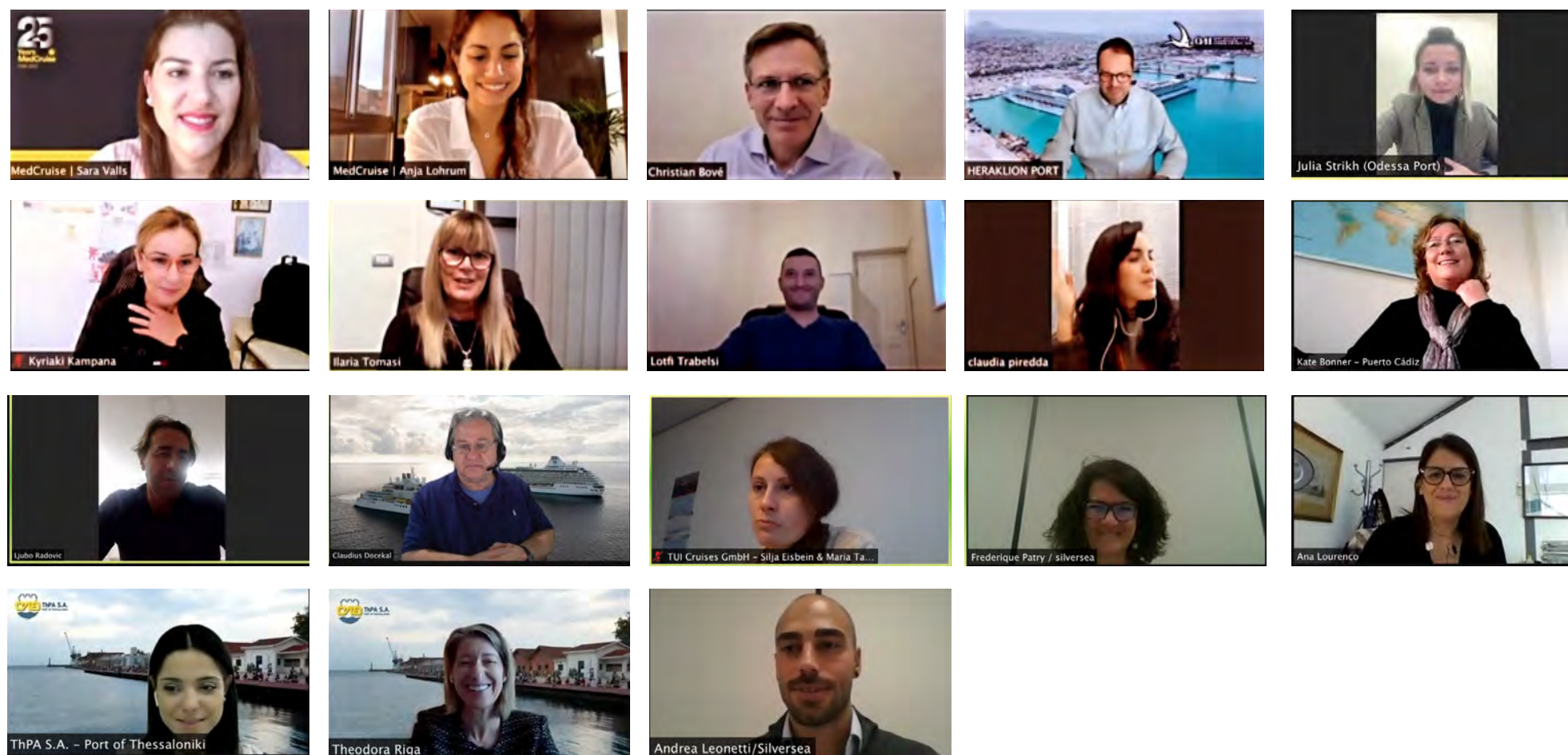
For the first time, MedCruise organized Online B2B meetings as part of the programme of the 2 General Assemblies held in 2021.

MedCruise #B2B meetings are a well-established Med-Cruise tradition and always part of the programme of the MedCruise General Assemblies, they provide a unique opportunity to meet cruise lines and ports and cruise industry related professionals to discuss emerging and challenging issues, and strengthen business relationships.

28/05 & 04/06



24 & 25/11 & 01/12



	Members Participated	Cruise Lines participated	Number of meetings
58 th GA	53	10	232
59 th GA	49	7	191

Cruise Lines Participated:

58th GA

Azamara



Carnival Cruise Line



Carnival Corporation



Crystal Cruises



MSC Cruises



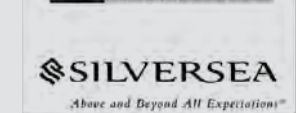
Mystic Cruises



Royal Caribbean Group



Silversea Cruises



TUI Cruises



Viking Cruises



59th GA

Carnival Cruise Line



Crystal Cruises



Holland America Group



RCL Cruises Ltd.



Silversea Cruises



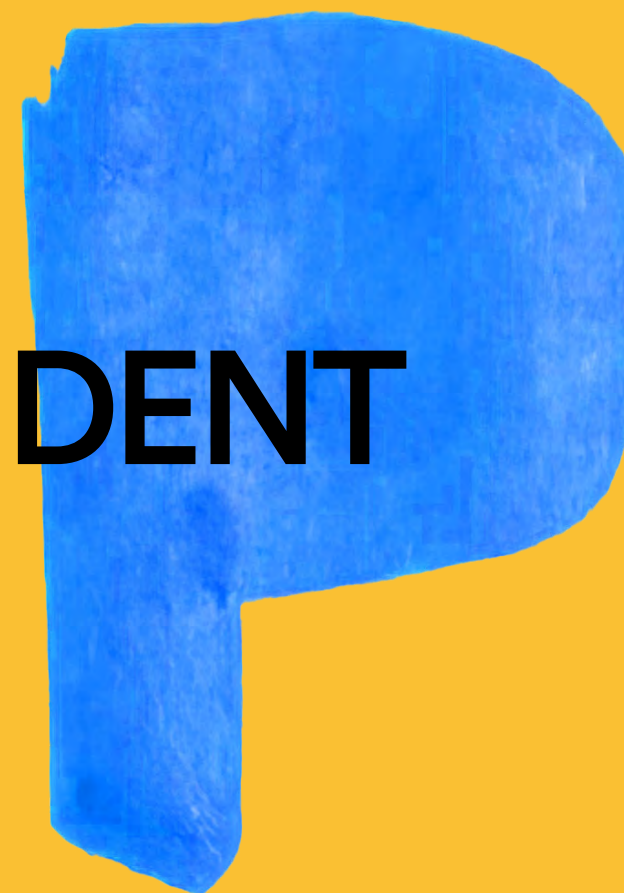
Swan Hellenic



TUI Cruises



NEW PRESIDENT



NEW PRESIDENT

The 59th MedCruise General Assembly that was held in Barcelona, Spain, elected Ms Figen Ayan, Chief Port Officer Galataport Istanbul as the new President of the Association representing ports and stakeholders related to the cruise business in the Mediterranean and its adjoining seas.

Born in Paris, Figen Ayan is a French and Turkish citizen. Ayan studied at and obtained her diploma in, “Lettres Modernes” from La Sorbonne – Paris IV in 1994. Since February 2014 Figen Ayan serves as the Chief Port Officer at Galataport Istanbul. She has been a Ministry of Culture and Tourism professional tourist guide, licensed in the French and English languages, since 1997. From 2011, she has been acting as the Board Member of the international MedCruise Association, representing 140 cruise ports from 21 countries in the Mediterranean and adjoining seas. She started her professional life in the cruise industry in 1994 at ITS (International Travel Services) company and continued her tourism career in 1999 with Tura Tourism as its Aegean Region Manager. Subsequently, she acted as the Marketing and Communications Manager of Global Investment Holdings until 2005. For a period of 6 months, Ayan worked at Arkas-MSA as Port Man-

agement Manager for Turkey. She started back at Global Investment Holdings’ subsidiary company Global Ports Holding in 2006 as the Marketing Director of Kusadasi, Bodrum and Antalya cruise ports.

She actively contributed to the Business Development department of the company to acquire and insert the cruise ports of Barcelona-Spain and Lisbon-Portugal to their portfolio.

For the past 15 years, Figen Ayan has been attaching importance to personal development and alternative therapies; she participated in international breath trainings, family constellation and various meditative therapies. She is currently an advanced trainee for Somatic Experiencing®, which is a body-oriented approach to the healing of trauma and other stress disorders.

She succeeds in the Presidency Aris Batsoulis, Head of Technical Services & Development Director – PFSO of Corfu Port Authority, who will continue serving the Association as Honorary President – thanked by the new President for his contribution to the MedCruise success throughout the past years.

“I love the cruise industry, activity, its openness and suled in my over 27-years honour and privilege to and marquee cruise ports Mediterranean and its ad- dent of MedCruise Asso- mandate,” said Figen Ayan

for its resilience, its cre- many more reasons cap- career. Hence it is a true represent 145 boutique from 23 countries in the joining seas as the Presi- ciation for the 2021-2024 following her election.



NEW BOD

Along with its President, MedCruise elected its Board of Directors (BoD) members to serve for the period 2021-2024.

The members of the new Board of Directors are:

Francesca Antonelli, *elected as Senior Vice President (Valencia, Spain)* | Lorenzo Vera, *elected as Vice President (Motril-Granada, Spain)*

Aris Batsoulis, *(Corfu, Greece)* | Silvia Coppolino *(Taranto, Italy)* | Cristina De Gregori *(Genoa-Savona, Italy)*

Aziz Gungor *(Kusadasi-Bodrum, Turkey)* | Valeria Mangiarotti *(Sardinian Ports, Italy)* | Doru Mihai *(Constantza, Romania)* | Jamil Ouazzani *(Tangier, Morocco)*

Theodora Riga *(Thessaloniki, Greece)* | Anne-Marie Spinosi *(Corsica, France)* | Elisa Zamora *(Tenerife, Spain)*



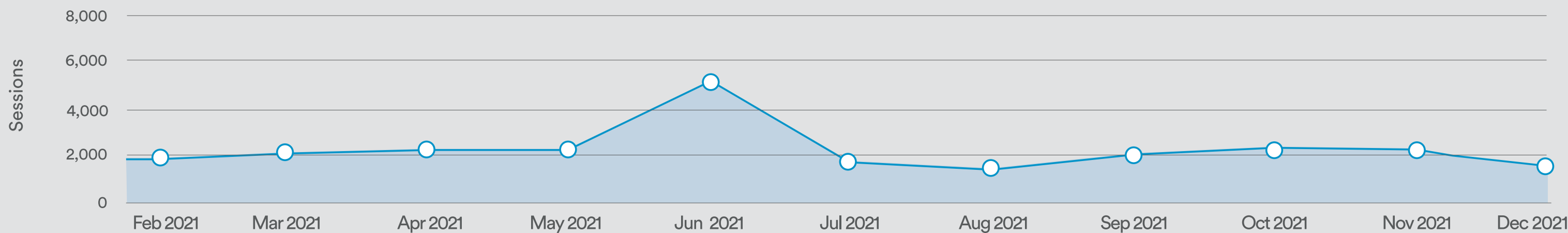
Aimilia Papachristou was reappointed as the Secretary General of the Association.



**USING DIGITAL
RESOURCES AS
A MEAN OF
COMMUNICATION**

USING DIGITAL RESOURCES AS A MEAN OF COMMUNICATION

Website Visits & Where are the users located?



Users

23,718



New Users

23,263



Sessions

33,514



Number of Sessions per User

1.41



Page Views

86,133



Pages/Session

2.57



Av. Session Duration

2' 02"



Bounce Rate

64.36%

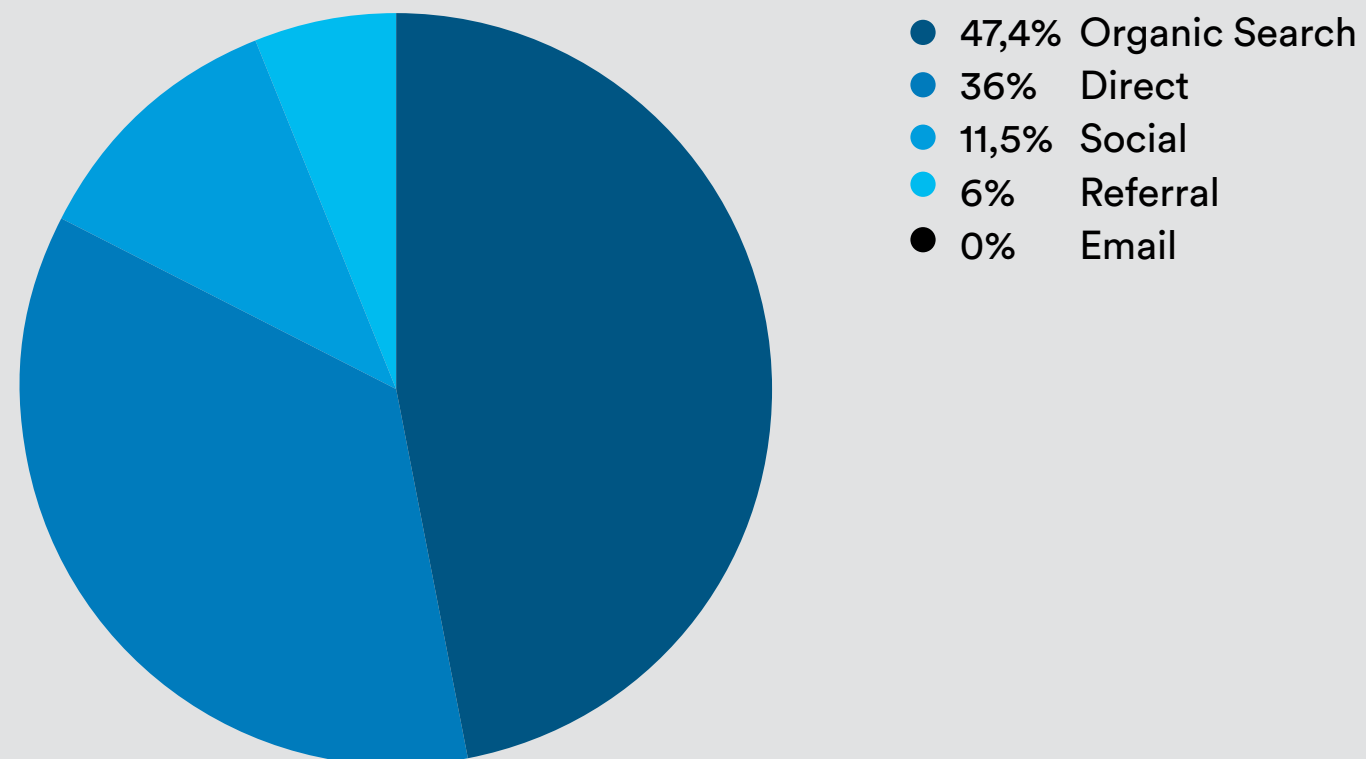


USING DIGITAL RESOURCES AS A MEAN OF COMMUNICATION

Website Visits & Where are the users located?

Country	Users	% Users
1. United States	3,133	13,27%
2. Italy	2,772	11.74%
3. Spain	2,535	10.74%
4. United Kingdom	1,662	7.04%
5. Greece	1,627	6.89%
6. Turkey	1,239	5.25%
7. Germany	1,052	4.45%
8. France	865	3.66%
9. China	856	3.62%
10. Russia	476	2.02%

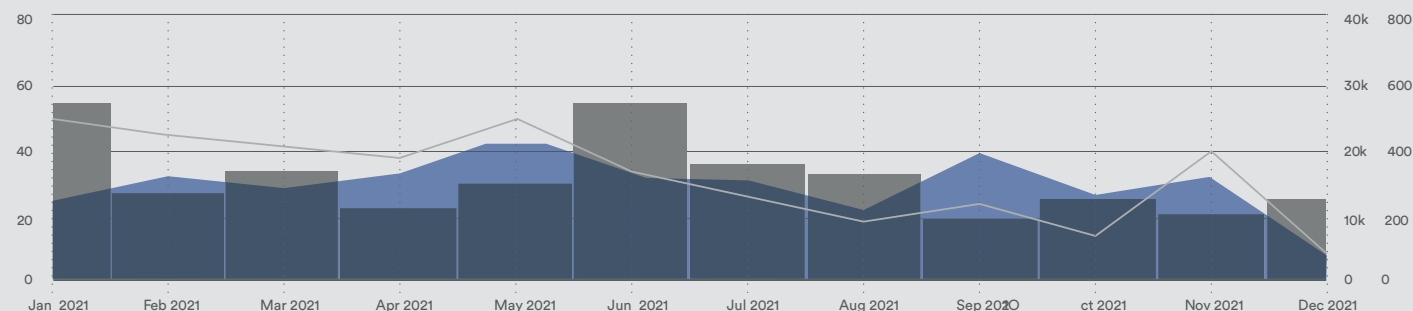
Source of the visits



USING DIGITAL RESOURCES AS A MEAN OF COMMUNICATION

FACEBOOK & TWITTER

Facebook data



Posts

358
+21.36%

Interactions

3,812
-50.89%

Impressions

335K
-41.36%

Average N. Reactions

9,63
-51.25%

Reactions

3,446
-40.84%

ER per Impression

3,171%
-58.188%

API Daily

0,15
-79.87%

Comments

53
-75.58%

Paid Impressions

173K (40%)

