

Guide for MedCruise New Members

2023



About MedCruise

The mission of MedCruise is to promote the cruise industry in the Mediterranean and its adjoining seas. The Association assists its members in benefiting from the growth of the cruise industry by providing networking, as well as promotional and professional development opportunities. It is also advancing their interests in international fora and relevant cruise policy discussions.

MedCruise represents today more than 145 ports around the Mediterranean region, including the Black Sea, the Red Sea and the Near Atlantic, plus 45 associate members, representing other associations, tourist boards and ship/port agents.

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



Membership benefits

- Representation at major Cruise Shipping events
- Meeting Cruise Lines (B2B meetings) & networking with fellow members during the two MedCruise General Assemblies
- Annual Professional Development Courses complimentary to members
- MedCruise Studies
- Cruise Line Directory
- Inclusion in Key directories
- Promotion via the MedCruise website & the Association's presence in social media
- Several opportunities to network with other members, exchange experiences, and share / develop best practices
- MedCruise online community! #MembersTogether
- Relations with other Associations and links with European and International Institutions

Representation at major Cruise Shipping events

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

Seatrade Cruise Europe, Seatrade Cruise Med, Seatrade Cruise Global, Seatrade Cruise Asia, are some of these examples. The Italian Cruise day (Italy), the International Cruise Summit (Spain), The Posidonia Sea Tourism Forum (Greece), IFTM - The tourism industry gatherings (France) are examples of regional events where MedCruise is also present.

Members that wish to participate in Seatrade Cruise Europe and/or Seatrade Cruise Global, without a stand, can use the MedCruise stand to organise meetings and promote their ports.

In the case of Seatrade Cruise Med, all MedCruise members might exhibit inside the MedCruise Pavilion enjoying preferential treatment in terms of location, centrality and cost of space.



MED



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

MedCruise organises two General Assemblies per year, attended by more than 150 port and cruise line executives. Cruise Line executives are invited to intervene in these General Assemblies and devote time in B2B meetings and interactive workshops with MedCruise members.



GA

Young Travellers

Thursday 11.4 May 2022



Annual Professional Development Courses complimentary to members (PDC)

MedCruise contributes to advancing the professionalism of its membership by organising annual Professional Development Courses (PDC that are complimentary to all members)

As an example, MedCruise PDC organised in October 2017 was on board Celestyal Olympia during a 3-day cruise in the East Med. Previous editions of the MedCruise course were held on board Costa Diadema while cruising the West Med, in Heraklion, Greece, and in London, UK, providing opportunities to exchange views, as well as to learn and share best practices. The Professional Development course in 2019 was organized in Genoa and Savona and in 2020 and 2021 MedCruise organized a virtual PDC with current topics like: (2020 How to conduct business post COVID-19 and (2021) Adapting to the new cruise reality.

-> Next PDC November 2022, Istanbul.

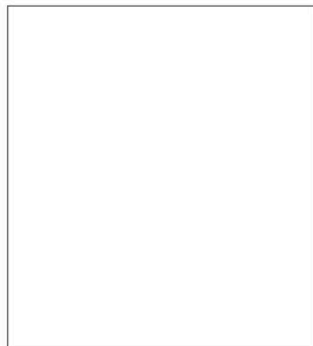


MedCruise Studies

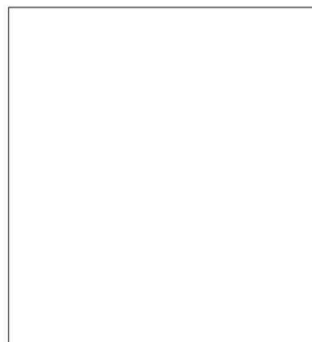
Similar benefits result by the progress of the several MedCruise studies published every year. Recent examples include:

