

# The Mediterranean Cruise Association



The Association of Mediterranean Cruise Ports

**#PortsTogether**

**#WeAreSocial**



MEDCRUISE

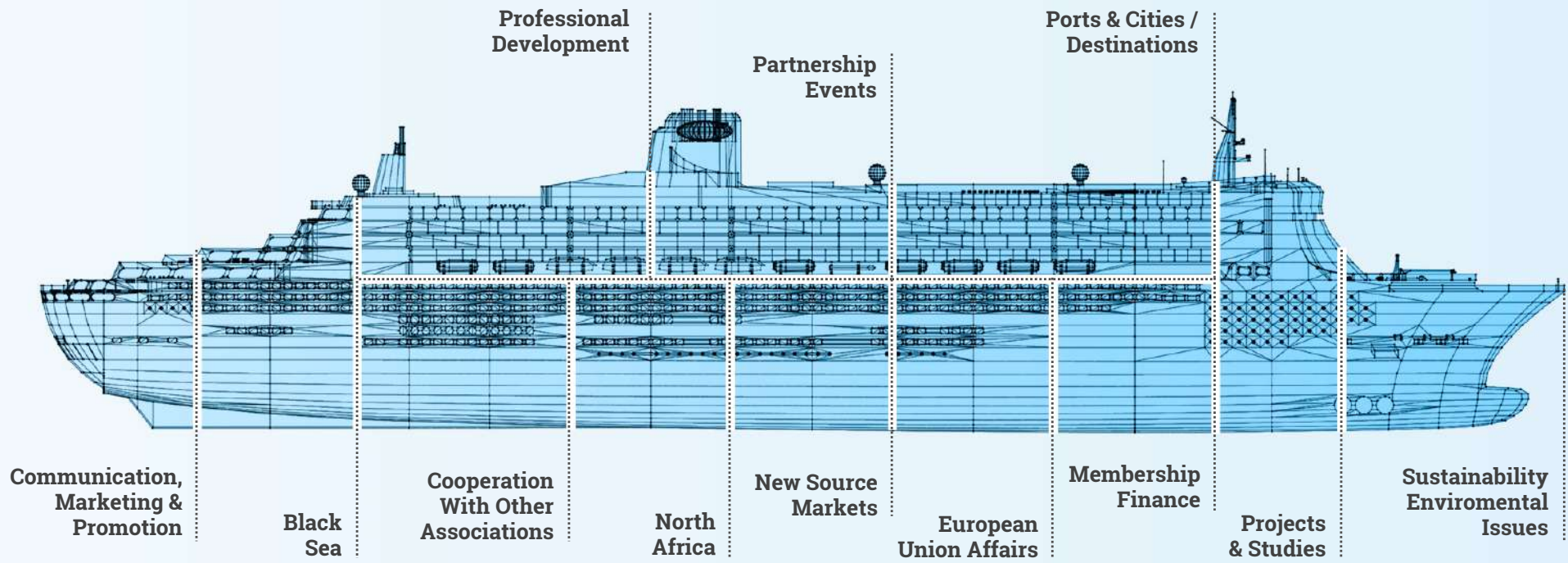
MEDCRUISE  
The Association of Mediterranean Cruise Ports

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The Association of Mediterranean Cruise Ports





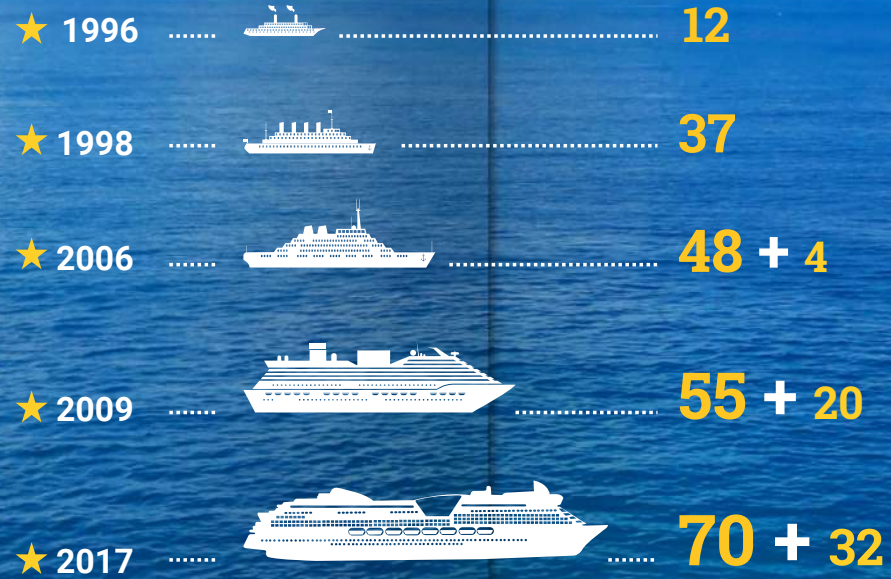
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**#WeAreSocial**