Av. Daily Reach

0,87
-85%

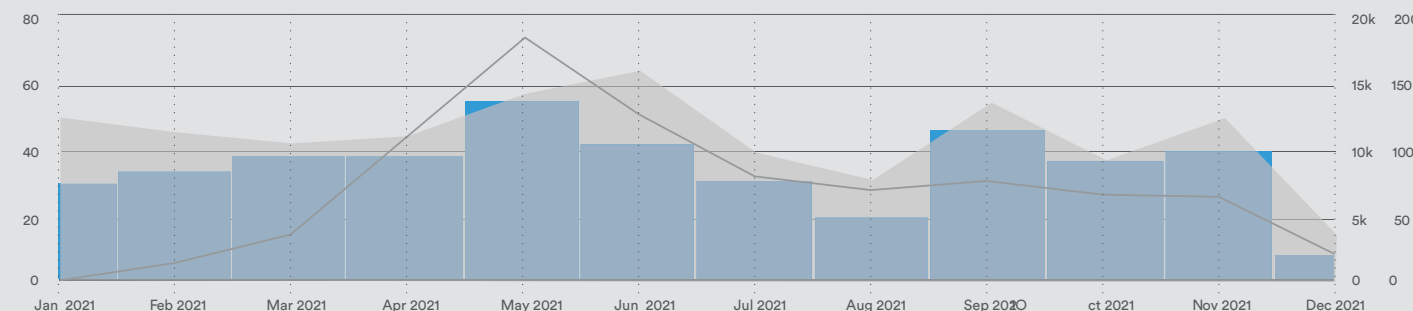
Shared

313
-81.8%

Organic Impressions

172K (40%)
-70.23%

Twitter data



Posts

419
+31.35%

Interactions

1,2972
-7.69%

Impressions

84,4K

ER per Impression

1.537%

Avg. Interactions

3,1
-29.72%

Organic Impressions

84,4K

Followers

1,835
+4.32%

Likes

1,021
-36.47%

Paid Impressions

0

New Followers

76
-41.09%

Answers

74

Video views

1.051

Mentions

297
+95.39%

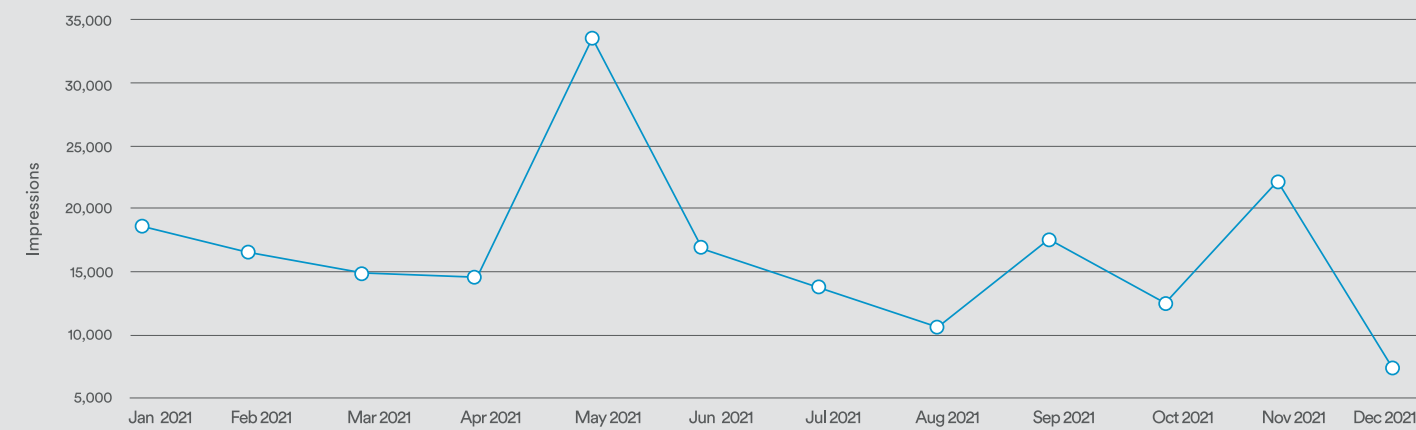
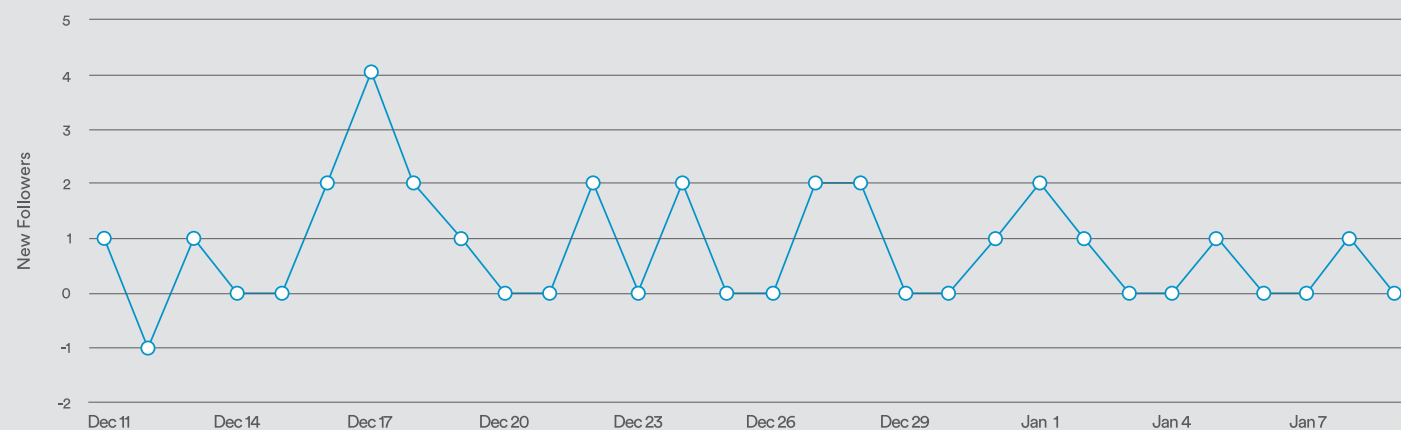
Retweets & Others

202
+20.96%

Clicks

150

USING DIGITAL RESOURCES AS A MEAN OF COMMUNICATION



Top Locations

Followers & % of Followers

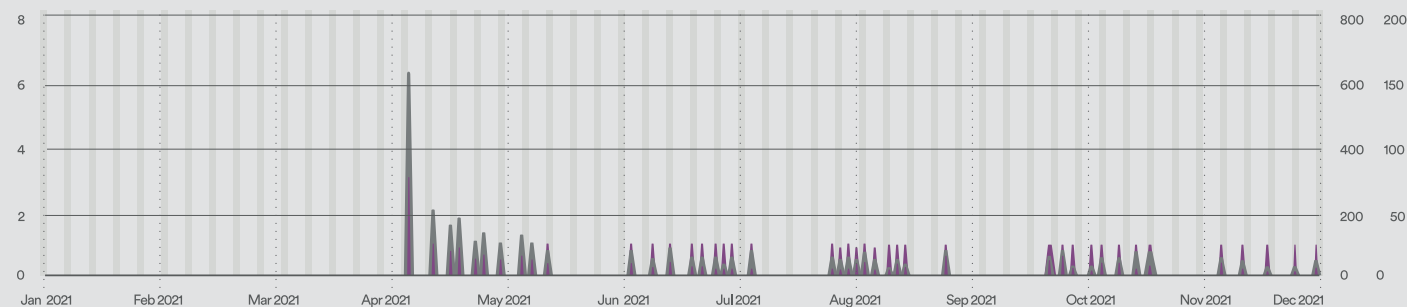
Barcelona Area, Spain	124	7.86%
Santa Cruz De Tenerife Area, Spain	88	5.58%
Istanbul, Turkey	85	5.39%
Miami/Fort Lauderdale Area	75	4.76%
Marseille Area, France	63	3.99%
Madrid Area, Spain	62	3.93%
Genoa Area, Italy	53	3.36%
Lisbon Area, Portugal	43	2.73%
Rome Area, Italy	36	2.28%
Naples Area, Italy	35	2.22%

Total followers: 3.388

USING DIGITAL RESOURCES AS A MEAN OF COMMUNICATION

INSTAGRAM & YOUTUBE

Instagram data



Posts

49

Interactions

909

Impressions

5,602

ER per Impression

16.226%

Avg. Interactions

18.55

Organic Impressions

5.602

Followers

391

Likes

857

Paid Impressions

0

New Followers

391

Comments

38

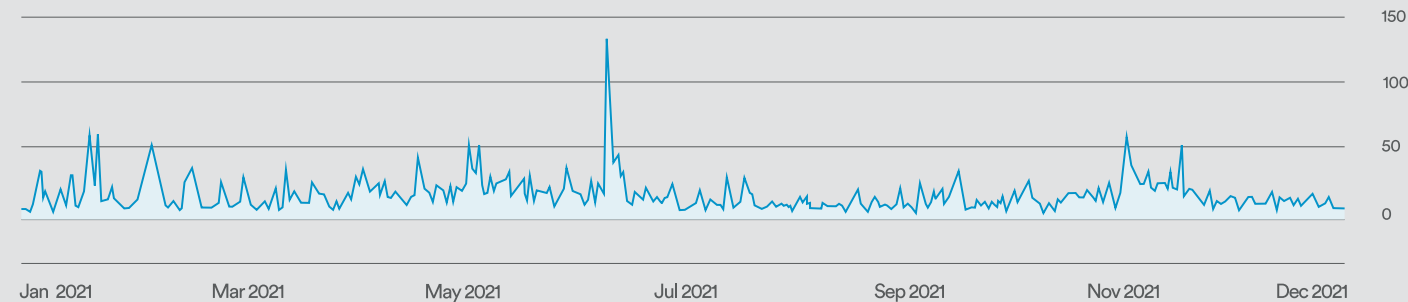
Video views

259

Saved

14

Youtube data



Views

4,8 mil

View time (hrs)

141,2

Subscribers

+39

Website data

Visit users 2020	Visit users 2021
17.748	23.718

Visit users increase in a year **+33,63%**

Sessions 2020	Sessions 2021
27.971	33.514

Sessions increase in a year **+19,82%**

Page views 2020	Page views 2021
74.093	86.133

Page views increase in a year **+16,25%**

Facebook data

Followers 2020	Followers 2021
3.157	3.719

Followers increase in a year **+17,80%**

Twitter data

Followers 2020	Followers 2021
1.750	1.835

Followers increase in a year **+4,85%**

Mentions 2020	Mentions 2021
130	297

Mentions increase in a year **+95,39%**

Linkedin data

Followers 2020	Followers 2021
2.642	3.388

Followers increase in a year **+28,24%**

Youtube data

Views 2021
4.800.000

USING DIGITAL RESOURCES AS A MEAN OF COMMUNICATION

SOCIAL MEDIA CAMPAIGNS

FB & IG Ads – #CruiseTheMed Campaign

- UK & Ireland and Germany markets
- Each ad runs around 15 days
- Each ad reached audience of about 7,500 users

Check all:

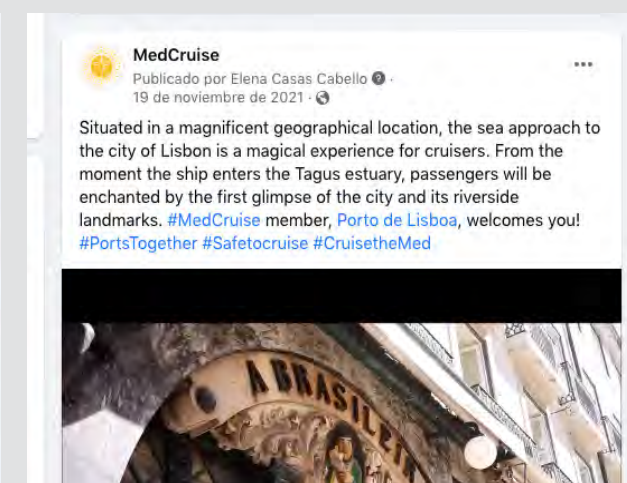
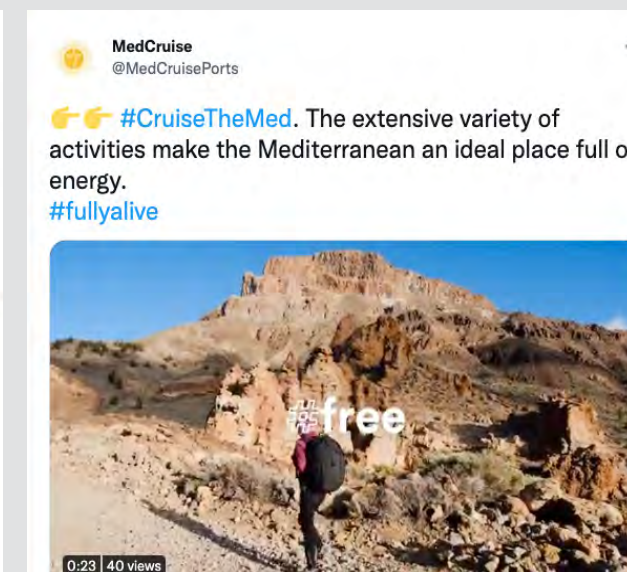
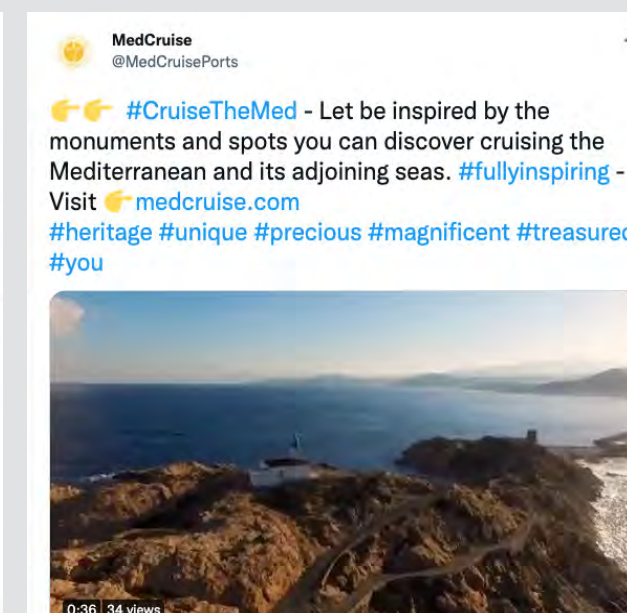
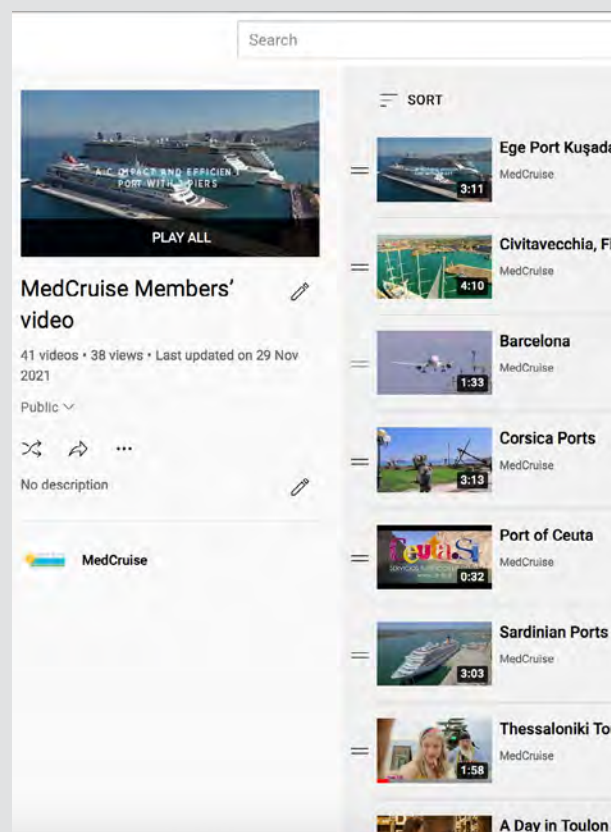
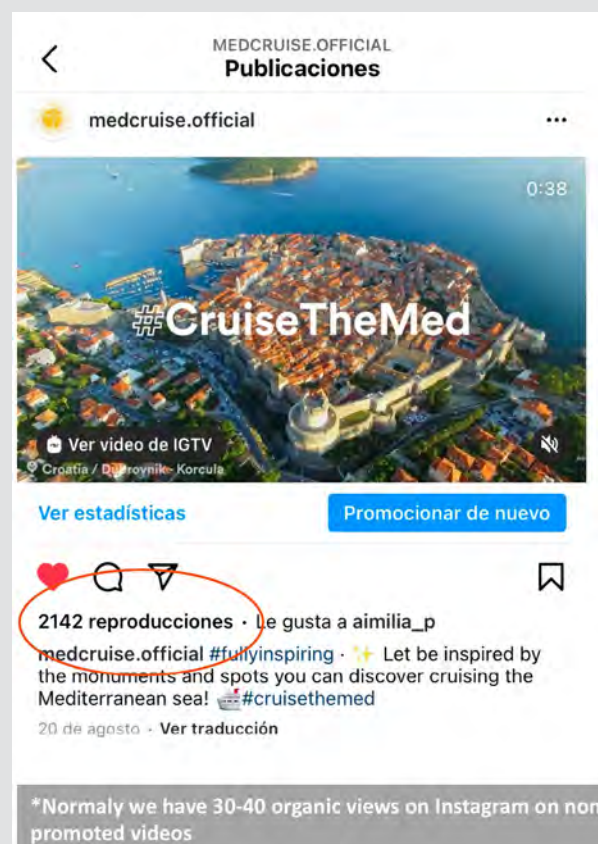
<https://youtube.com/playlist?list=PLo4-E5PV9Ho5UQb-nbSkG0-3iegAFyjiOr>

Video Campaign | #SafeToCruise

- 41 Port and Associate members participated
- Videos published on all social media channels, including Instagram stories
- A special section for these video was created inside the Youtube channel “MedCruise members videos”

Check all:

