

# 62nd MedCruise General Assembly Programme

**Venue: Corfu Holiday Palace 5-star Hotel**

**Tuesday, 23 May 2023**

**08:30 – 19:00** Airport Transfers | Hotel Check-in

**09:00 – 19:00** Delegate Registration  
[Corfu Holiday Palace Hotel](#)

**10:00 – 11:30** Online Meeting EU Healthy Sailing Advisory Board  
[Corfu Holiday Palace Hotel - Kerkyra Ballroom](#)

**15:00 – 17:00** MedCruise Board of Directors Meeting  
[Corfu Holiday Palace Hotel – Kerkyra Ballroom](#)

**19:00 – 20:00** Official Opening / Press Conference  
Figen Ayan MedCruise President Opening Speech  
Welcome by Authorities from Corfu  
[Corfu Holiday Palace Hotel – Nausica Conference Room](#)

**20:00** Welcome Reception  
[Corfu Holiday Palace – Veranda](#)  
Dress code: Smart casual

**Wednesday, 24 May 2023**

**08:00 – 19:00** Delegate Registration  
[Corfu Holiday Palace Hotel](#)

**09:00 – 10:30** Discussion of Internal Matters (exclusively addressed to MedCruise members)  
**#PortsTogether session**  
[Corfu Holiday Palace Hotel – Nausica Conference Room](#)

**10:30 – 11:00** Coffee Break

**11:00 – 13:00** Discussion of Internal Matters (exclusively addressed to MedCruise members)  
**#PortsTogether session**  
[Corfu Holiday Palace Hotel – Nausica Conference Room](#)

**13:00 – 14:00** Lunch Break

**14:00 – 14:05** Welcome and Introductory remarks by the President of MedCruise, Figen Ayan  
[Corfu Holiday Palace Hotel – Nausica Conference Room](#)

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**14:05 – 15:05 The Challenges of Cruise Activity on Islands**

[Corfu Holiday Palace Hotel – Nausica Conference Room](#)

What are the advantages and disadvantages of insularity for cruise traffic? Are there differences in working for the industry on the islands compared to mainland ports? Are smaller destinations at a distance from large ports also facing challenges? Do Shorex activities differ greatly? Let's hear about the challenges faced by the islands that are members of MedCruise and others.

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**15:05 – 15:15 Presentation on EU entry requirement changes**

[Corfu Holiday Palace Hotel – Nausica Conference Room](#)

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**15:15 – 15:45 Coffee Break**

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**15:45 – 16:30 The Role of the Media in the Industry**

[Corfu Holiday Palace Hotel – Nausica Conference Room](#)

How can the mainline media support the industry in spreading a positive image of cruises and avoid misinformation? How does the media truly reflect and analyse the industry and its impact on the world economy and the planet?

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**16:45 – 18:15 Business to Business (B2B) Meetings** (exclusively addressed to MedCruise members)

[Corfu Holiday Palace Hotel – Kerkyra Ballroom](#)

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**19:15 Transfers to Gala Dinner**

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**20:00 Gala Dinner**

[\(Menu\)](#)

[St. Michael & St. George Palace](#)

Dress code: Lounge suit – formal wear

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**Thursday, 25 May 2023**

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**08:00 – 14:00 Delegate Registration**

[Corfu Holiday Palace Hotel](#)

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**08:30 – 11:30 Business to Business (B2B) Meetings** (exclusively addressed to MedCruise members)

[Corfu Holiday Palace Hotel – Kerkyra Ballroom](#)

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**11:45 – 12:00 Face to Face - Small Ships Cruising**

[Corfu Holiday Palace Hotel – Nausica Conference Room](#)

Expedition cruise operators are facing challenges in the Mediterranean. Let's learn more about these and what can be done to help.

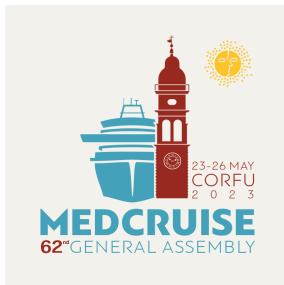
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**12:00 – 12:45 Accessible Tourism in the Cruise Industry**

[Corfu Holiday Palace – Nausica Conference Room](#)

In an ever-inclusive world, accessibility must be given a high level of importance. We hear about the challenges of providing these facilities and how the industry has always been aware of the requirements of those with

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accessibility needs, and how these could be improved.

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**12:45 – 13:30 Let's Influence! – In conversation**

[Corfu Holiday Palace Hotel – Nausica Conference Room](#)

The power of social media in our industry is now widely proven and evident. How do social media managers and influencers develop strategies to enhance the selling of the product and attract awareness to the cruise industry? How do we effectively communicate about our activities, products, destinations etc?

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**13:30 – 14:30 Lunch Break**

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**14:30 – 15:00 The MedCruise Crew-Friendly Approach Initiative**

[Corfu Holiday Palace Hotel – Nausica Conference Room](#)

What do crews expect from ports and destinations? Do ports provide enough facilities for crew members? Is this vital element of the industry ignored when it comes to their needs during port calls? Let's discuss this further and learn ways in which initiatives can be taken in this respect.

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**15:00 – 15:30 Berth Allocation – The Beauty of Algorithms**

[Corfu Holiday Palace Hotel – Nausica Conference Room](#)

How can an algorithm provide a solution to berth allocation. Does one size fit all?

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**15:30 – 15:45 Venice-Chioggia Presentation Best Practice Example**

[Corfu Holiday Palace Hotel – Nausica Conference Room](#)

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**15:45 – 16:00 Closing Remarks**

[Corfu Holiday Palace Hotel – Nausica Conference Room](#)

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**16:15 – 18:45 Business to Business (B2B)** (exclusively addressed to MedCruise members)

[Corfu Holiday Palace Hotel – Kerkyra Ballroom](#)

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**19:45 Transfers to Farewell Dinner**

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**20:30 Farewell Dinner**

[Danilia Village](#)

<https://www.grecotel.com/greece-destinations/corfu/danilia-village.html>

Dress code: Casual

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**Friday, 26 May 2023**

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**09:30 – 17:30 Excursions on Dry Land**

[Shore excursions and Port Visit Programme](#)

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**18:00 Hotel Check-out | Airport Transfers**

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