# MedCruise Membership

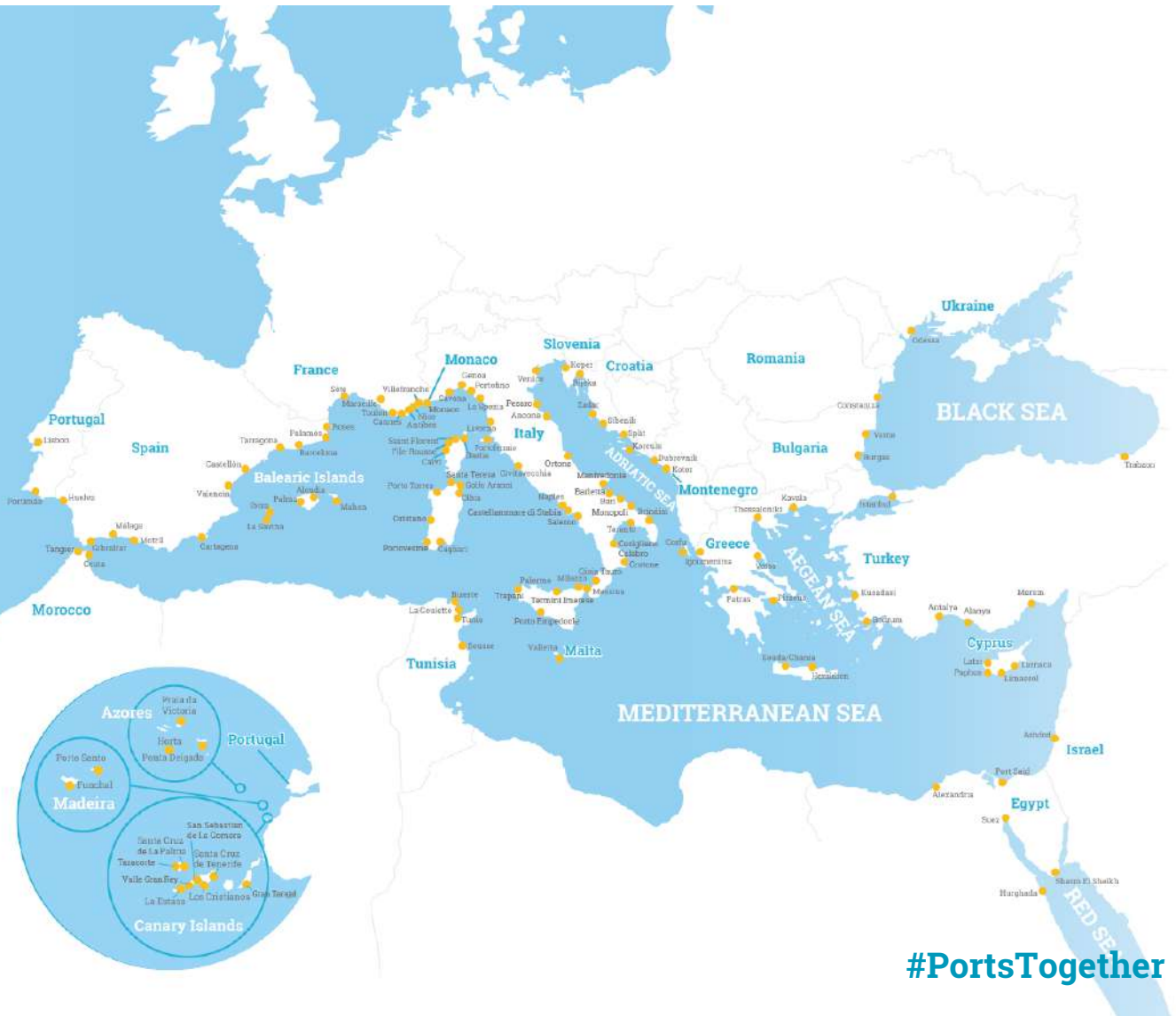


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**3** Continents

**20** Countries

**4** Regions



**#PortsTogether**





# Black Sea

#PortsTogether



# East Med

#PortsTogether



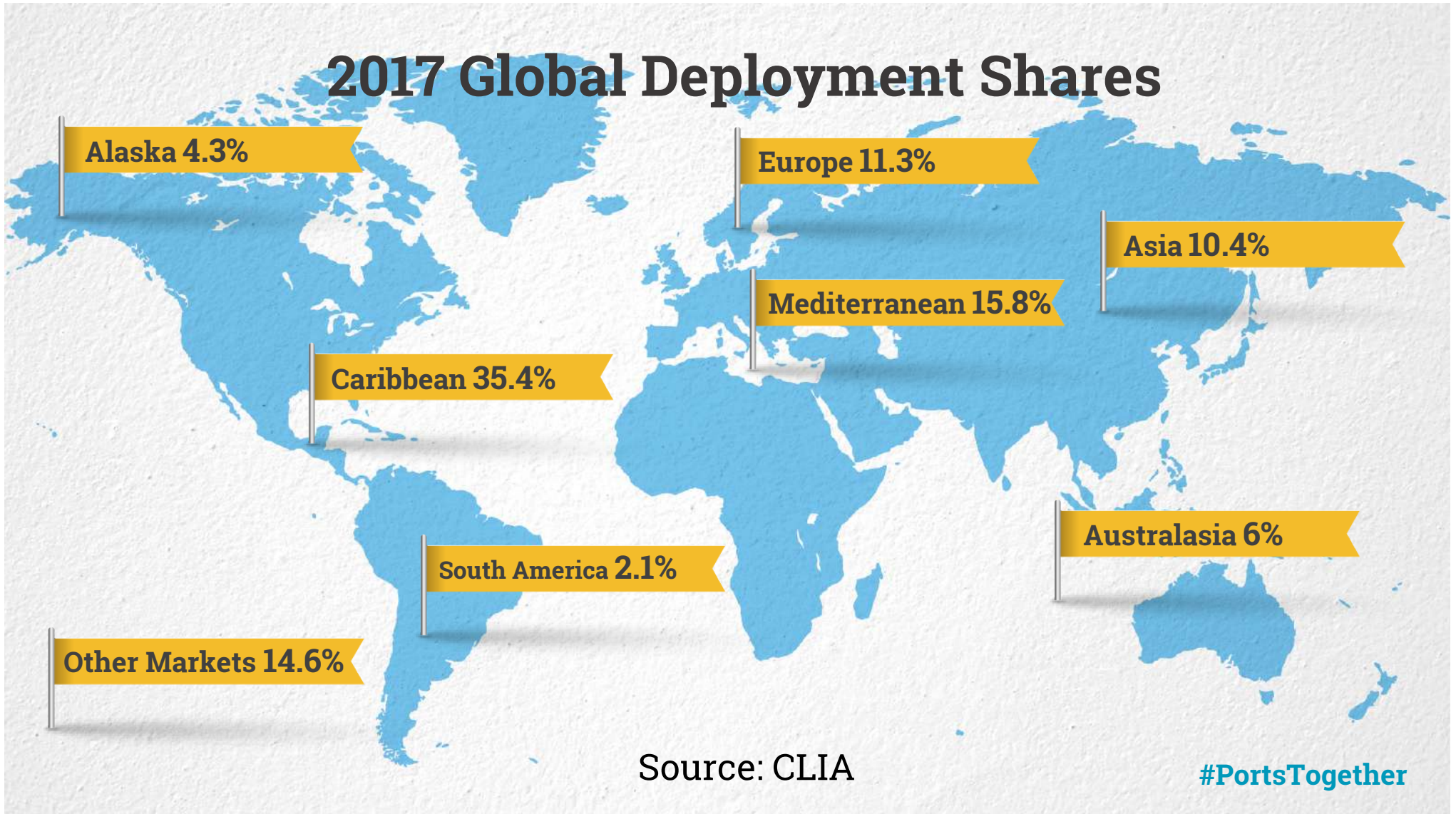
**Adriatic**

**BLACK SEA**

**#PortsTogether**



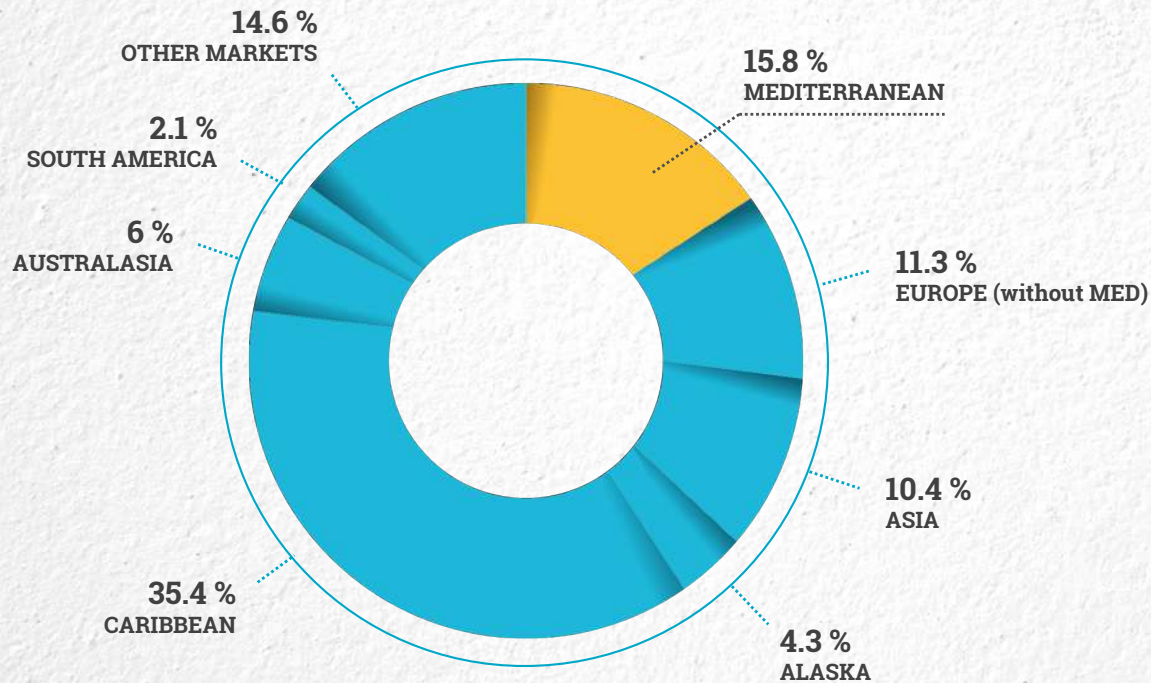
# 2017 Global Deployment Shares



Source: CLIA

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## 2017 GLOBAL DEPLOYMENT SHARES