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

2021 Statistics



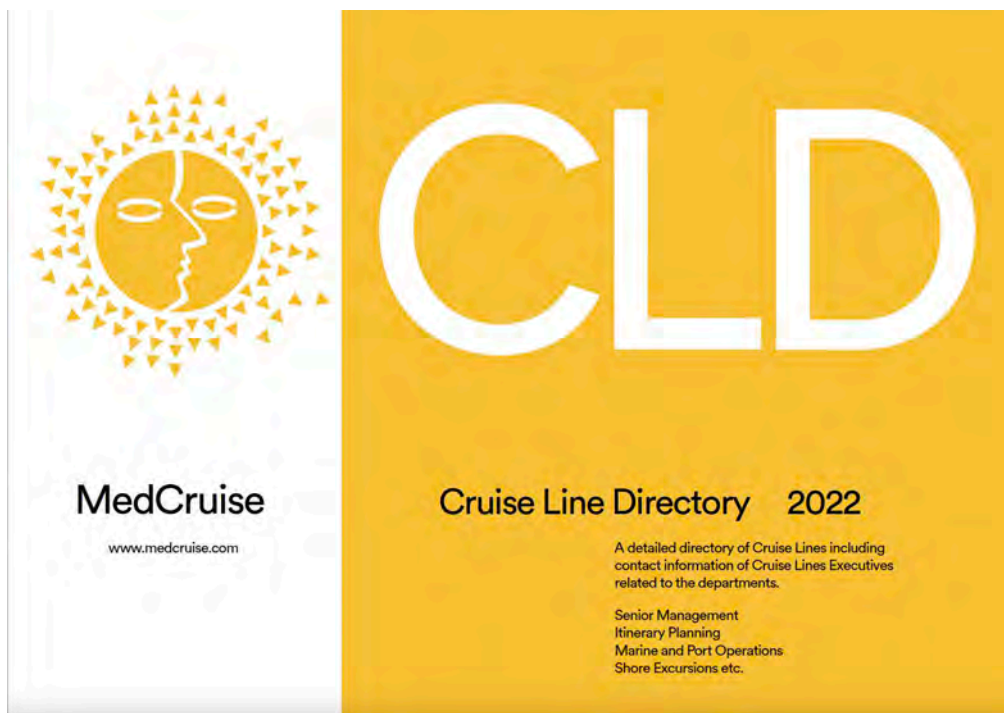
Cruise activities in
MedCruise ports





Cruise Line Directory

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



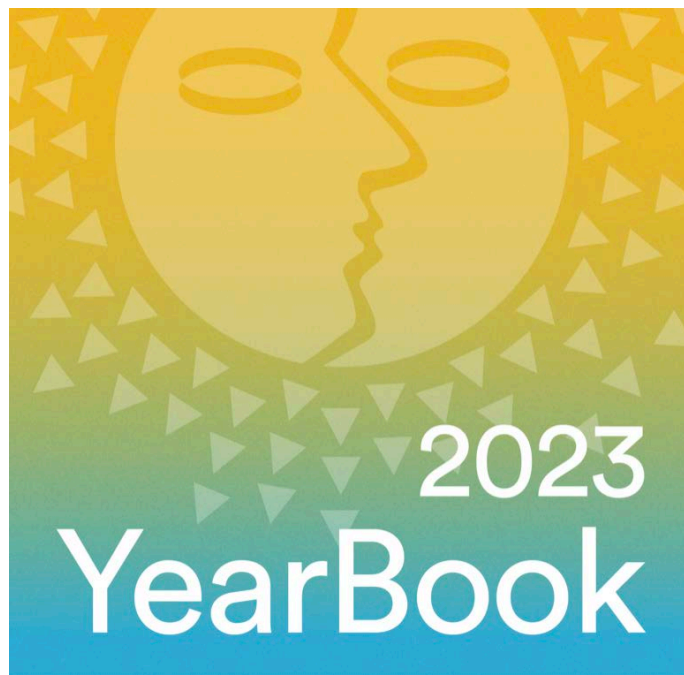
Available when you become a member



Inclusion in Key directories

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

- Last published Yearbook 2022/2023



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

Meanwhile, new features are constantly being added at the MedCruise website (www.medcruise.com), where every member has a profile and their news can be uploaded. Along with the MedCruise presence in social media, the Association provides to its members a tool for promoting themselves and also a platform of communication with the cruise lines, since the MedCruise team is working closely with the cruise lines and other international associations from the cruise sector, to ensure that it continues being a catalyst for the cruise business, benefiting its members and the whole industry.

Notably, each member maintains a section at the website that includes several technical features, thus increasing the visibility of what each port member might offer to cruise lines and passengers.