<https://www.youtube.com/playlist?list=PLo4-E5PV9Ho4Tsz-n8iVt6CEvOa32dIVSm>

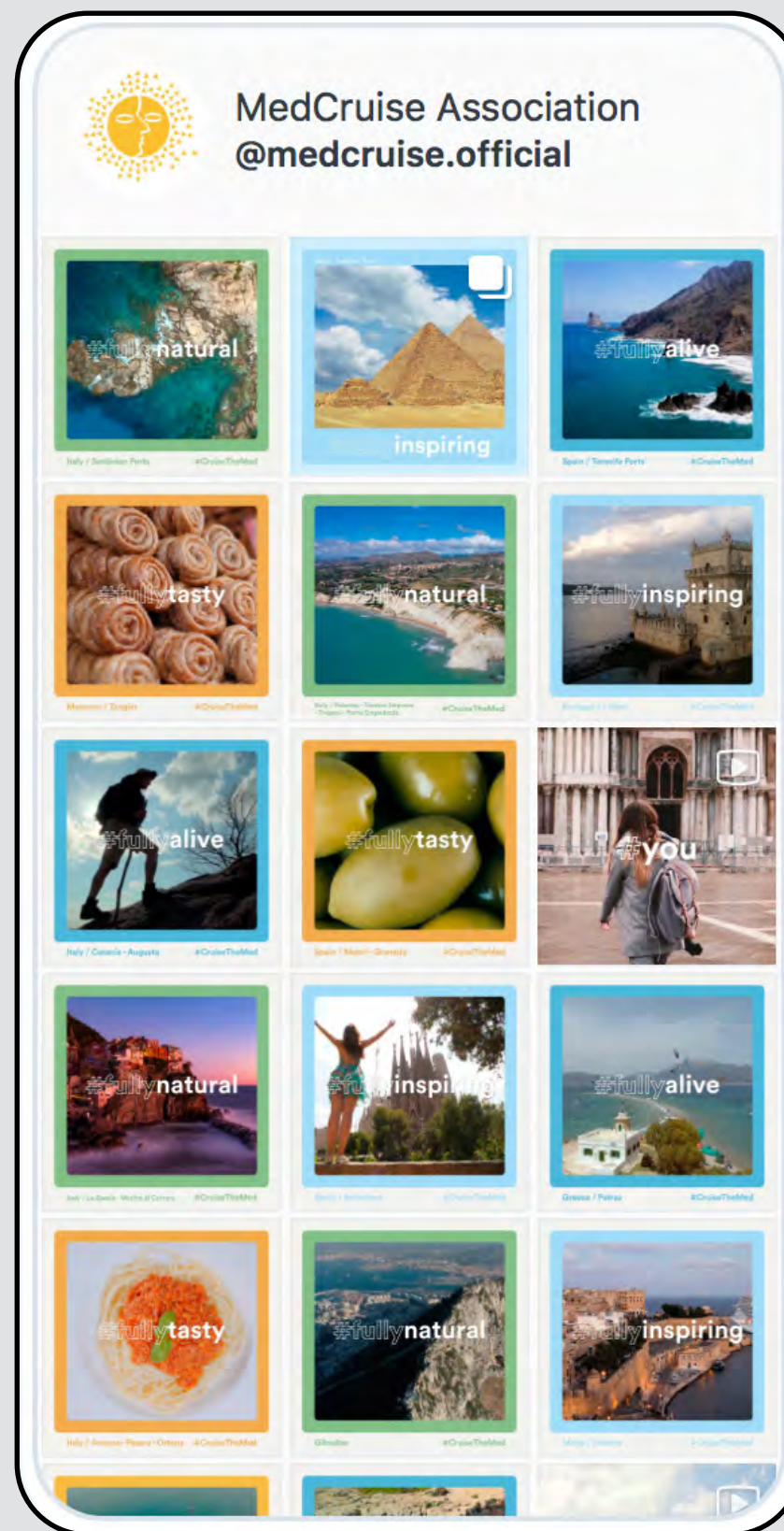


USING DIGITAL RESOURCES AS A MEAN OF COMMUNICATION

NEW CHANNELS

Instagram profile: @medcruise.official

Launched on April 19, 2021. It has grown from zero to 400 followers



USING DIGITAL RESOURCES AS A MEAN OF COMMUNICATION

NEW CHANNELS

YouTube channel: for webinars, on-line meetings and other audio-visual content: <https://bit.ly/3uJSts0>

Launched in 2020, it has grown from 21 subscribers to 69 subscribers

YouTube Search

Meet MedCruise

MedCruise
69 subscribers

CUSTOMISE CHANNEL MANAGE VIDEOS

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

Cruise the Mediterranean Sea | MedCruise 2021 | Teaser
506 views • 1 year ago

Why to #CruiseTheMed?

The Mediterranean Sea has numerous advantages over other cruising areas, with its diversity of cultures, people, languages and history. There are many ports ideally suited to cruise passengers, with something to interest everyone, in most cases situated close to where the Cruise s... #FullyTasty

READ MORE

Uploads ▶ PLAY ALL

- 5th Morning Coffee with Anne Marie (31:16)
- Ports of the North Tyrrhenian Sea (2:46)
- Port Network Authority of the Central Tyrrhenian Sea (3:46)
- Souda Port (1:51)
- Port of Antalya (3:51)
- Port of Lisbon (1:39)

USING DIGITAL RESOURCES AS A MEAN OF COMMUNICATION

NEW ONLINE COMMUNITY launched September 2021

What is the MedCruise online community?

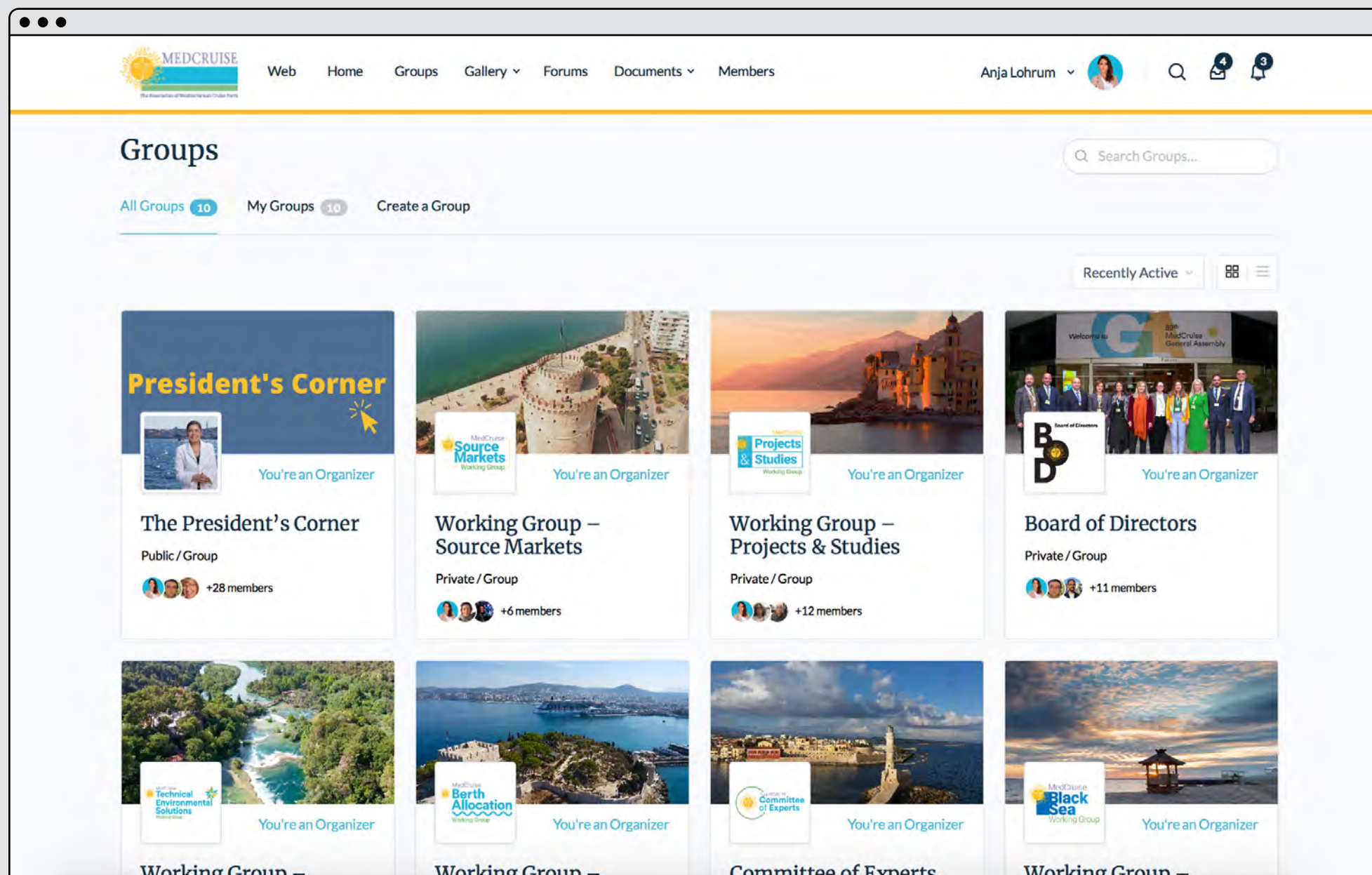
A new social platform designed for MedCruise members only, to stay connected and informed on our Association life.

Includes all the MedCruise private area files, documents, photo gallery, while new features like forums and private chat can be used to discuss topics of common interest and exchange opinions, ideas, knowledge, share best practices and information. The Working Group option will make even more effective and efficient the work of all WGs.

The new MedCruise online community:

- Replaces the Members' Only section (private area).
- You can access it with the same username and password.
- Upgrades the communication within members and between Secretariat and members.
- MedCruise members will be available to track the work of our Association, Working Groups, discussions, documents and be always updated.

<https://youtu.be/Fgltx81JP1k>



USING DIGITAL RESOURCES AS A MEAN OF COMMUNICATION

WEBINARS

10/02

“Public health emergency contingency plan at ports EU HEALTHY GATEWAYS advice”

MedCruise was coorganiser of this webinar session where BoD members Ms Vicky Mitrou, Director of European Affairs; and Ms Cristina de Gregori, Head of the MedCruise COVID-19 Committee of Experts and Director responsible for Studies and Projects, were moderators.

23/02

The impact of the COVID-19 on the cruise, ferries and cargo ports

Featuring keynote speaker Patrick Verhoeven, Director General of the International Association of Ports and Harbours (IAPH). Moderated by Philippe Guillaumet, General Secretary of the MEDports and Aziz Güngör, MedCruise Director of Cooperation with other Associations. Foreword by Patrick Verhoeven, Managing Director, International Association of Ports and Harbours; and the testimonies of MedCruise members Jean-François Suhas, President, Marseille Provence Cruise; Luís Manuel Pinheiro Machado Luz, Azores ports; and Tanger Med Special Agency Representative.

<https://youtu.be/yAt3fNo3Vlk>

15/06

COVID-19 main challenges and the way forward. Implementation of new protocols, tools and legislation

EU HEALTHY GATEWAYS Joint Action will focus on stakeholders’ actions (port authority, port terminal operator, shipping agent, municipality, local hospital, etc.) that are foreseen in the context of the tool for contingency plan development and assessment at ports.

<https://youtu.be/A-MyYI3s7Qw>

Upcoming Webinar:
Public health emergency contingency plan at ports - EU HEALTHY GATEWAYS advice

DATE: WEDNESDAY 10TH FEBRUARY 2021
TIME: 14:00 CENTRAL EUROPEAN TIME
DURATION: 1 HOUR

Webinar series:
1st webinar
Impact of the COVID-19 on the cruise, ferries and cargo ports

A members' only event

23 . 02 . 21
11:00am CET

A collaboration between: MED ports ASSOCIATION and MEDCRUISE

Webinar series
2nd webinar
COVID-19 main challenges and the way forward

Implementation of new protocols, tools and legislation.

A members' only event

13 . 04 . 21
11:00 am CET

A collaboration between: MED ports ASSOCIATION and MEDCRUISE

USING DIGITAL RESOURCES AS A MEAN OF COMMUNICATION WEBINARS

27/10

Serving cruise & ferries: Crisis generated, opportunities and adjustments

MedCruise and MEDports held the last of their webinar series, in which MSC, Taranto and Marseille ports shared the opportunities generated in the last year and a half.

<https://youtu.be/4kod8K6q2x0>

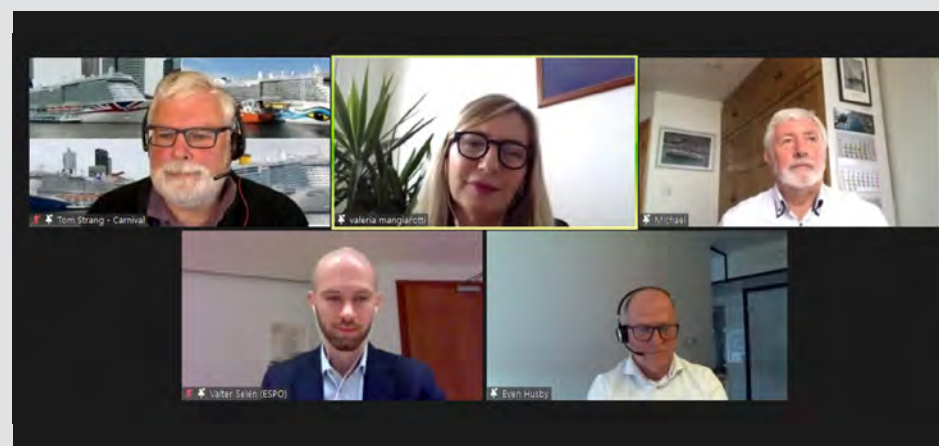
06/10

Green Solutions for Ports


The online discussion on Green solutions for ports moderated by Director of Sustainability & Environmental Issues, Valeria Mangiarotti, involved panelists Valter Selén, ESPO; Michael McCarthy, Cruise Europe; Even Husby, Port of Bergen, Norway; and Tom Strang, Carnival Corporation & plc.

A topic of high interest and importance within the Energy Efficiency and Environmental Sustainability Working Group of MedCruise.

<https://youtu.be/cE6roC-40mk>



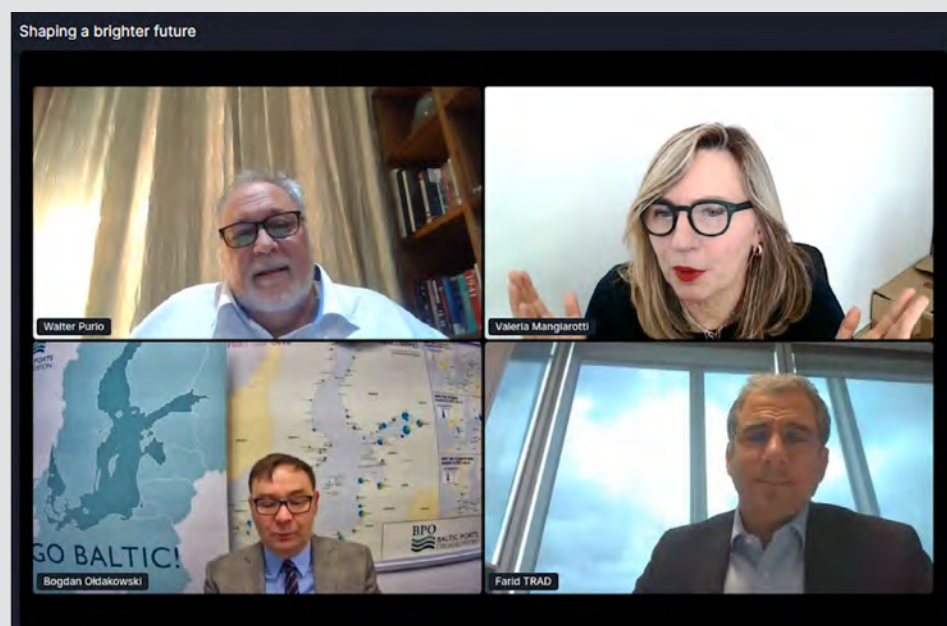
**MAJOR CRUISE
EVENTS WHERE
THE ASSOCIATION
WAS PRESENT**

A blue brushstroke graphic consisting of three horizontal strokes connected by a vertical stroke, resembling a stylized 'E' or a bracket, positioned to the right of the text.

MAJOR CRUISE EVENTS WHERE THE ASSOCIATION WAS PRESENT

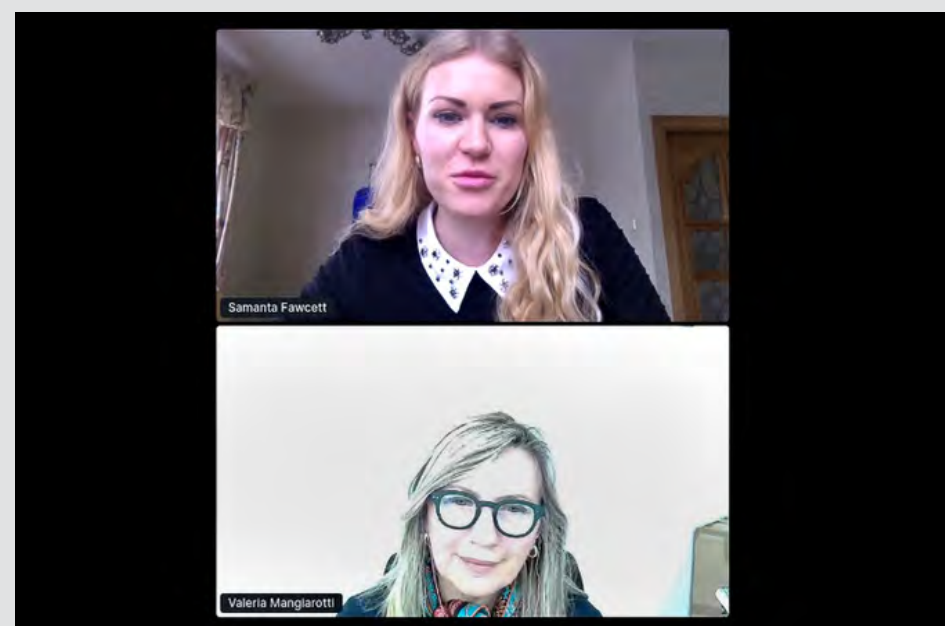
20/01 VIRTUAL GLOBAL MARITIME EVENT

MedCruise Senior Vice President and Director of Sustainability & Environmental Issues, Valeria Mangiarotti, was part of the panel on the latest developments in ship power supplies: LNG facilities and sustainable performance using a low-sulphur strategy at the **Virtual Global Maritime event**.



03-04/02 4TH SMALL-SCALE LNG SUMMIT 2021

MedCruise Senior Vice President and Director of Sustainability & Environmental Issues, Valeria Mangiarotti - Port Network Authority of the Sardinian Sea, participated at the session “The future outlook for European Ports and its contribution to the LNG industry” during the **4th Small-Scale LNG Summit 2021**.



25/02 3RD CABO VERDE SHIPPING FORUM

MedCruise director of Membership and finances Elisa Zamora Hernández from Tenerife Port participated at the **3rd Cabo Verde Shipping Forum** together with another MedCruise member: Alcídio Lopes ,CEO at ENAPOR, Ports of Cape Verde.



MAJOR CRUISE EVENTS WHERE THE ASSOCIATION WAS PRESENT

02-02/03

3RD GREENTECH IN SHIPPING VIRTUAL FORUM

MedCruise Senior Vice President and Director of Sustainability & Environmental Issues, Valeria Mangiarotti, moderated the panel discussion on European ports' Sustainability Agenda.