## MOST VALUABLE REGION FOR CRUISE TRAFFIC

Culture

History

Heritage

Gastronomy

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**2017  
GLOBAL  
DEPLOYMENT  
SHARES**

**15.8 %  
MEDITERRANEAN**

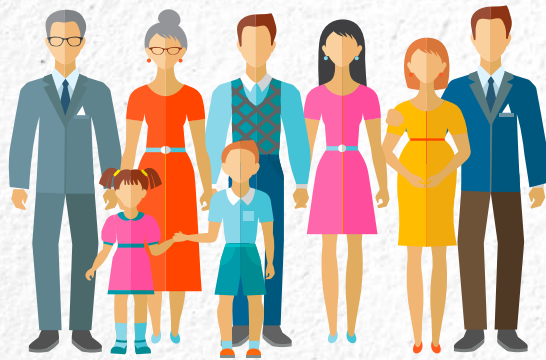


The Association of Mediterranean Cruise Ports

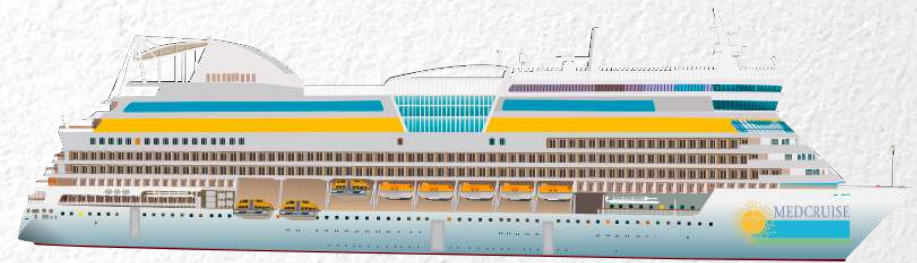
**80 % of total  
CRUISE PAX**

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**2017  
MedCruise  
STATISTICS**