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



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

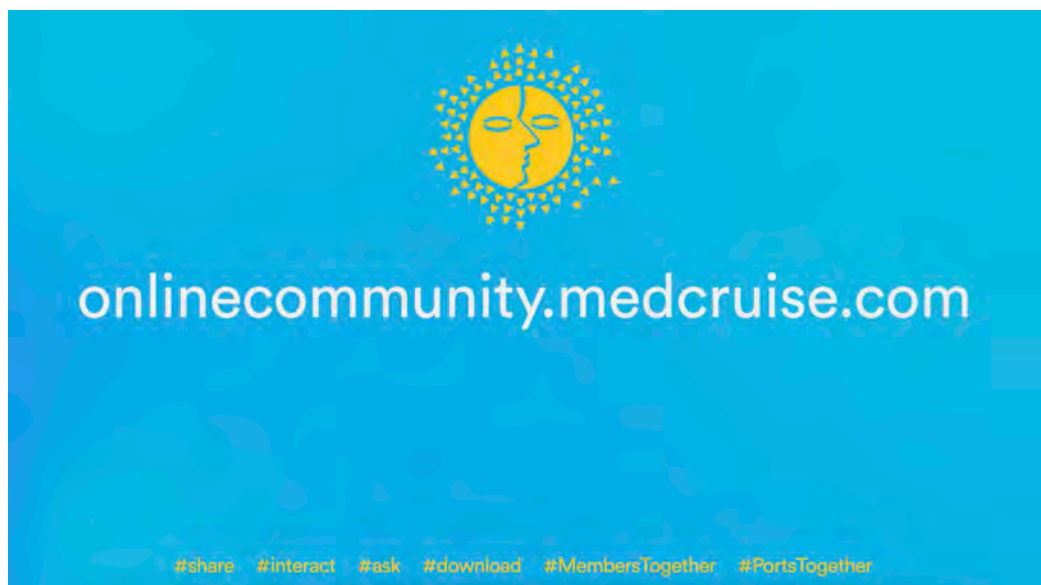
Members of the MedCruise family have developed a friendly professional network that enables exchange of information, and the discussion and development of best practices.



MedCruise online community! #MembersTogether

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

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



Relations with other Associations and links with European and International Institutions

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

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



Actions 2020 & 2021

- Information on port members regularly updated
- Online Webinars
- Monthly Morning Coffees with members
- Meeting with Key Organizations: IAPH, UNWTO, IMO,...
- MedCruise Awards

MedCruise Association has also taken many noteworthy actions in 2020 and 2021 to promote the Mediterranean as the best cruise destination worldwide and support its members for the safety resumption of the cruise operations in the region:

- **Information on port members regularly updated**

About the cruise operations restart, Cruise ships Lay-up, relevant publications from international organisations (EMSA, OECD, CLIA, European Commission, Healthy Gateways), and carried several surveys and projects to understand the situation in each of its members and countries.

<https://www.medcruise.com/covid-19>



● Online Webinars

Inviting key stakeholders and organised online Professional Development Courses, where gave training on current topics.

- Professional Development Course 2021
ADAPTING TO THE NEW CRUISE
REALITY.

[Link to the Video \(Session 1\)](#)

[Link to the Video \(Session 2\)](#)

- The impact of the COVID-19 on the cruise, ferries and cargo ports. 1st of a Webinar Series (The initiative is jointly organised by MedCruise and MEDports).
Watch: [Link](#)





- **Monthly Morning Coffees with members**


MedCruise morning coffee has provided a new fresh communication between members during 2021 and will continue in 2022 and 2023



- **Meeting with Key Organizations**

Organisations like IAPH, UNWTO, IMO and other cruise ports associations worldwide, as the unified voice of all Mediterranean and adjoining seas key players.






**55th MedCruise
GENERAL ASSEMBLY**

1-4 October 2019
Antibes Juan-les-Pins

#55MedCruiseGA



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55th MedCruise
GENERAL ASSEMBLY

October 2019
Antibes Juan-les-Pins

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. Watch: [Link](#)





MedCruise Association has been a pathfinder out of this crisis

For example formed a “Post COVID- 19 Committee of Experts” to discuss the latest protocols, measures and developments in each country as well as invited key partners such as European Union Healthy Gateways to answer members’ questions and share information. Live webinar held on February 2021: Public health emergency contingency plan at ports – EU Healthy Gateways advise.





Our Diversity is our Strength. #PortsTogether

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