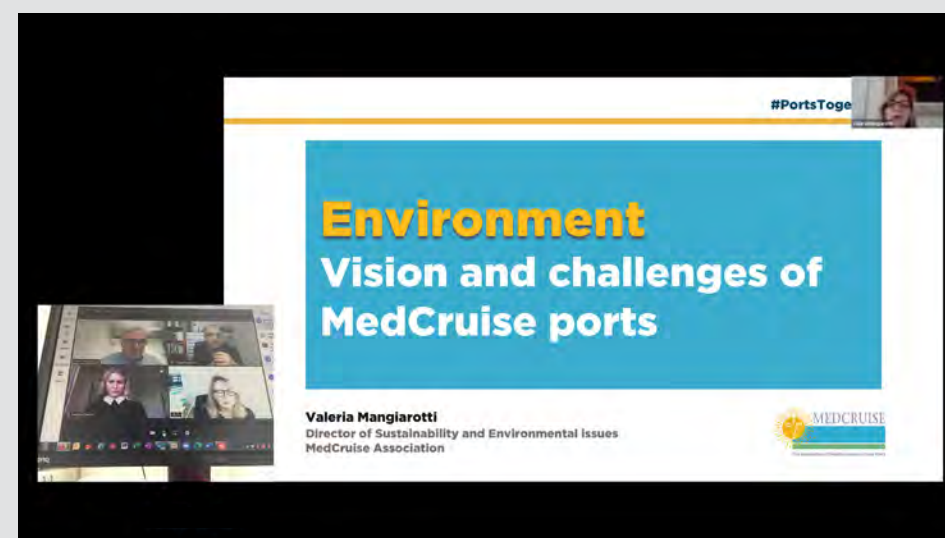


09-10/03

GLOBAL LNG BUNKERING EXPERIENCE

MedCruise Senior Vice President and Director of Sustainability & Environmental Issues, Valeria Mangiarotti, participated at the panel “Accelerating the adoption of LNG and its bunkering in the Mediterranean” that took place during the **Global LNG Bunkering Experience event**, along with Dr. Sotirios Manolkidis, Vice-President, Greek Regulatory Authority for Energy; Franco Porcellacchia, VP Sustainable Innovation & Infrastructural Development, Costa Group; Eduardo Perez Orue, Director, Small-LNG.com; and Henrik Domanovszky, Chief Technical Director, LNG.hu Engineering.

During the session an important debate took place on the use of LNG versus OPS.



25/05

6TH POSIDONIA SEA TOURISM FORUM (PSTF)

MedCruise was Silver Sponsor of this international conference and exhibition dedicated to the cruise sector in the East Med.

- MedCruise President Aris Batsoulis; Zohar Rom, Head of Cruises, Tourism, Marketing Communication & PR, MedCruise member Haifa Port; Figen Ayan, MedCruise member of the BoD and Chief Port Officer, Galataport Istanbul; and Captain Weng Lin, Deputy CEO, #MedCruise member Piraeus Port Authority S.A, were speakers on session 4: Impact of Covid-19 on Ports
- MedCruise Vice President Laura Cimaglia, was a speaker on session 2: Impact on Shore excursions & Destination management with new Health Protocols.
- Minas Papadakis, CEO, MedCruise member Port of Heraklion, was a speaker on session 3: The “Green Deal” and the Environmental Challenges Ahead

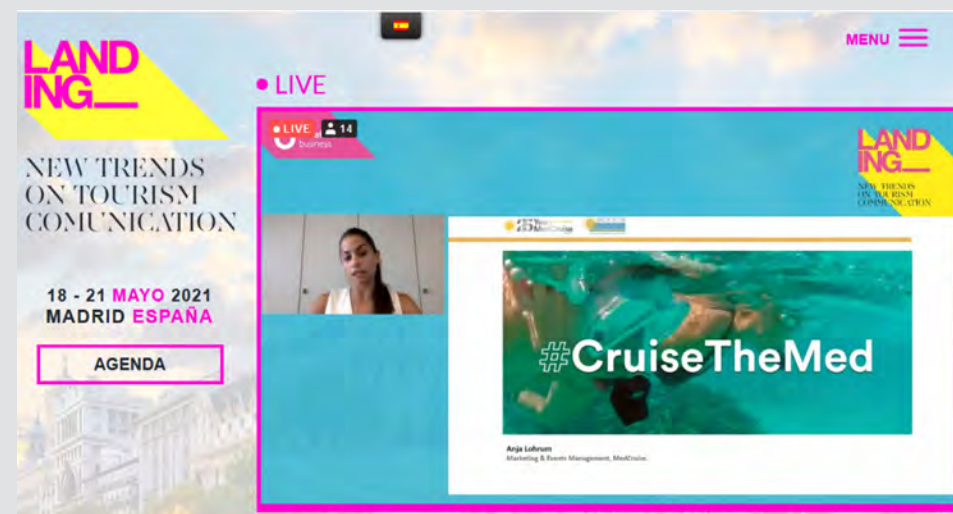


MAJOR CRUISE EVENTS WHERE THE ASSOCIATION WAS PRESENT

18/05

LANDING - NEW TRENDS ON TOURISM COMMUNICATION

MedCruise participated in the event “Landing - New Trends on Tourism Communication” presenting its new marketing campaign #CruiseTheMed as a case study. Landing is an annual event in which professionals from the audiovisual, tourism, marketing and advertising industries share their ideas and experiences.



09/06

WISTA MED CONFERENCE 2021

Medcruise Senior Vice President, Valeria Mangiarotti and Maria Cano, Cruise manager from ports of Catalonia were among the speakers at the session “Shipping in MED: in the dawn of a new era” that was hold during Wista Med Conference 2021.



27-30/09

SEATRADE CRUISE GLOBAL

MedCruise Secretary General, Aimilia Papachristou, was part of the jury for the Seatrade Cruise Awards 2021 ceremony that took place during the welcome reception at Seatrade Cruise Global on Tuesday 28 September 2021.

MedCruise was also present at Seatrade Cruise Global 2021 through the online platform as a PREMIUM exhibitor.

MedCruise Vice President Laura Cimaglia together with Rebekah Keeler, Cruise Europe Cruise Department, ABP port of Southampton, participated at the online session on Regional Sustainability and Restart Developments.



MAJOR CRUISE EVENTS WHERE THE ASSOCIATION WAS PRESENT

20-22/10 GREENPORT CRUISE & CONGRESS

Valeria Mangiarotti, MedCruise director of Sustainability & Environmental Issues represented the association the 16th edition of GreenPort Cruise & Congress at Piraeus, which covered a range of themes including the EU’s new climate plan, financial and technical challenges to onshore power supply, ports getting ahead for new fuels, collaborative community projects, sustainable transport and logistics in the hinterland connections of the port, eco-cruise ships and sustainable cruise initiatives in Europe.

22/10 INTERNATIONAL CRUISE CONGRESS (ICCTA SUNCRUISE)

Elisa Zamora, MedCruise Director of Finance and Membership, attended the International Cruise Congress (ICCTA Suncruise) that took place in Andalusia where she was a speaker in panel “The Sustainable Port Profile”.

29/10 ITALIAN CRUISE DAY

The Italian Cruise Day has become a must-attend event for professionals of the Italian cruise industry. A well-known and appreciated event, that this year was again sponsored by MedCruise and where our Senior Vice President and Director of Sustainability & Environmental Issues, Valeria Mangiarotti had the honour of delivering the Official Opening speech together with the President of Assoporti and the CLIA Italy Chairman.



MAJOR CRUISE EVENTS WHERE THE ASSOCIATION WAS PRESENT

17-18/11

INTERNATIONAL CRUISE SUMMIT 2021

A high-level international professionals from all sectors of the cruise industry, in which MedCruise sponsored Session 3: THE 2021 SENSE CHECK FOR THE FUTURE. Also Aimilia Papachristou, MedCruise Secretary General, was the moderator at Session 5: RECOVERING SALES AND REVENUES with the participation of Jo Rzymowska, VP & Managing Director EMEA CELEBRITY CRUISES; Bob Dixon, Director EMEA and Asia Sales CUNARD LINE; Eamonn Ferrin, VP International Business NORWEGIAN CRUISE LINE; and Roberto Alberti, Chief Commercial Officer, COSTA CRUISES



18/11

2021 GANGWON CRUISE FORUM IN KOREA

MedCruise president was a speaker at the 2021 Gangwon Cruise Forum in Korea, at the session entitled: Suggestions for Gangwon Tourism Policy as Cruise Destination. “MedCruise’s major strength is its expertise in the cruise industry for ports and destinations. MedCruise can show the way and be a model or lighthouse for other areas and continents such as Asia for the future. We, as MedCruise, look forward to creating new collaborations with other countries and seas”, said Figen Ayan.



19/11

MEDATALK CONFERENCE

MedCruise President Figen Ayan contributed in the Mediterranean Cruise Industry Conference that organised by ASCAME during the MedaWeek2021. Figen discussed about the main consequences of the impact of the COVID-19 outbreak, the cruise industry and safety and outlining the future of the cruise sector as a key economic driver in the Mediterranean region. Mar Perez, Head of Cruises, Barcelona port and Pino Musolino President of the Port Authority of Centre North Tyrrhenian Sea, both MedCruise members, were also intervened to the discussion held on Friday 19 November.



MAJOR CRUISE EVENTS WHERE THE ASSOCIATION WAS PRESENT

24/11

MEDITERRANEAN SHIPPING SUMMIT 2021

MedCruise BoD member Valeria Mangiarotti was a speaker at the Mediterranean Shipping Summit 2021, which, with the “Future” as the theme for the agenda, focused on opportunities and challenges of the Mediterranean Sea as well as stimulates the integration of Turkish Shipping Industry to International Markets.

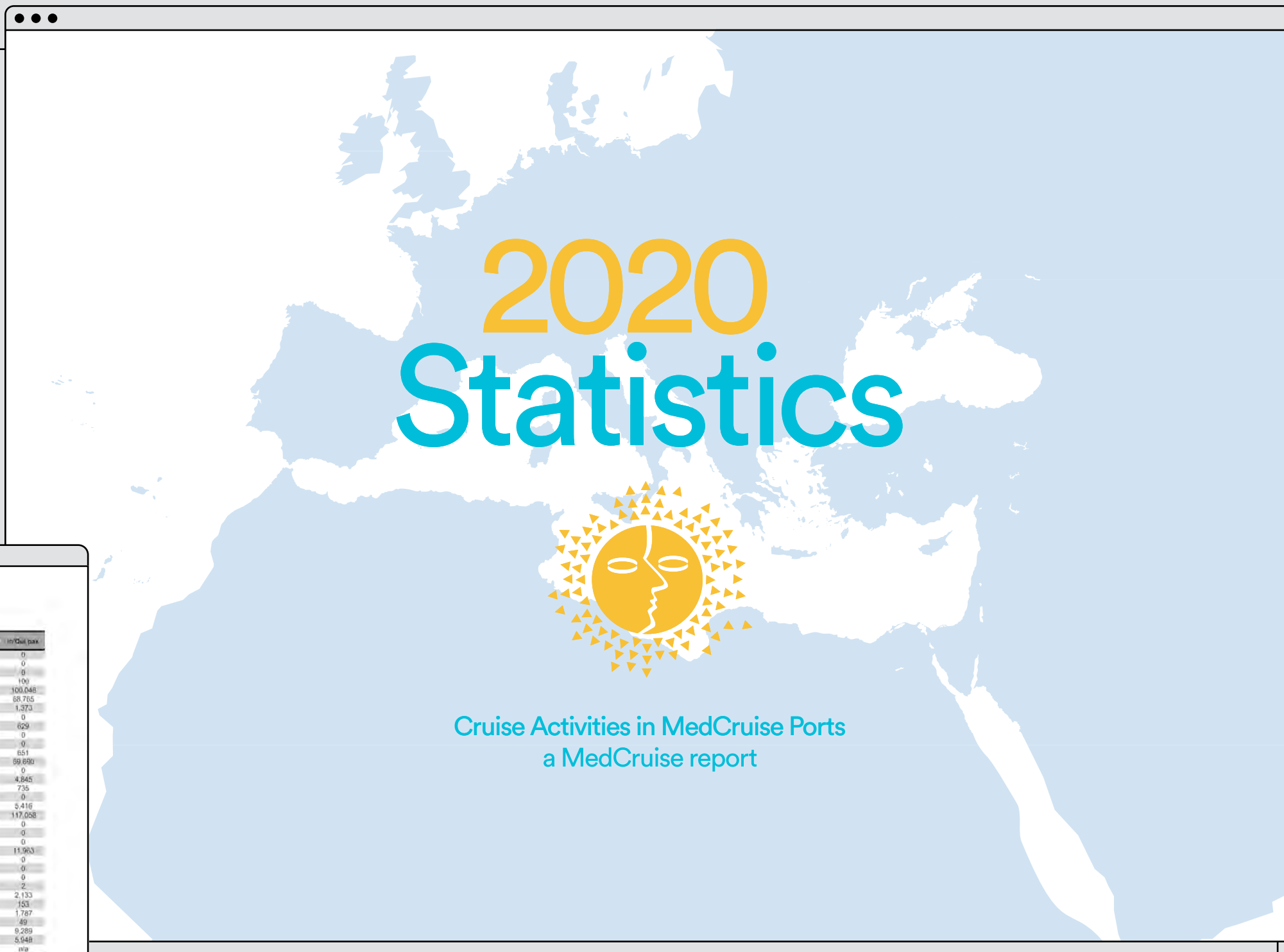


MEDCRUISE STATISTICS

MedCruise presents 2020 statistics, proving a better understand of the impact of Covid-19 on cruise ports in the Mediterranean and its adjoining seas

The year 2020 was an unprecedented year for the cruise world, influenced by the COVID-19 pandemic. In March 2020, cruise-shipping activities were suspended around the world. MedCruise has worked intensively to secure the implementation of all applicable protocols and to create the conditions for the safe resumption of cruise activities.

<https://www.medcruise.com/2020-statistics-cruise-activities-in-medcruise-ports>



MedCruise Statistics 2020

Port	Country	Region	Pax movements	Total calls	Transit pax	In/Out pax
Alexia	Turkey	East Med	91	1	91	0
Ancona, Pesaro, Ortona	Italy	Adriatic	1,364	2	1,364	0
Antalya, Bodrum, Kusadasi	Turkey	East Med	1,733	4	1,733	0
Azores	Portugal	West Med	21,011	14	20,911	100
Baleares Islands	Spain	West Med	158,751	39	157,709	104,048
Barcelona	Spain	West Med	198,842	53	130,077	68,765
Bat & Brindis	Italy	Adriatic	8,501	16	7,128	1,373
Barcelonnette & North Corsica Ports	France	West Med	5,719	59	5,719	0
Cabo Verde Ports	Cabo Verde	West Med	18,872	33	18,243	629
Cardix	Spain	West Med	40,679	24	40,679	0
Catagena	Spain	West Med	18,862	10	18,862	0
Catania, Augusta	Italy	West Med	4,206	8	3,555	651
Chalkidiki, Fiumicino, Genoa	Italy	West Med	206,967	99	137,077	69,890
Corsica	Greece	Adriatic	7,768	10	7,768	0
Cyprus Ports	Cyprus	East Med	12,086	24	7,241	4,845
Dafunio, Korcula	Croatia	Adriatic	5,041	64	4,309	735
Egyptian Ports	Egypt	East Med	20,060	13	20,060	0
French River Ports	France	West Med	5,475	32	59	5,416
Genoa & Savona	Italy	West Med	206,689	73	89,031	117,058
Gibraltar	Gibraltar	West Med	10,002	5	10,002	0
Great Tulum	Italy	West Med	1,582	3	1,582	0
Haida	Spain	East Med	9,622	18	9,622	0
Haniokli	Greece	East Med	19,998	24	8,035	11,963
Huelva	Spain	West Med	934	2	934	0
Igoumenitsa	Greece	East Med	102	1	102	0
Kavala	Greece	East Med	28	1	28	0
Kotor	Montenegro	Adriatic	3,009	9	3,007	2
La Spezia, Marina di Carrara	Italy	West Med	53,996	23	51,863	2,133
Lisboa	Portugal	West Med	6,210	4	6,057	153
Lisbon	Portugal	West Med	50,064	33	48,277	1,787
Livorno, Portofino, Portofenice	Italy	West Med	19,430	12	19,381	49
Madira Ports	Portugal	West Med	152,452	69	143,163	9,289
Malaga	Spain	West Med	40,172	19	24,224	5,948
Marseille	France	West Med	123,004	36	n/a	n/a
Messina, Milazzo, Hippo Catibbia	Italy	West Med	13,580	19	12,411	1,169
Monaco	Monaco	West Med	1,105	1	18	1,087
Naples, Salerno, Castellammare di Stabia	Italy	West Med	28,176	27	16,702	9,474
Palermo	Italy	West Med	75,235	34	66,151	9,084
Pisorno	Greece	East Med	16,640	32	13,018	2,622
Sardinian Ports	Italy	West Med	8,688	14	8,688	0
Sibenik	Croatia	Adriatic	701	17	701	0
Souda/Chania	Greece	East Med	105	10	105	0
Spatia	Greece	Adriatic	303	11	303	0
Tanger	Morocco	West Med	6,837	3	6,837	0
Taragona	Spain	West Med	1,462	1	1,457	5
Tenerife Ports	Spain	West Med	345,053	182	241,577	103,516
Thessaloniki	Greece	East Med	28	1	28	0
Toulon-Var Provenca	France	West Med	12,258	2	12,256	0
Valencia	Spain	West Med	26,288	12	26,187	99
Valletta	Malta	West Med	59,180	32	58,822	358
Vanicse	Italy	Adriatic	5,237	6	1,011	4,226
Volsos	Greece	East Med	70	2	70	0
Zadar	Croatia	Adriatic	714	13	0	0
TOTAL			2,033,804	1,254	1,376,612	533,474



THE COVID CRISIS AND ITS IMPACT

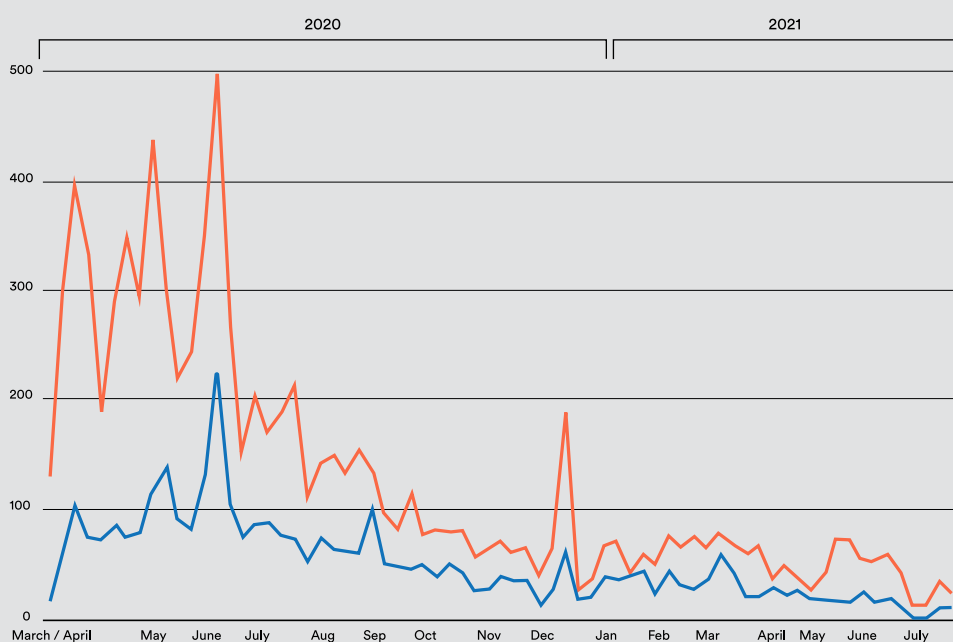
THE COVID CRISIS AND ITS IMPACT

MEDCRUISE DATA : CRUISE OPERATIONS RESTART & CRUISE SHIPS LAY-UPS

Data collected since March 2020 until August 2021

Committed to its members, MedCruise kept a constant and updated stream of information during the COVID-19 crisis. Every week, a chart showing the expected date of resumption of Cruise Lines operations was published on social media. In addition, a short report was uploaded to MedCruise website, and its impact was tracked every week. A peak of viewers was reached in June 2020 when almost 500 users checked it online.