**25.9 million pax movements**



**12,139 cruise calls**

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**Forecast  
2018**



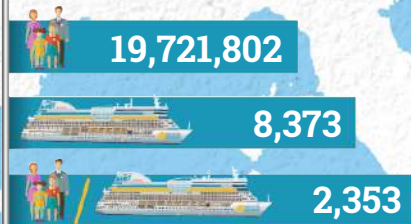
**+1 million cruise pax**

**Total = 27 million**

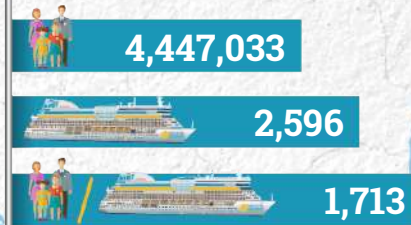
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# 2017 TRAFFIC BY MEDCRUISE REGION

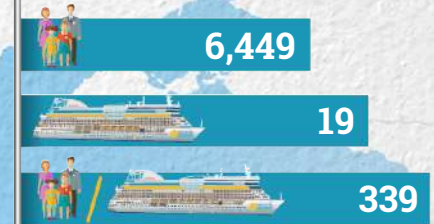
## West Med



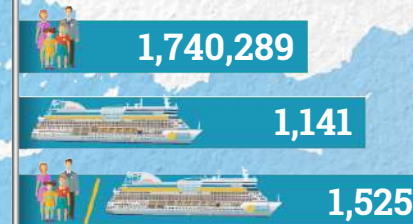
## Adriatic



## Black Sea

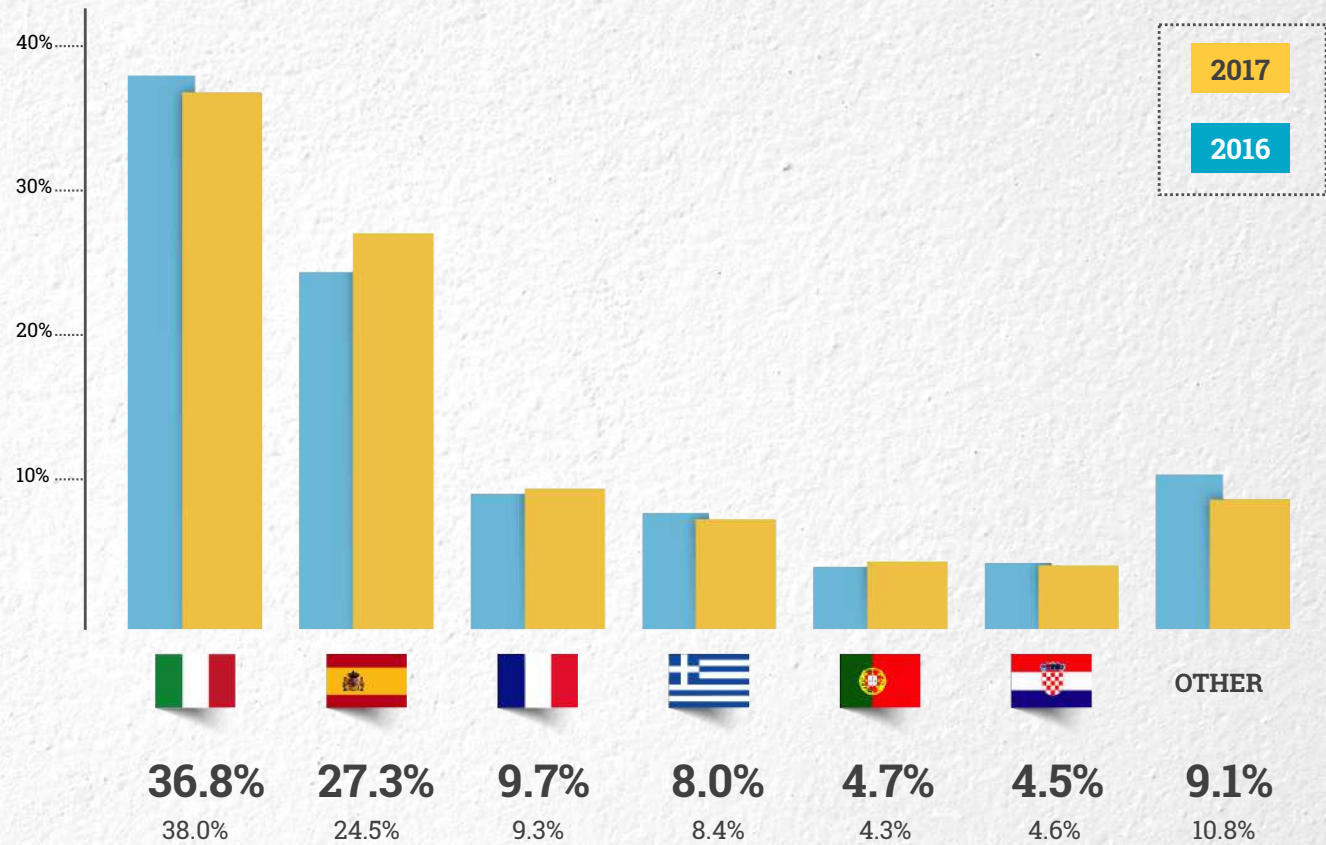


## East Med



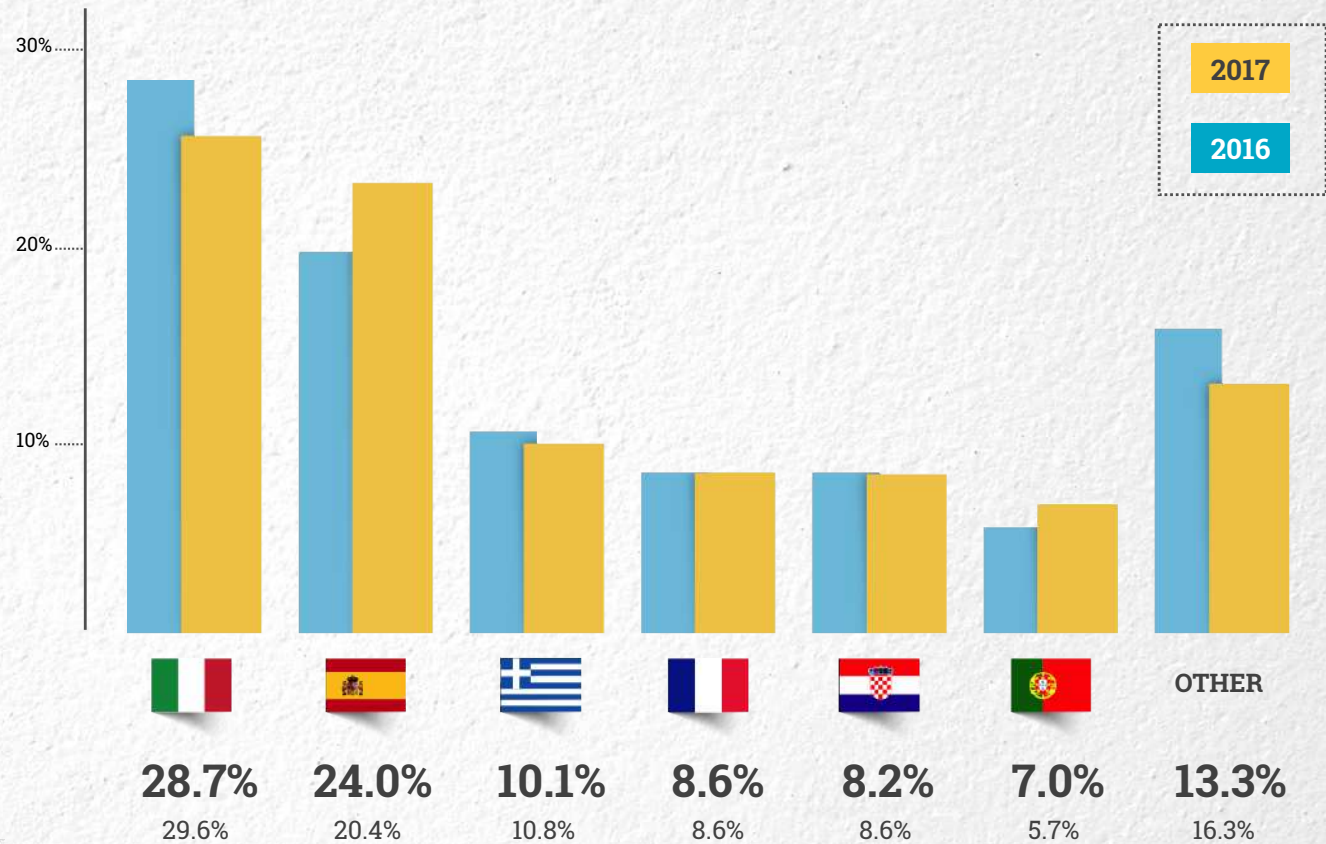
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**CRUISE TRAFFIC PER MEDCRUISE COUNTRY**  
**Pax movements, 2017**



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**CRUISE TRAFFIC PER MEDCRUISE COUNTRY**  
**Cruise calls, 2017**



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**MAJOR  
MEDCRUISE  
PORT  