Cruise Lines Come Back Report, WEBSITE, 2020 & 2021



Additionally, the number of cruise ships being sheltered by the Med and adjoining seas was updated and posted every Tuesday on MedCruise social media with significant impact.

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

784 shares

THE COVID CRISIS AND ITS IMPACT

POST COVID-19 COMMITTEE OF EXPERTS

09/02

Post COVID-19 committee of Experts

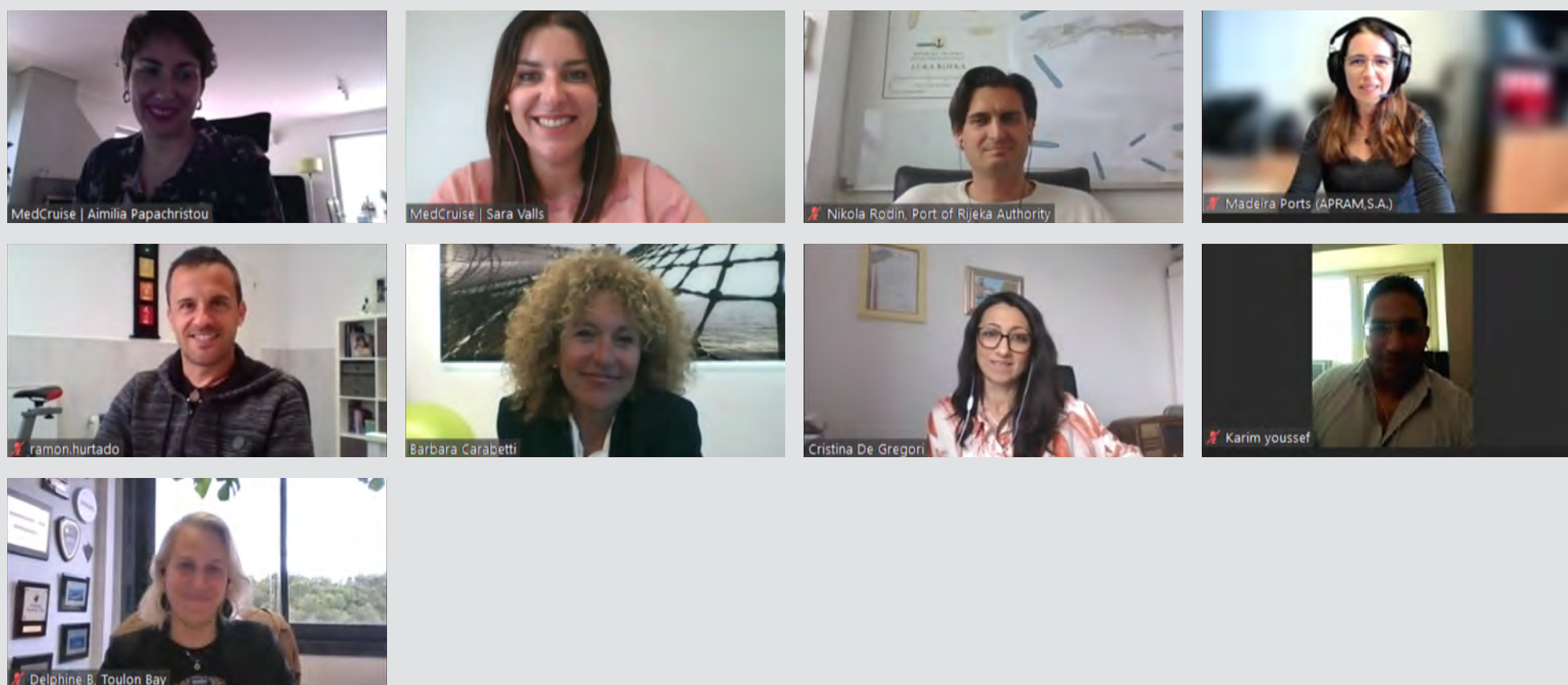
5th online meeting of the “Post COVID-19 committee of Experts” where members shared their opinions and views on the current situation. The Association follows the developments since the outbreak of the pandemic.



27/04

Post COVID-19 committee of Experts

6th online meeting of the Post COVID-19 committee of Experts, closely following the resumption of the cruise activities and working on updating the latest developments since the outbreak of the pandemic.



THE COVID CRISIS AND ITS IMPACT

POST COVID-19 COMMITTEE OF EXPERTS

12/05

Post COVID-19 committee of Experts

MedCruise welcomes this first revision of the joint EM-SA-ECDC guidance on the gradual and safe resumption of operations of cruise ships in the European Union. The guidance addresses health-related issues for passengers, crews and on-shore communities, in order to mitigate the risk of COVID-19 transmission. MedCruise has actively contributed to the revision of the guidance via the Post COVID-19 Committee of Experts.



COVID-19: EU Guidance

for Cruise Ship Operations





WORKING GROUPS

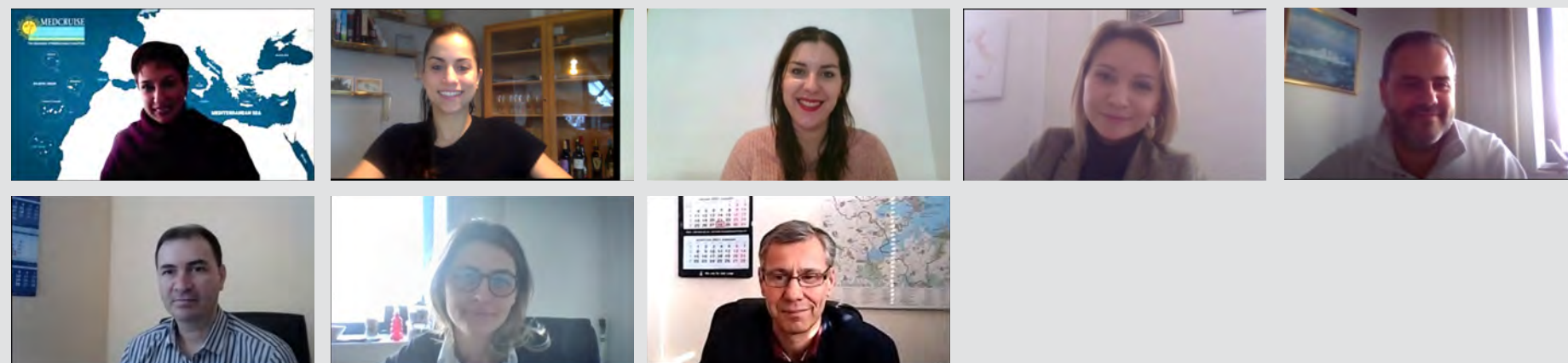


WORKING GROUPS

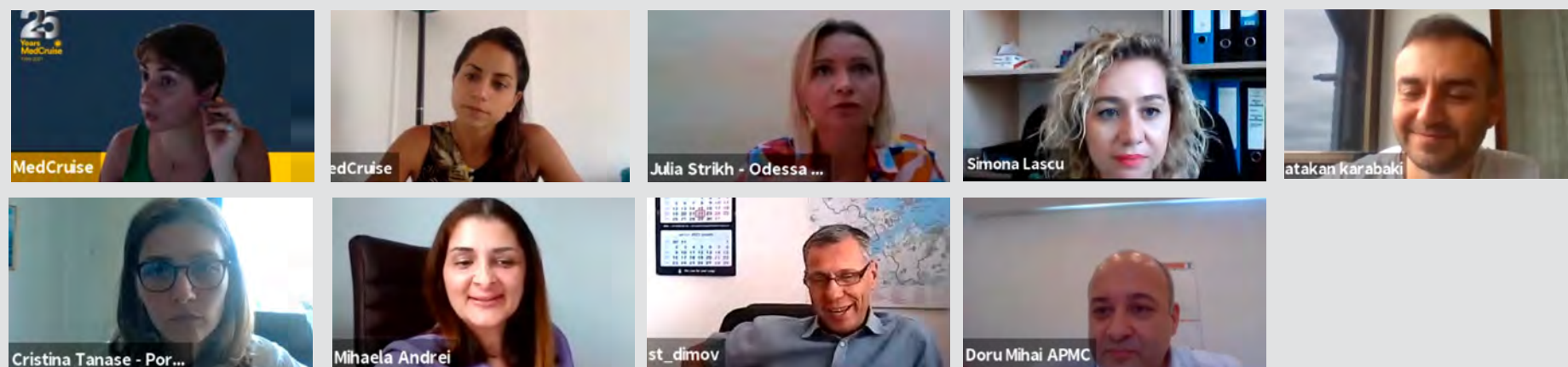
BLACK SEA WORKING GROUP

MedCruise continues leading this initiative with the main objective of opening the maritime borders for cruises between Greece and Turkey which will serve as an incentive for the resumption of cruise activities in the entire Black Sea region.

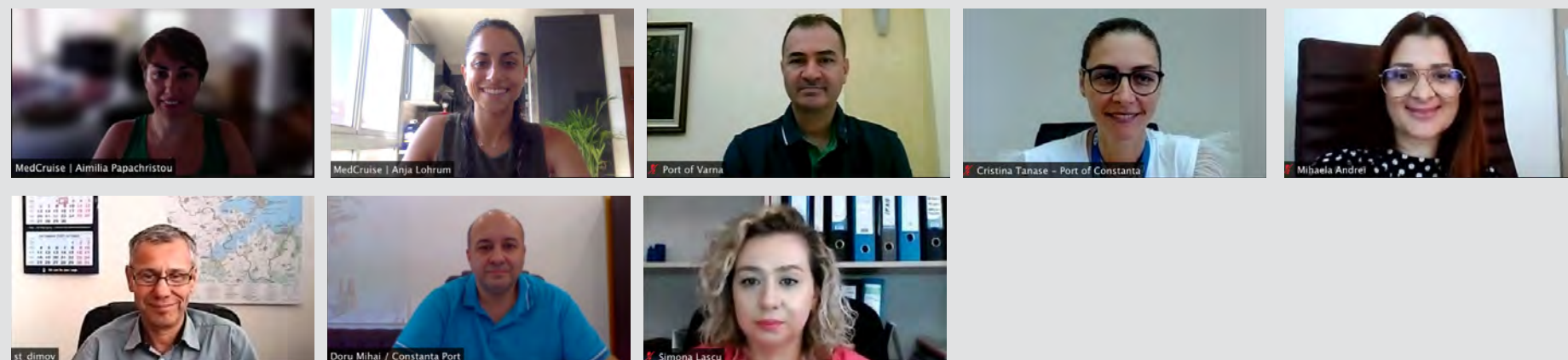
7th Meeting 28.01.2021



8th Meeting 22.07.2021



9th Meeting 02.09.2021

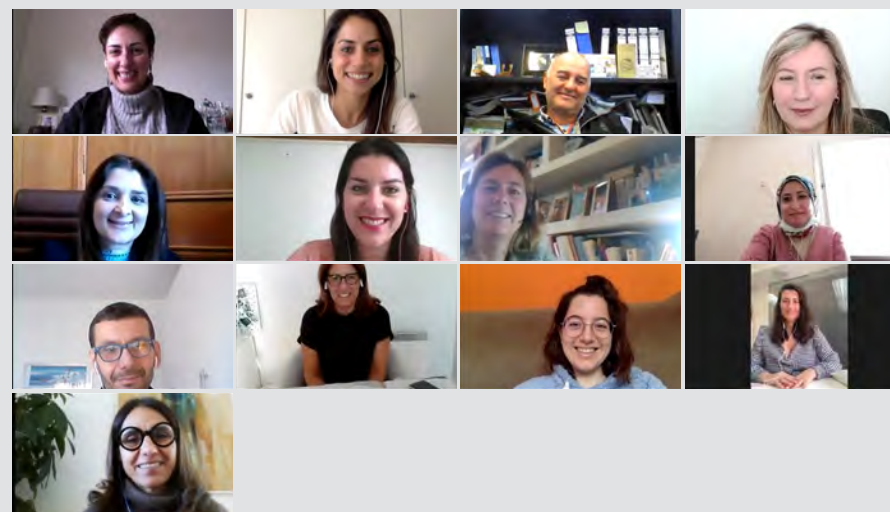


WORKING GROUPS

ENERGY EFFICIENCY AND ENVIRONMENTAL SUSTAINABILITY WORKING GROUP

Led by Valeria Mangiarotti, the former Energy Efficiency and Environmental Sustainability, now Technical Environmental Solutions Working Group works towards MedCruise commitment to sustainable cruise activities.

4th Meeting 15.02.2021



5th Meeting 23.03.2021



6th Meeting 13.05.2021



7th Meeting 01.09.2021



WORKING GROUPS

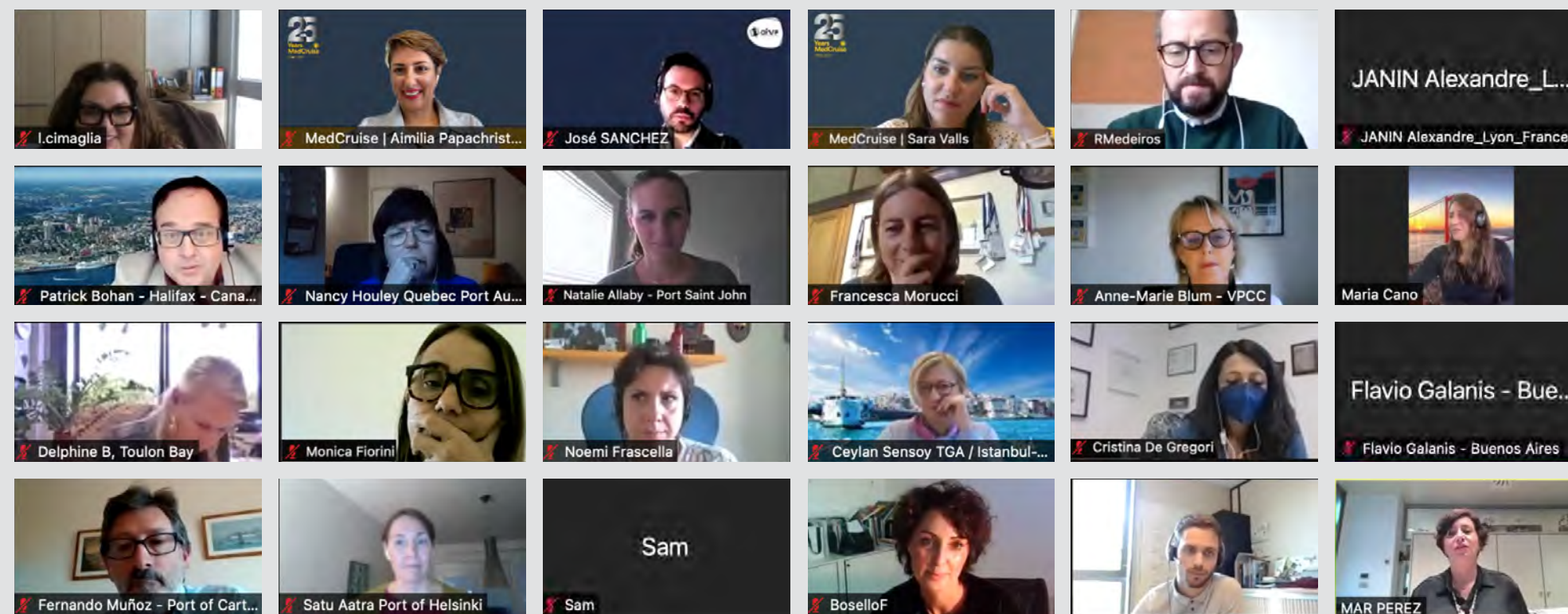
NEW WORKING GROUPS

WORKING GROUP ON CRUISES AND PORT CITIES

After signing an MoU in April 2021, AIVP and MedCruise have established a dialogue on key topics related to cruises and port cities.

With the aim of reflecting and sharing best practices that can facilitate better coexistence between port cities and cruises, MedCruise and AIVP launched a new joint Working Group focused on sustainable port-city relationships and cruises.

7th Meeting 28.01.2021



**THE MORNING
COFFEES**



THE MORNING COFFEES

The Morning Coffee initiative was launched in February 2021, being hosted by Laura Cimaglia and Nicky Guerrero.

The idea behind the Morning Coffees is to meet, discuss common topics and share ideas and experiences, as we do at the office with our colleagues drinking the coffee in the morning in an online session.



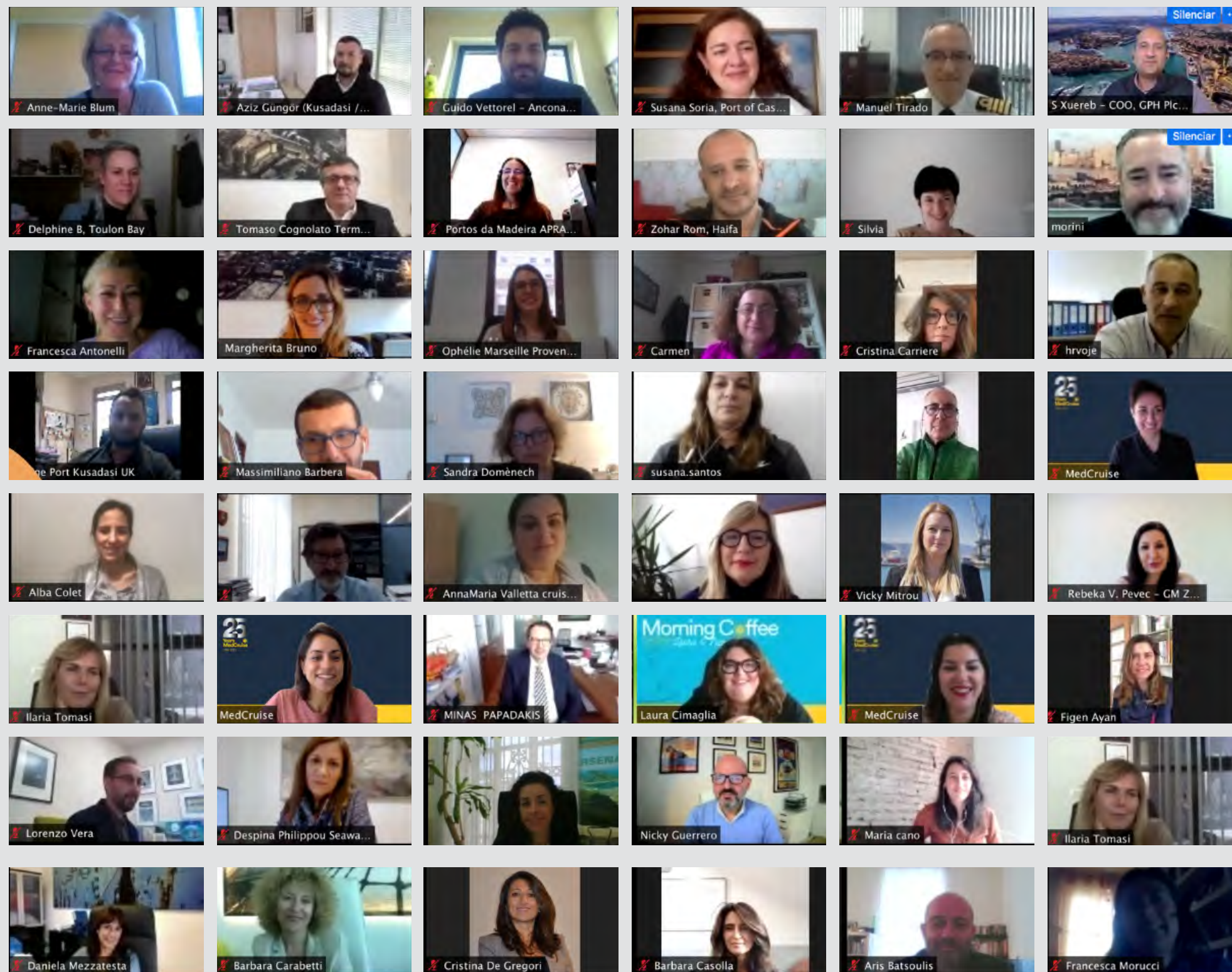
THE MORNING COFFEES

08/02

The 1ST Morning Coffee

Moderated by Laura Cimaglia and Nicky Guerrero the first Morning Coffee had, in the centre of discussion the ports that had cruise operations during summer under new protocols and rules.

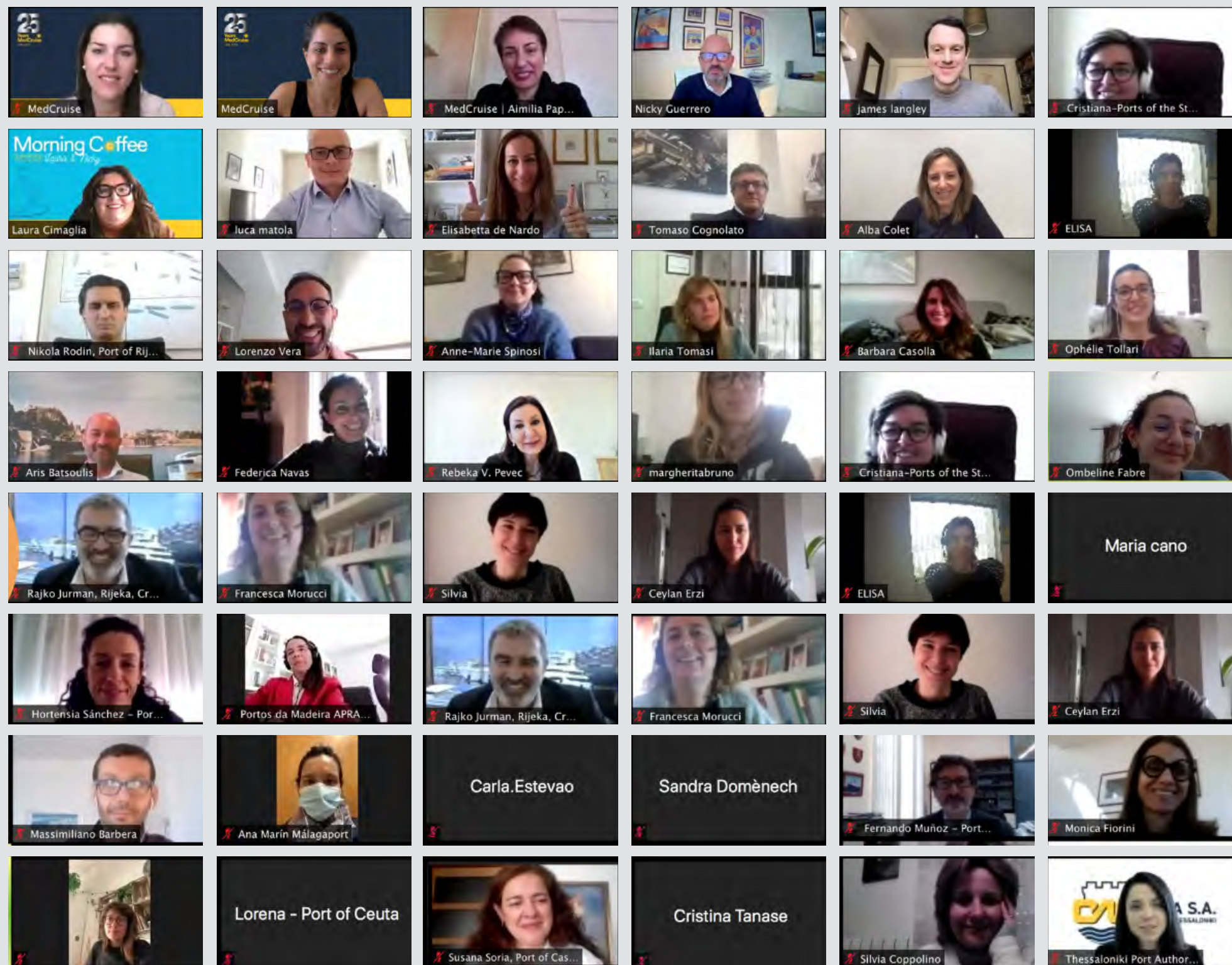
They were joined by colleagues Malcolm Morini (Civitavecchia/Fiumicino/Gaeta), Minas Papadakis (Heraklion) and Stephen Xuereb (Valletta) who shared their experiences from the resuming of the cruise activities at their ports and the 'new' normality.



THE MORNING COFFEES

01/03
The 2ND Morning Coffee

The second Morning Coffee with Laura and Nicky, featured James Langley, Director of Marine and Technical Operations, Saga Cruise Line; Elisabetta De Nardo, Vice President Port Development, MSC Cruises, and Luca Matola, Senior Advisor to the CEO, MSC Cruises who discussed on the health protocols implemented in cooperation with ports and destinations in order to be safe to cruise.

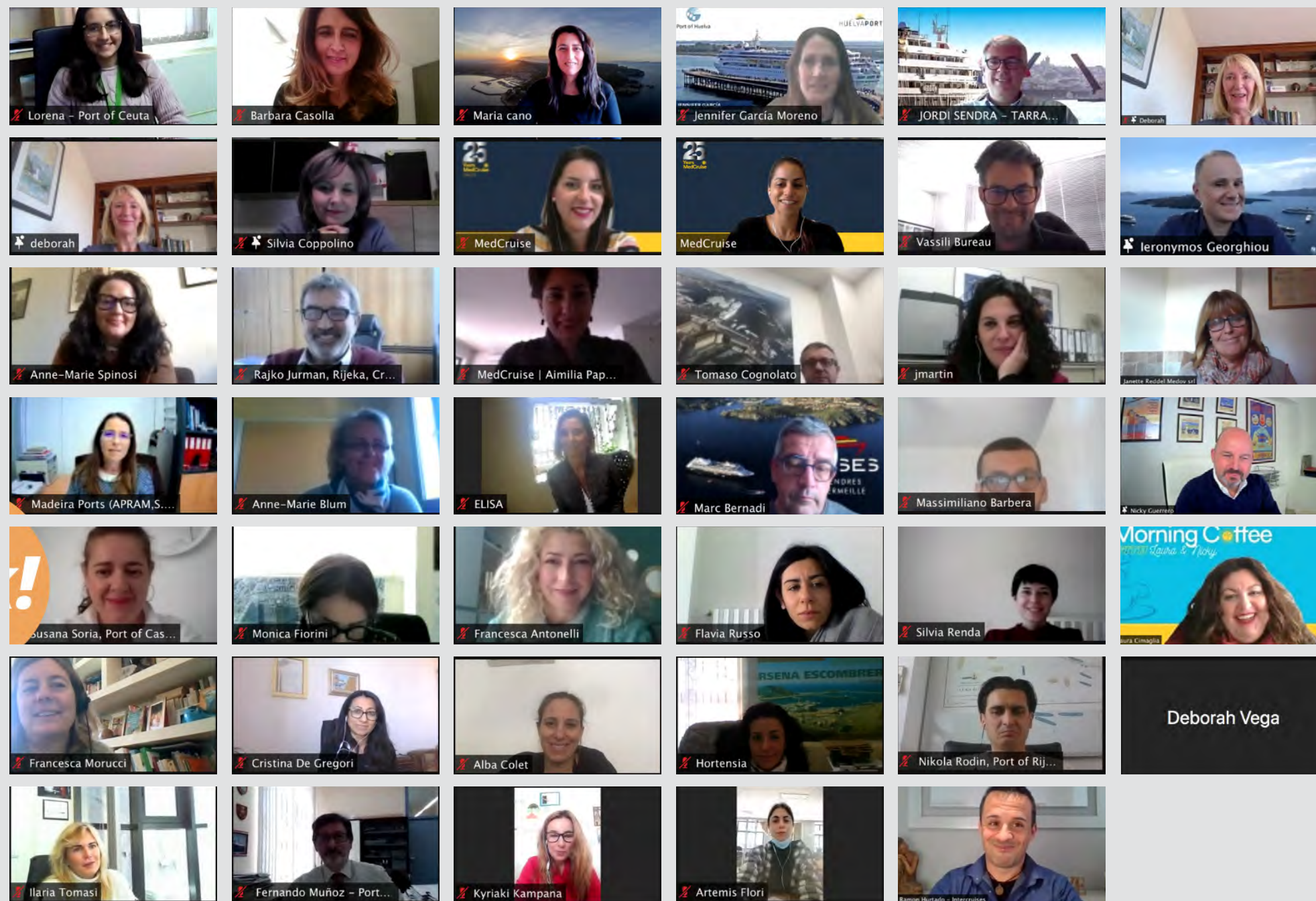


THE MORNING COFFEES

22/03

The 3RD Morning Coffee

The second Morning Coffee with Laura and Nicky, Med-Cruise Associate members Intercruises Shoreside & Port Services, Medov S.r.l. and Seaway Shipping and Tourist Services shared their experience operating in the new normal and the changes in the destinations.

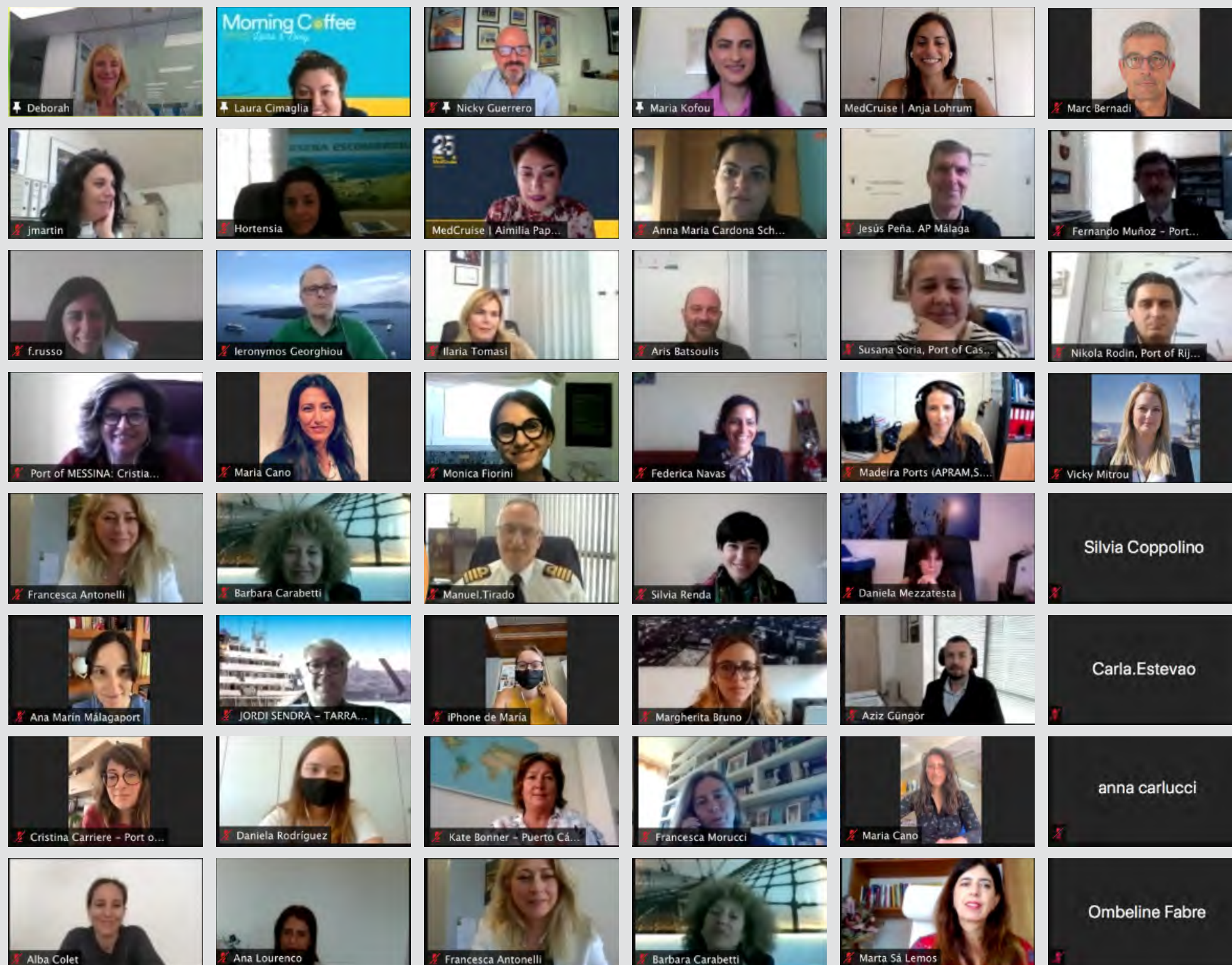


THE MORNING COFFEES

09/04

The 4TH Morning Coffee

MedCruise Associate members Intercruises Shoreside & Port Services, Medov S.r.l. and Seaway Shipping and Tourist Services a Laura and Nicky, were joined by MedCruise associate member, Intercruises to continue the debate on the shorex activities and services in the so-called “new normal”, while for the first time MedCruise welcomed a Travel Blogger (Travelstories From My World) who shared with our members her recent experience of travelling aboard two cruise ships (MSC and Costa Cruises). their experience operating in the new normal and the changes in the destinations.



THE MORNING COFFEES

11/10

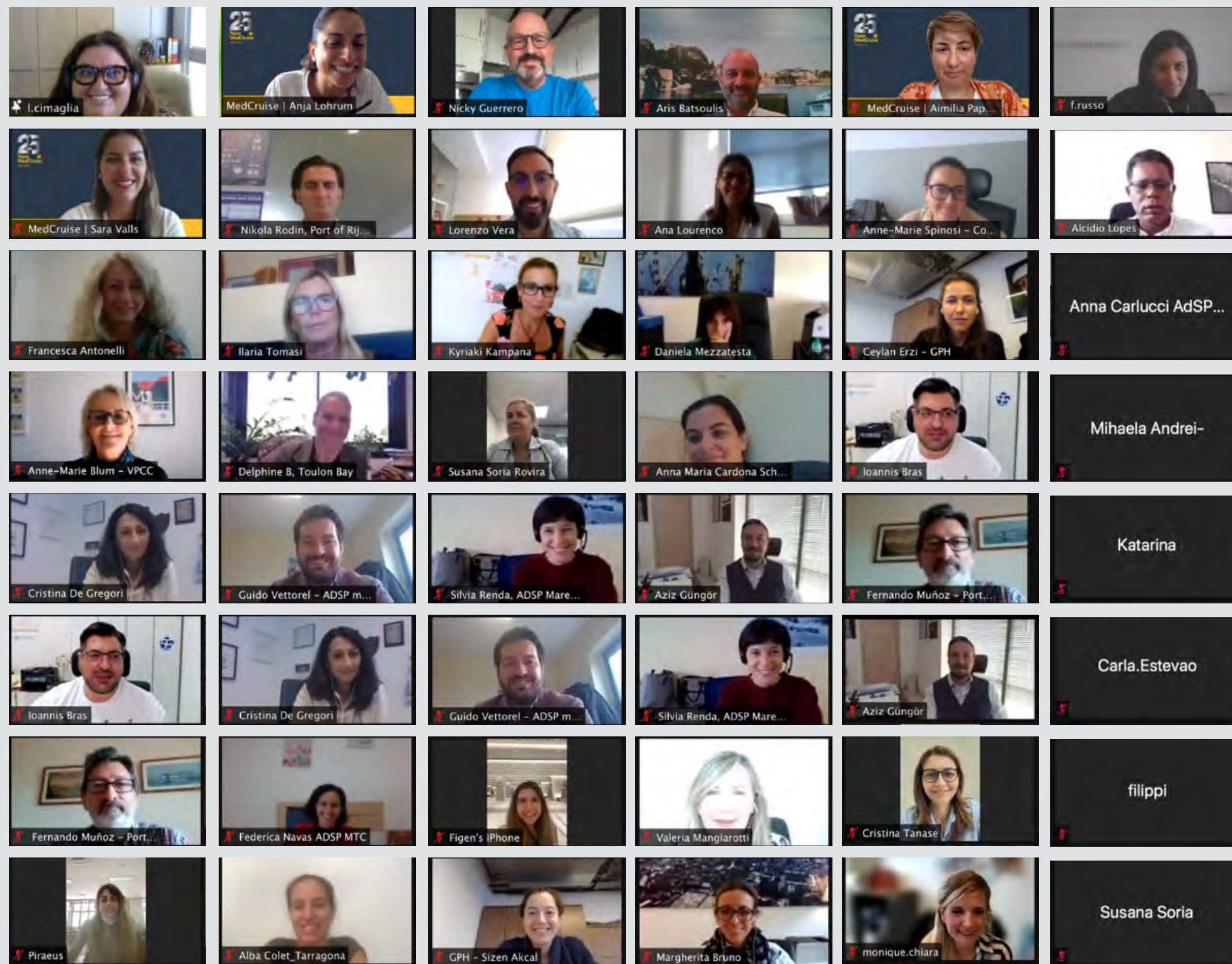
The 5TH Morning Coffee

Laura welcomed Nicky Guerrero to say farewell to his fellow colleagues following his retirement from Gibraltar Tourist Board. Also, MedCruise Secretariat presented the new online community of our Association.