MEMBERS  
Cruise Pax  
Movements,  
2017**



RANKING	PORT	PAX 2017	2017/2016
1	Barcelona	2,712,247	+1.07%
2	Civitavecchia	2,204,336	-5.78%
3	Balearic Islands	2,110,663	+7.83%
4	Marseille	1,487,313	-6.88%
5	Venice	1,427,812	-11.08%
6	Piraeus	1,055,559	-3.53%
7	Tenerife Ports	964,337	+9.07%
8	Naples	927,458	-28.99%
9	Genoa	925,188	-9.06%
10	Savona	854,443	-6.13%

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**MAJOR  
MEDCRUISE  
PORT  
MEMBERS**  
Cruise Calls,  
2017



RANKING	PORT	CALLS 2017	2017/2016
1	Balearic Islands	819	+10.38%
2	Barcelona	778	+2.64%
3	Civitavecchia	729	-12.48%
4	Piraeus	576	-7.84%
5	Dubrovnik	539	-15.65%
6	Tenerife Ports	533	+1.72%
7	Venice	466	-11.91%
8	Marseille	444	-9.39%
9	Kotor	430	-11.70%
10	Corfu	410	-14.76%

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# Trends

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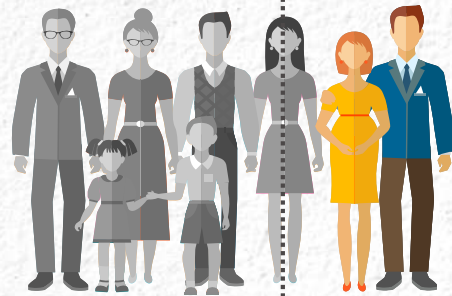