DID YOU MISS THEM?

You can watch all MedCruise Morning Coffees here

<https://www.medcruise.com/events/morning-coffee-the-podcast>



**MEDCRUISE PDC 2021
ADAPTING TO THE
NEW CRUISE REALITY**



MEDCRUISE PDC 2021

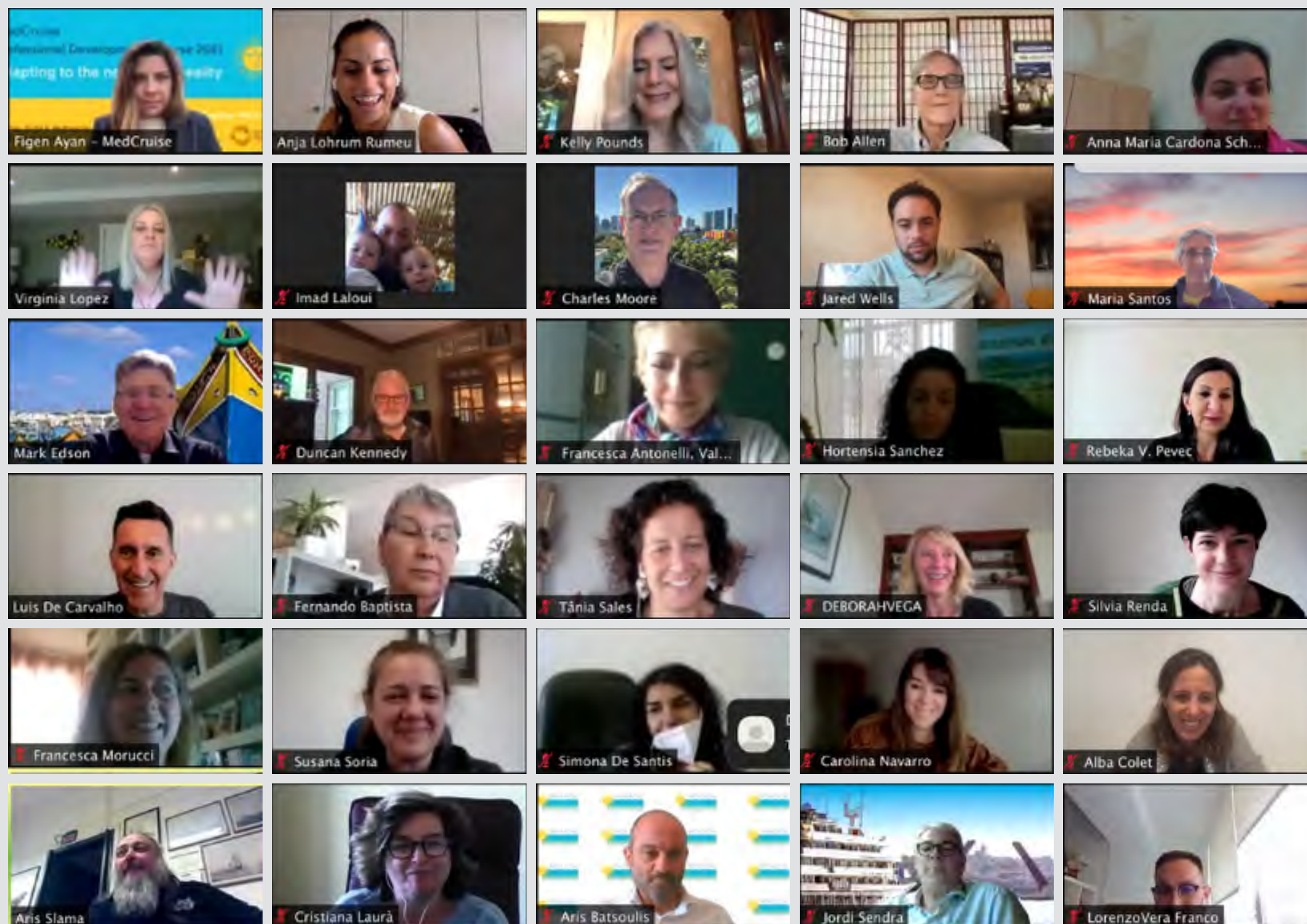
ADAPTING TO THE NEW CRUISE REALITY

MedCruise PDC 2021 was held on Monday 26 & Wednesday 28 April. A two-day online event aiming to provide content for participants of different professional and knowledge backgrounds, while for the first time, MedCruise members had the opportunity to invite stakeholders that closely work with at the destination (Municipality, Tourism Boards, Chambers of Commerce, etc.).

Topics covered:

- Introduction to cruising to the new reality
- Adapting to the new cruising reality: strategy & policy
- Adapting to the new cruising reality: shore excursions
- Port and destination development
- Cruising in the future

Organised by MedCruise in cooperation with Cruise Knowledge Club.



MEDCRUISE PDC 2021

PDC FACTS

- 99 representatives of port members, 23 representatives from associate members and 117 destination stakeholders invited by MedCruise members were the synthesis of a unique audience. PDC21 is aiming to provide content for participants of different professional backgrounds with 8 CEOs, 11 General Managers and 11 Head of Departments to actively participate.
- Among the 239 participants that followed this year's online edition of the #MedCruise Professional Development Course, there were 21 different nationalities. Definitely a very inspiring experience!

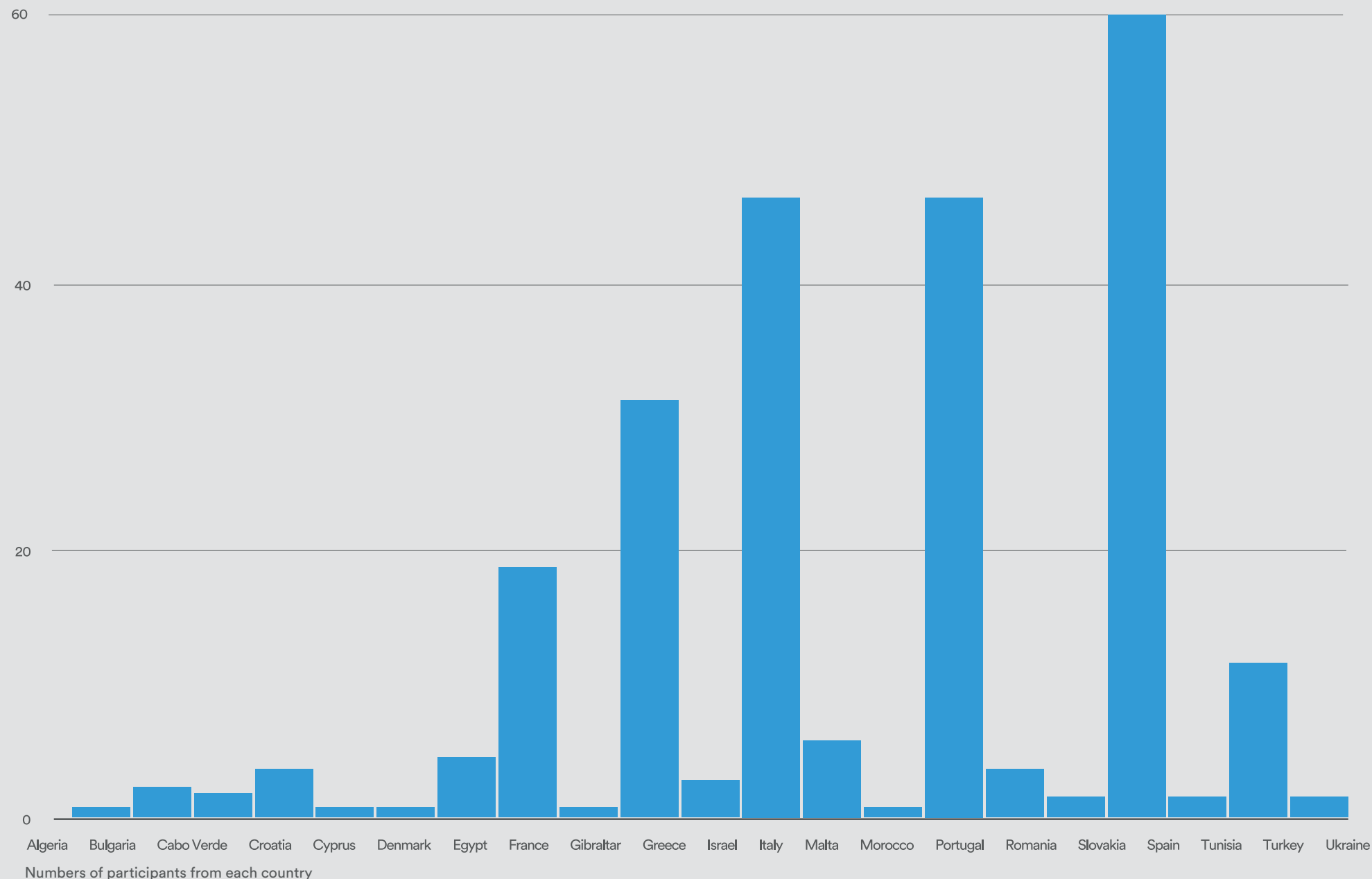
DID YOU MISS IT?

Link to the Video (Session 1)

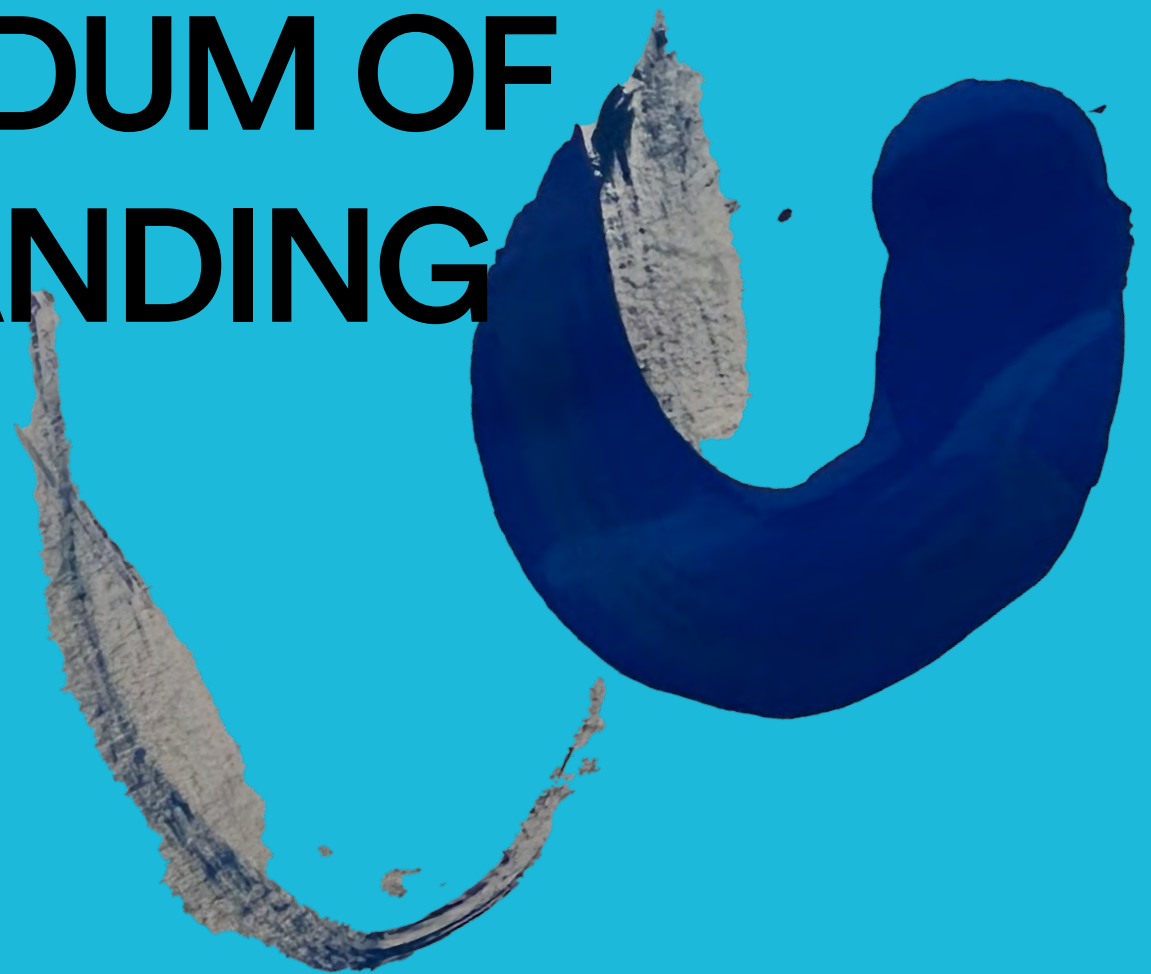
<https://youtu.be/ESqqXB2fUXE>

Link to the Video (Session 2)

<https://youtu.be/l6Ho82kyjC4>



MEMORANDUM OF UNDERSTANDING

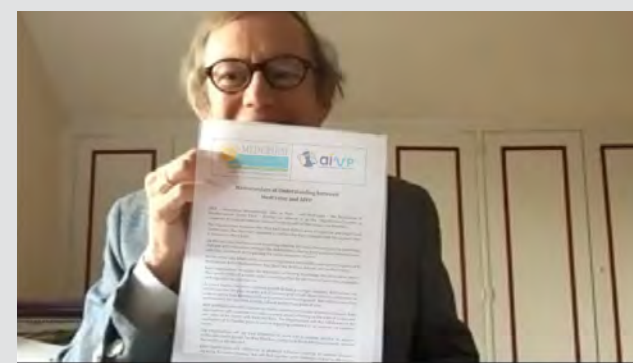
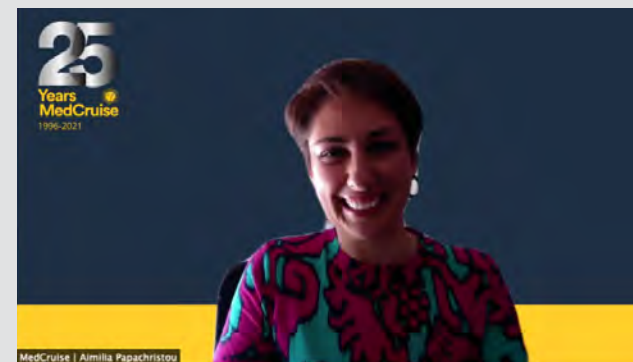


MEMORANDUM OF UNDERSTANDING

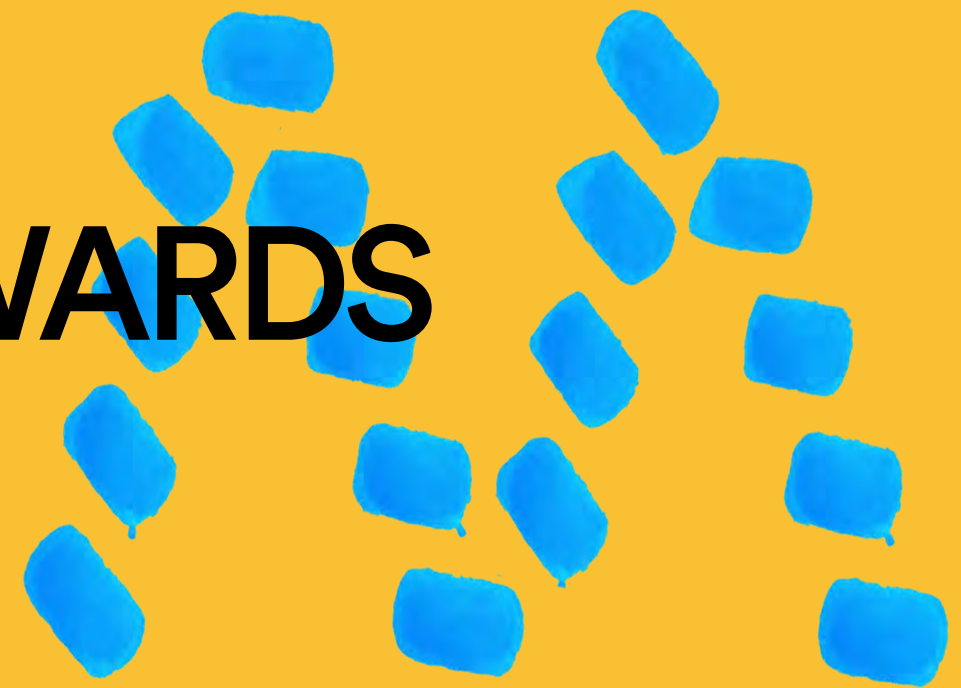
21/04

MedCruise and AIVP signed a MOU on April 21 with cruise ports and port-cities at the centre of interest.

The common grounds for working together are vital: dialogue and cooperation between stakeholders, exchange of best practices between cruise ports and cities around the world, enhancing the social integration of ports and promoting sustainable cruise growth.



MEDCRUISE AWARDS



MEDCRUISE AWARDS

The third edition of the MedCruise Awards and the 25th Years Anniversary were celebrated on June 11, 2021. The online event was co-hosted by the Port Network Authority of Central-Northern Tyrrhenian Sea, which presence expands to include the birthplace of MedCruise.









For the third year, MedCruise- the largest cruise port association- awarded the adaptation and resilience during a year that the world still faces a global health crisis. Awarded the influencing social media strategies. Awarded innovative environmental projects that promote sustainability. Awarded its media partners and recognised the role of institutions that provided the tools for the safe resumption of the cruise activities.

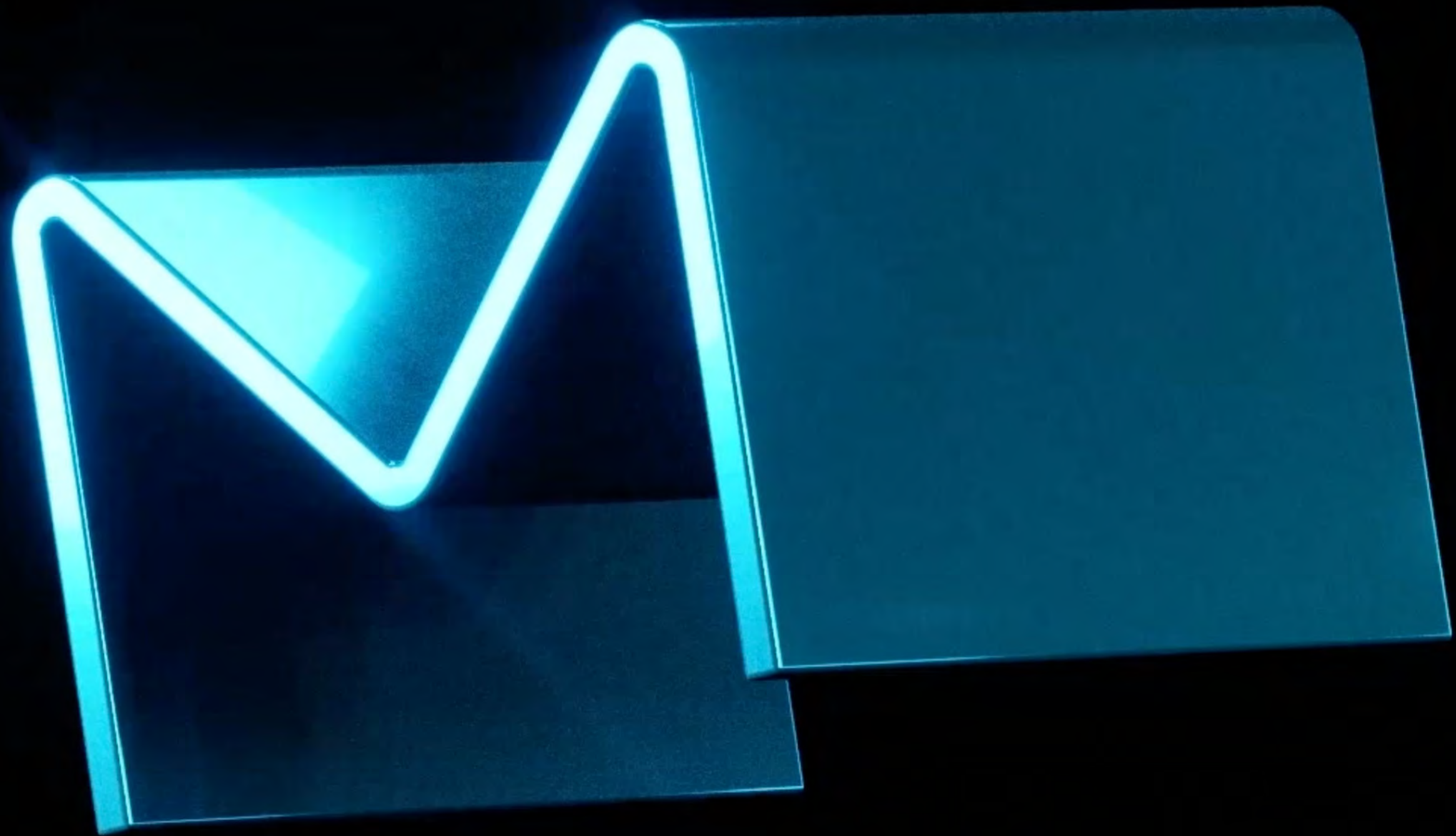
But also MedCruise awarded the devotion, the excellence and the commitment to MedCruise life.

DID YOU MISS IT?

<https://youtu.be/6N7b8d0o7Aq>

The Awards categories of MedCruise Awards 2021 were eight. Four awarded to most voted by cruise industry nomination of each category. Three were 25 Years special and the MedCruise Honorary Award.

 Best Social Media Award 2021	Port Authority of Valencia Spain
 Adaptation and Resilience Award 2021	Heraklion Port Authority Greece
 Best Cruise Article Award 2021	At home in the Med, Jon Ingleton – Cruise & Ferry Review
 Environmental Responsibility Award 2021	Galataport Istanbul Turkey
 The MedCruise Honorary Award 2021	EU Healthy Gateways Joint Action
 Devoted Member Award 2021	Fernando Muñoz, Business Development Director Port Authority of Cartagena, Spain
 Commitment to MedCruise Life Award 2021	Carla Salvado, MedCruise Honorary President and Deputy General Manager Commercial and Marketing Port of Barcelona, Spain
 Lifetime Recognition Award 2021	Catherine Lafon Head of the Cruise Port Promotion Cruise Port of Sete, France



MEDCRUISE AWARDS

“Exactly 25 years ago, on 11 June 1996, in Rome, 24 visioners from the cruise ports of Ajaccio, Ancona, Barcelona, Brindisi, Civitavecchia, Genoa, La Goulette, Livorno, Malta, Monaco, Naples, Palermo, Piraeus, Suez Canal, Tarragona, Trieste, Venice and Volos established MedCruise, the Association of Mediterranean Cruise Ports. 25 years later, responding effectively to the demands of a growing cruise industry, MedCruise members changed the last two decades in too many respects. In a period that the Mediterranean was a significant yet comparatively tiny cruise region, they thought that collective action in promoting this cruise region was essential for transforming business ideas to reality.

25 years later, responding effectively to the demands of a growing cruise industry, MedCruise members changed the last two decades in too many respects.

Investments in new cruise terminals that allow modern, big and small, cruise ships to be hosted in some of the best terminals worldwide, developed sophisticated cruise strategies, reformed operational practices, reorganised the ownership and expanded the involvement of terminal operators in cruise services provision. Best practices allow the satisfactory hosting of millions of cruisers in the Med and its adjoining seas.

With the occasion of the celebration of the 25 years, today we celebrate together the 3rd edition of MedCruise Awards. Congratulations to the receivers and winners of the MedCruise Awards 2021”

Aris Batsoulis, MedCruise President (2021-2022)

MEDCRUISE AWARDS

MEDCRUISE 25th ANIVERSARY

The year 2021 marks the Silver Jubilee of MedCruise.

A very special moment for our Association. It is important for us to reflect on the past, and most significantly, to focus on the future with hope and optimism.


In MedCruise, we continue to devote our efforts in making our Association stronger and more useful for each and all of our membership.

Coming together, in 1996, was the beginning. Advancing together is our achievement. Continue working together will secure our success

Happy 25th Anniversary messages from MedCruise Port and Associate members in 23 languages:

https://youtu.be/7v_trPqDzQs




 Ana Karina Santini

Thank you so much for this beautiful gift!

Hope to see you during celebrations!

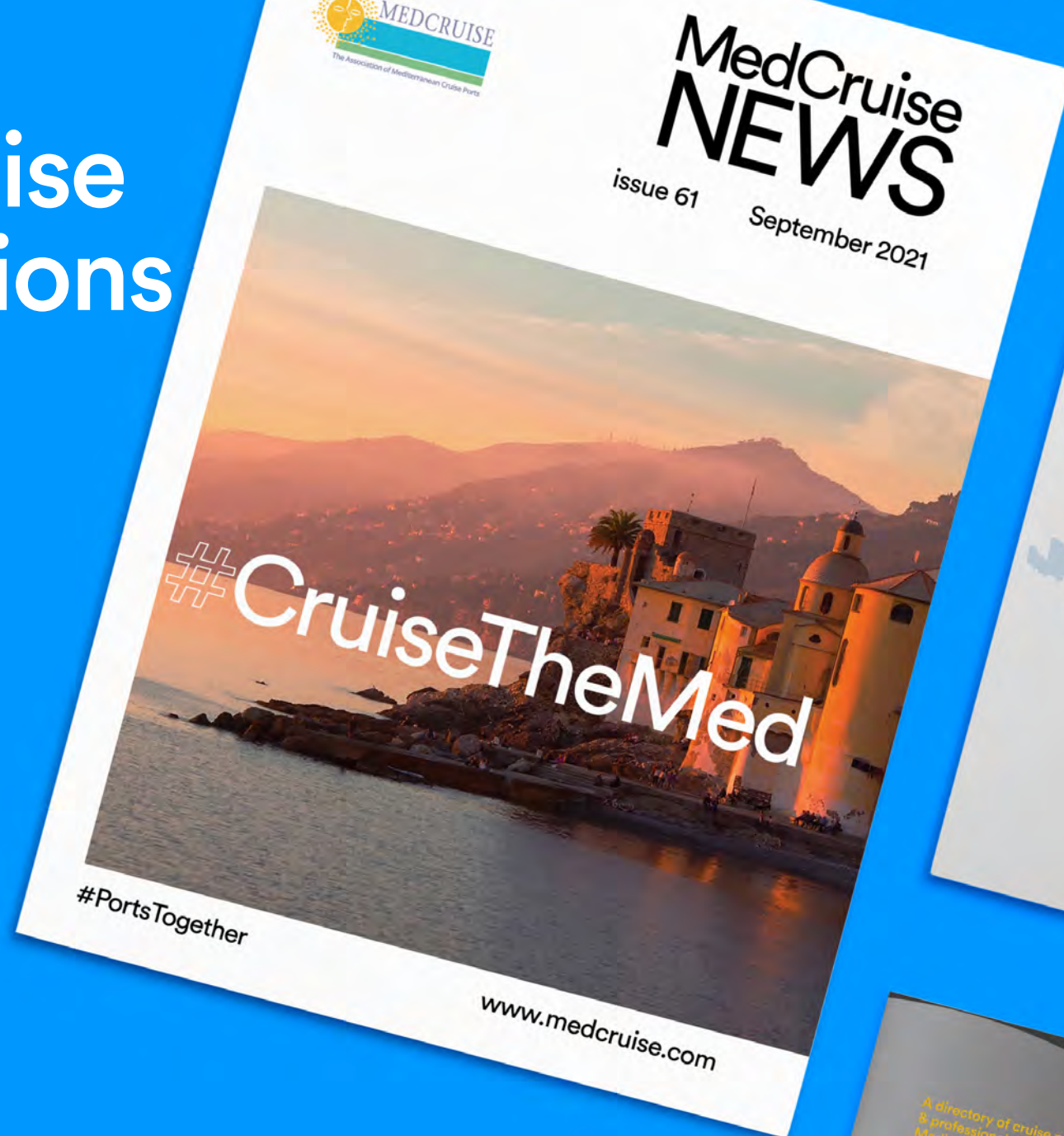


 Francesca Antonelli
Valencia Port

What a nice surprise today in my office!

Thank you very much! I will think about MEDCRUISE family in my morning coffees in the office!

MedCruise Publications



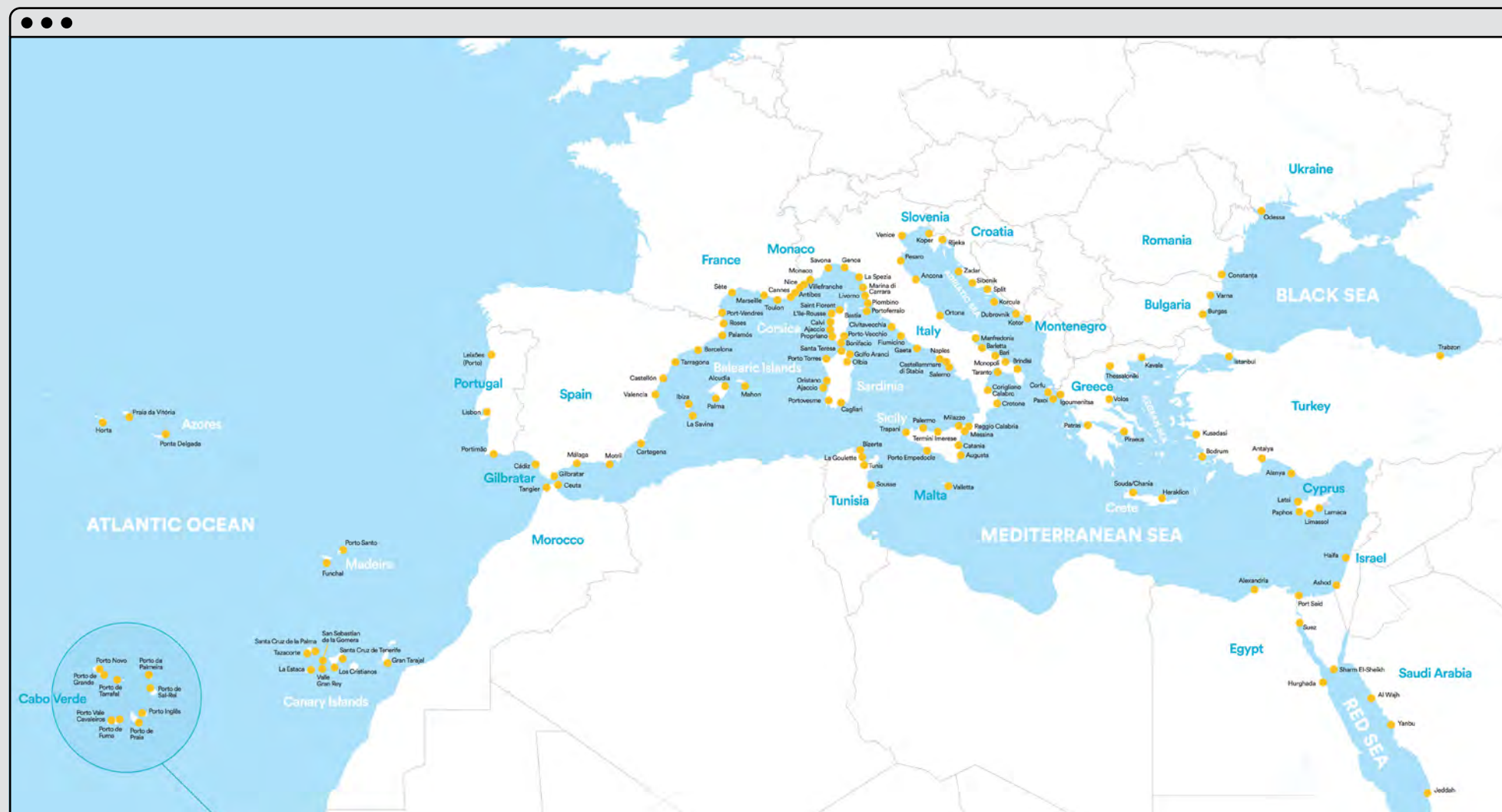
[MedCruise News](#)
[MedCruise Yearbook](#)
[MedCruise 2020 Statistics](#)

CRUISING TO A PROSPEROUS 2022 YEAR AND BEYOND!

Although the 2021 year has been experienced with too many similarities with 2020, one more time, we have all seen that the cruise industry and every port have shown remarkable agilities to handle the global health crisis. As responsible executives of this amazing industry, we have always been looking at the horizon in a positive manner and we can allow ourselves to pause, slow down and welcome an optimistic and prosperous 2022 new year.

The Mediterranean region initiated and supported all the cruise lines to resume the cruise traffic, with a resemblance of an itinerary despite all the challenges, protocols and differences. MedCruise created the COVID19 Committee of Experts and collaborated tightly with the member ports and EU Healthy Gateways to form special and updated contingency plans. EMSA (European Maritime Safety Agency) or any active institutions have been a strong ally to support the cruise lines to be back on service. At the beginning of 2021, just one year ago, 125 vessels were in lay-up and only 5 cruise ships from 3 cruise companies were active. Today, 69 vessels from 32 brands are sailing back in the Mediterranean, while 70 are in lay-up in one of the safe ports of the Mediterranean. This would not have been achievable without the dedicated support of the crew onboard all these ships.

One more time, MedCruise Association with the cruise industry succeeded in bringing differences together and doing what we know best: connecting travellers from all around the globe in a safe manner and inscribing unforgettable memories.



Meet MedCruise



On a more social note, and with our #portstogether philosophy, MedCruise initiated virtual Morning Coffees; an easy and informal platform where members discussed, exchanged ideas and shared experiences with colleagues and friends. Moreover, MedCruise continued Professional Development Courses and webinars focusing on key dynamic matters to welcome in an even better approach the cruise ships to our ports. In other words, MedCruise continued to be the main cruise association for our growth.

Another milestone in 2021, was the re-opening of the borders between Greece and Turkey. Under the leadership of MedCruise, further to steady communications with the Turkish Government, Greek Ministries and EU Healthy Gateways, Galataport Istanbul and Kusadasi were allowed to welcome cruise ships in provenance from Greece, while their high standards-health protocols have truly impressed the European Union’s representatives. The support of cruise lines and CLIA Europe were instrumental in this successful outcome. Honoured to lead MedCruise Association. Along with our elected 12 board members, as the President of MedCruise Association, I am thrilled and cannot wait to work hand in hand, heart by heart with the board of directors, the port and associate members to create an epic story for the 2021-2024 mandate.

The 12 tasks of our 12-board members will shape the Mediterranean and adjacent seas’ development, but our Association’s priority will be the protection and well-being of our planet. And as the destinations alias the active players of the success of the cruise industry, we will act in a responsible and eco-conscious manner under the #MedCruise4ourplanet philosophy.

Our Diversity, Our Strength

Figen Ayan
MedCruise President



3 Continents
23 Countries
4 Regions

+145 Ports
35 Associate Members

SECRETARIAT



Figen Ayan
President

president@medcruise.com



Aimilia Papachristou
Secretary General

aimilia.papachristou@medcruise.com



Anja Lohrum
Secretariat Advisor

Marketing and Events Management

anja.lohrum@medcruise.com



Sara Valls
Secretariat Advisor

EU Relations and Project Management

sara.valls@medcruise.com

MedCruise in Action 2021

Connect with us: www.medcruise.com
Secretariat: www.medcruise.com/secretariat

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[linkedin/MedCruise](https://www.linkedin.com/company/MedCruise)
[youtube/MedCruise](https://www.youtube.com/channel/UC...)