# **A Golden Age**



Future Opportunities

2017

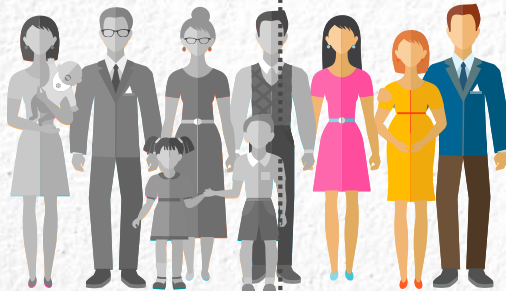


1.3 billion tourists

**25.8 million cruise pax**

**+93.8%**

2030



1.8 billion tourists

**50 million cruise pax**

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Stakeholders  
Together



Regulators

Cruise Lines

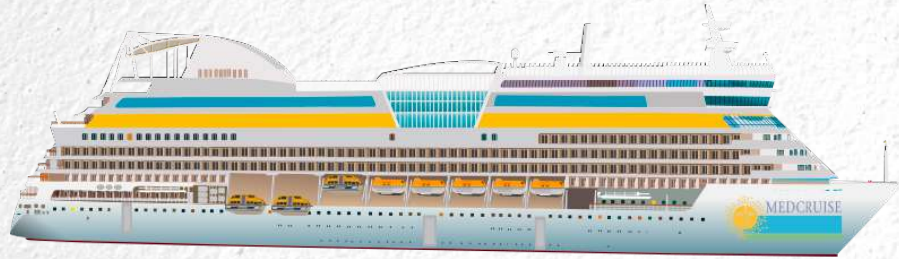


Ports/Terminals

Destinations

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**ORDERBOOK  
2018-2027**



**109** New Cruise Ships

**97%** in European Shipyards

**Employment**

**#PortsTogether**

Average  
**pax/call**  
in MedCruise ports

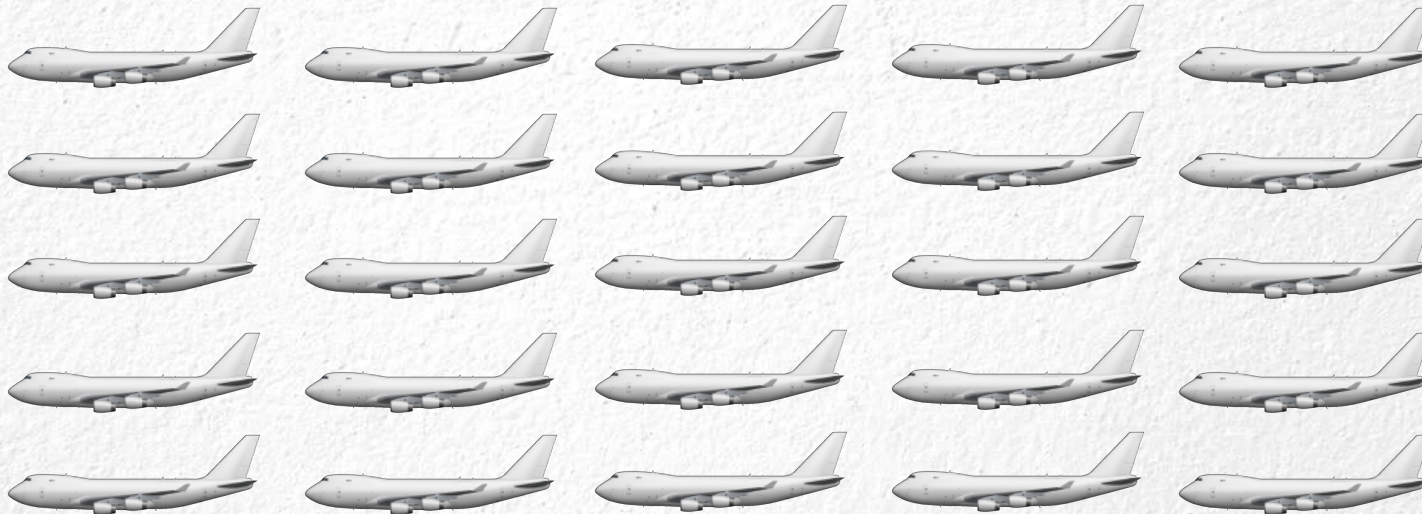


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Lager  
cruise  
ships

= 24 BOEING 747

5,200 Pax



#PortsTogether

Larger  
cruise  
ships

5,200 Pax



= 188 BUSES

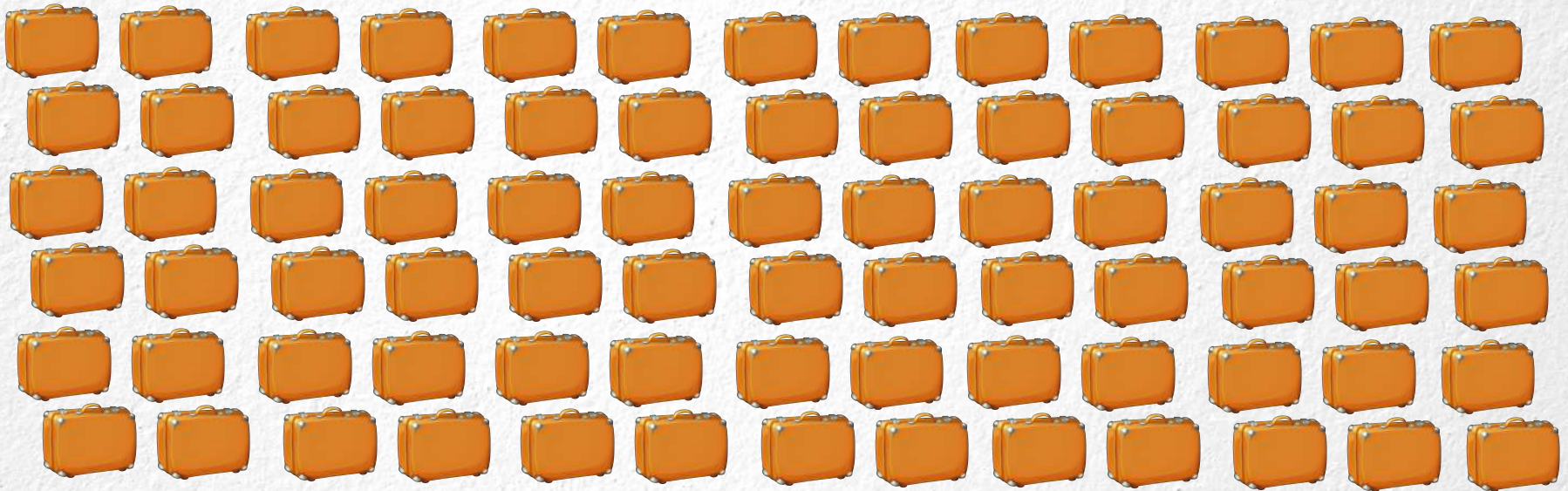


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Larger  
cruise  
ships

= 13,520 SUITCASES

5,200 Pax



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**Stakeholders  
Together**



**Regulators**

Cruise Lines



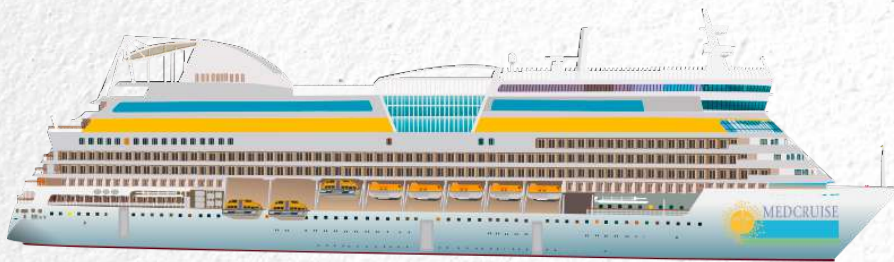
Ports/Terminals

Destinations

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REGULATIONS



**50% GHG Emissions Reduction**  
from shipping for **2050**

**0.5% Sulphur cap**  
from shipping for **2020**

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THE FUTURE  
IS  
NOW



# 24 LNG Powered Cruise ships

22% of the orderbook

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Stakeholders  
Together



Regulators

Cruise Lines



Ports/Terminals

Destinations

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**Investment**



**Cruise Ports Facilities**

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**LATEST  
PORTS &  
STAKEHOLDERS  
INVESTMENTS**



**Lisboa**



**Barcelona**



**Civitavecchia**



**Zadar**



**Heraklion**



**Limassol**

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**Stakeholders  
Together**



Regulators

Cruise Lines



Ports/Terminals

Destinations

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**Stakeholders  
Together**

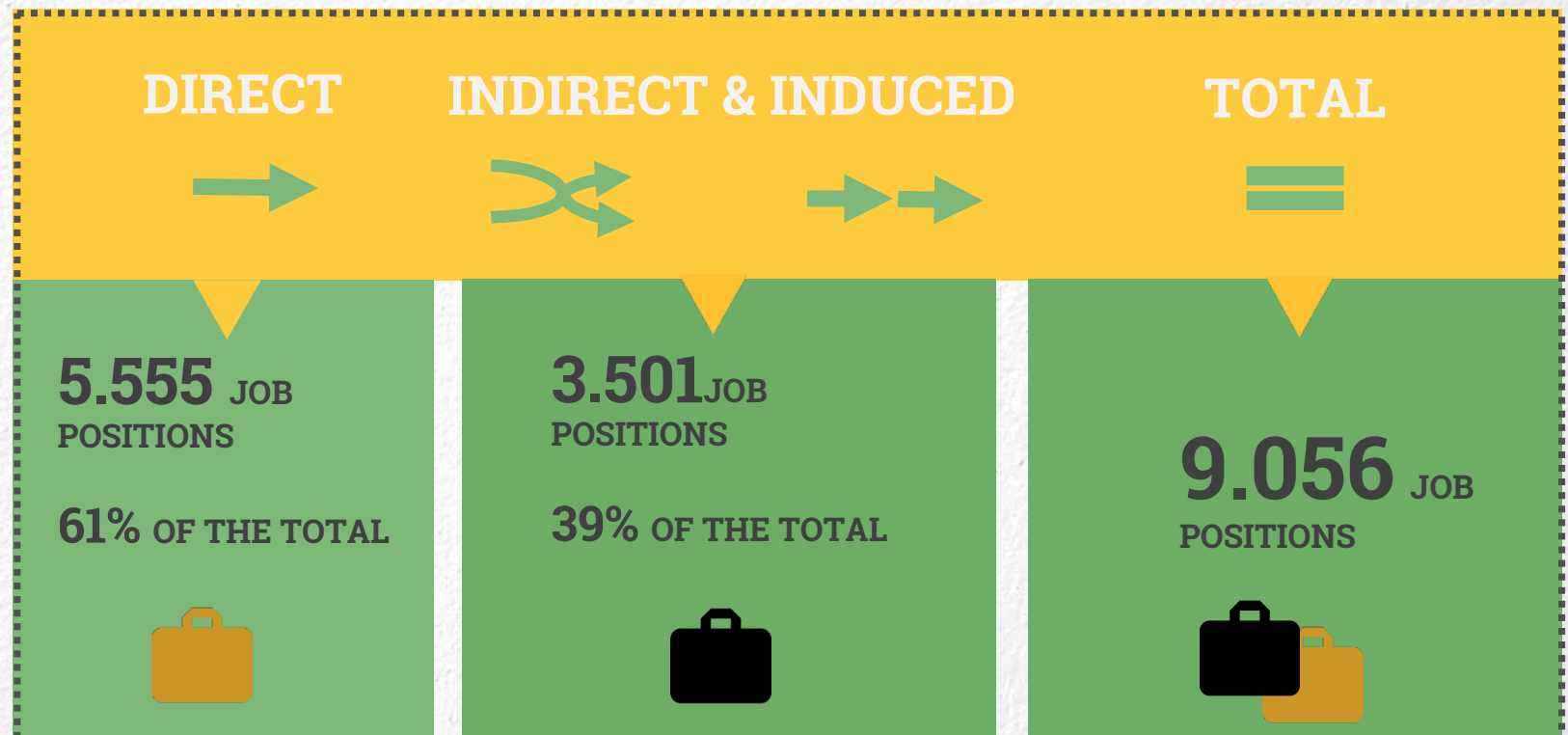


**EUROPEAN  
TRAVEL  
COMMISSION**

**Associate Members  
(Tourism Boards)**

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STUDY OF  
ECONOMIC  
IMPACT OF  
CRUISING IN  
BARCELONA  
-----  
EMPLOYMENT



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# MedCruise in action

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**SEATRADE**



MedCruise stand at Seatrade  
Cruise Global



MedCruise pavilion at Setrade  
Cruise Med



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**BLACK SEA**



# European Maritime Day

Hosted by Port of Burgas  
MedCruise member

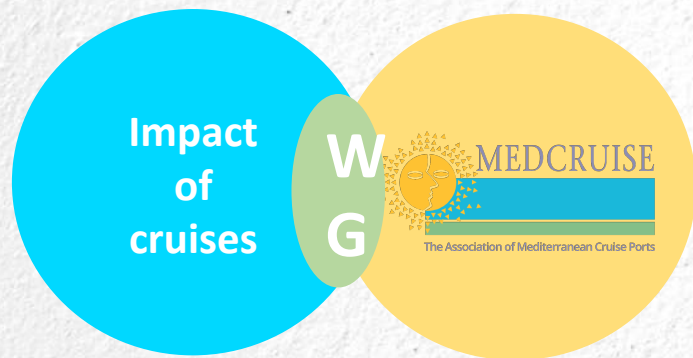


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**WG STUDIES**



# Impact of the cruise activities



**Unified Survey  
composed by 5 groups of questions**

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**WG STUDIES**



# Development and provision of LNG facilities in cruise ports



**MedCruise LNG Supply map**

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EU AFFAIRS



- Members of European Ports Forum
- European Maritime Safety Agency (EMSA)
- Stakeholders Advisory Group on Maritime Security (SAGMAS)

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**Collaboration with  
Associations and  
Regulators**



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# Expanding new source markets

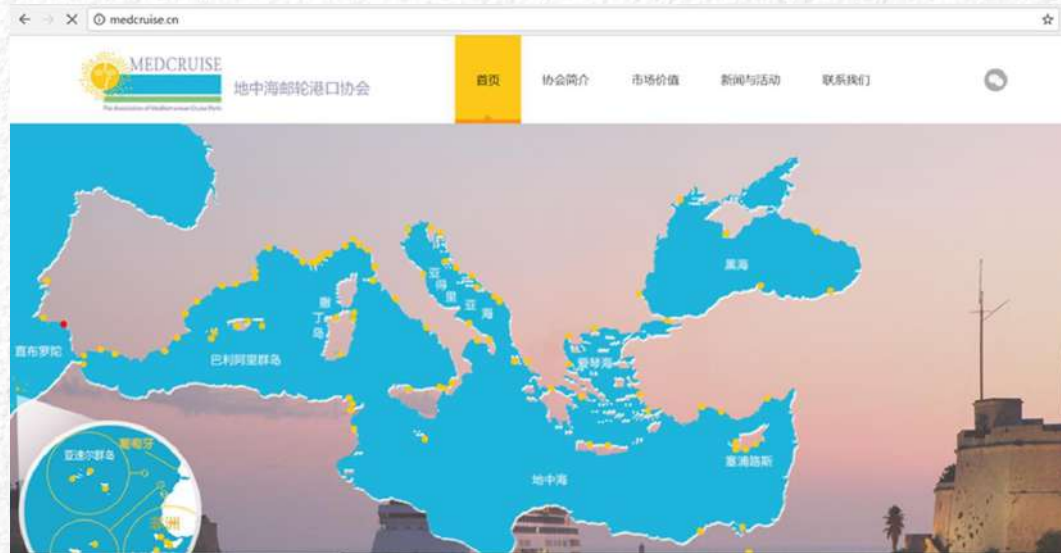
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# Marketing Promotion



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# Travel Agents Training

6<sup>th</sup> International Cruise Summit.  
Qingdao, September 2018.



Seatrade Cruise Asia - Pacific.  
Shanghai, October 2018



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欢迎 / Welcome

VISA Issues



- Training and preparation in ports and destinations
- Meetings with experts to learn and share best practices



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# Opportunities to growth

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**BLACK  
SEA**

**TURKEY**

**NORTH  
AFRICA**

**RESERVATIONS**



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&  
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AFRICA

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UK

Business

Tech

Science

Stories

Entertainment & Arts

Business

Market Data

Global Trade

Companies

Entrepreneurship

Technology

## Tui confirms it may return to selling UK trips to Tunisia

FINANCIAL TIMES

US COMPANIES MARKETS OPINION WORK & CAREERS LIFE & ARTS

Privacy as seriously as we take our journalism.  
For updated [privacy](#) and [cookie](#) policies.

Group

It's boring boat names: Used car  
faith

Fast Europe Open: UK public borrowing, Czech  
interest rates



Tui installs Brexit 'contingency  
plans' as profits rise

Markets Live: Monday,

TUI Group

+ Add to myFT

### Tui gains as tourists return to Turkey and north Africa



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# GENERAL ASSEMBLIES



The Association of Mediterranean Cruise Ports



  
52<sup>nd</sup>  
MEDCRUISE  
GENERAL  
ASSEMBLY  
VALLETTA  
23-26 MAY 2018

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# GENERAL ASSEMBLIES



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**GENERAL  
ASSEMBLIES**



**GENERAL  
ASSEMBLIES**



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**GENERAL  
ASSEMBLIES**



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**GOLDEN AGE**

**MORE  
CAPACITY**

**INVESTMENT**

**OPPORTUNITIES**

**COLLABORATION  
BETWEEN  
STAKEHOLDERS**



**Reliable Partner  
&  
The Ideal Platform for Promotion**

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**Come on board!**





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The Association of Mediterranean Cruise Ports

شكرا لك  
HVALA  
THANK YOU  
GRACIAS  
TEŞEKKÜRLER  
OBRIGADO  
Дякую  
Хвала  
GRÀCIES  
GRAZIE  
MERCİ  
ΕΥΧΑΡΙΣΤΙΕΣ  
БЛАГОДАРИМ  
MULTUMIM

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#52MedCruiseGA