



# NEED FOR INVOLVING THE WHOLE VALUE CHAIN

Pan-European dialogue between  
cruise operators, ports and coastal tourism stakeholders

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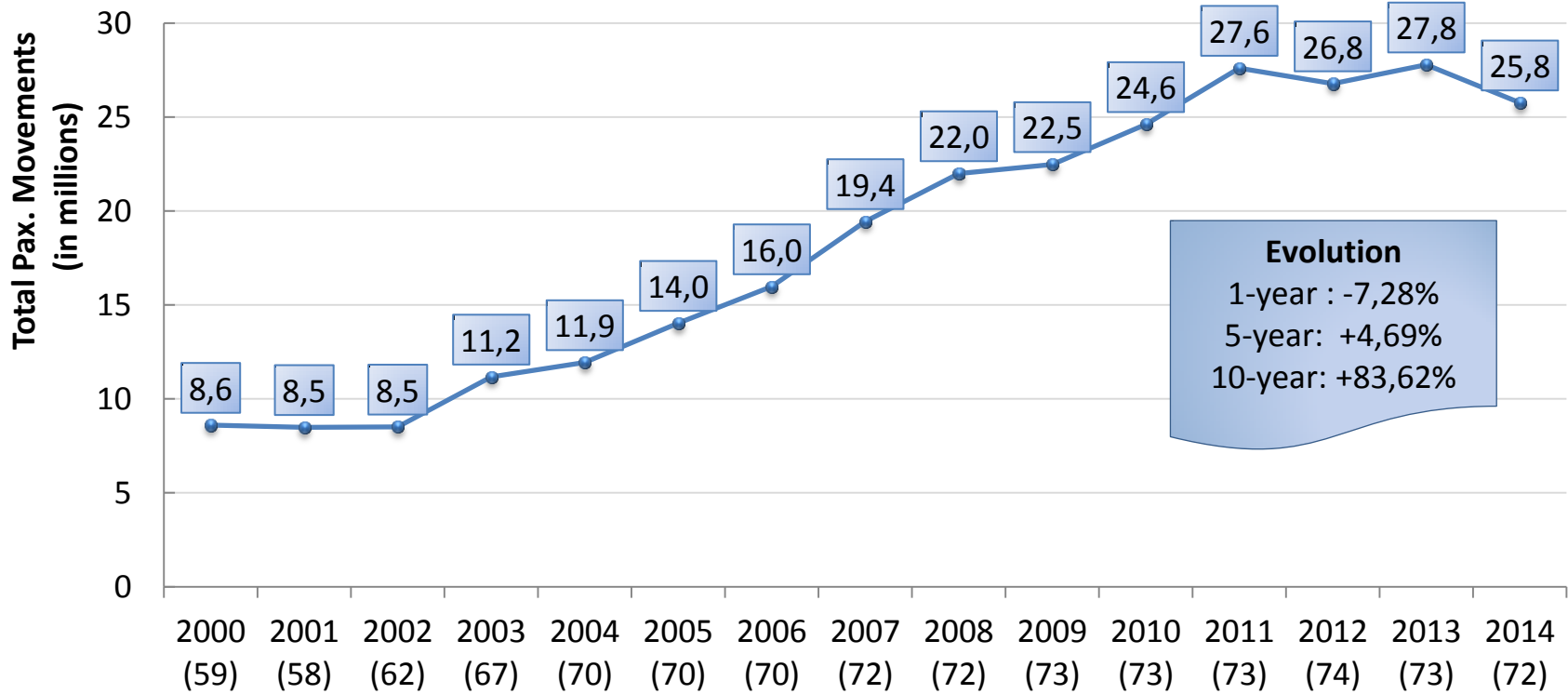
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President  
**MEDCRUISE**

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

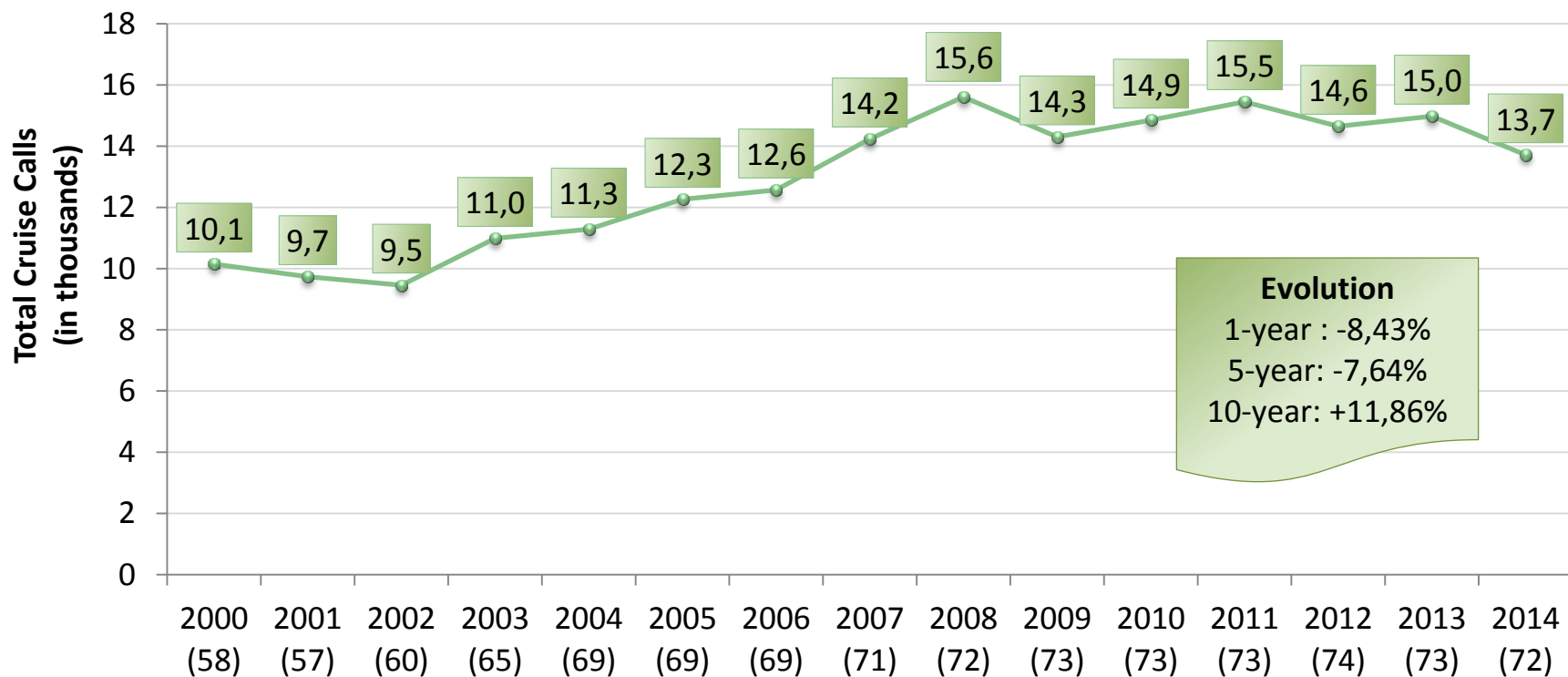
# STATISTICS

## Cruise Passenger Movements in MedCruise port members (2000-2014)



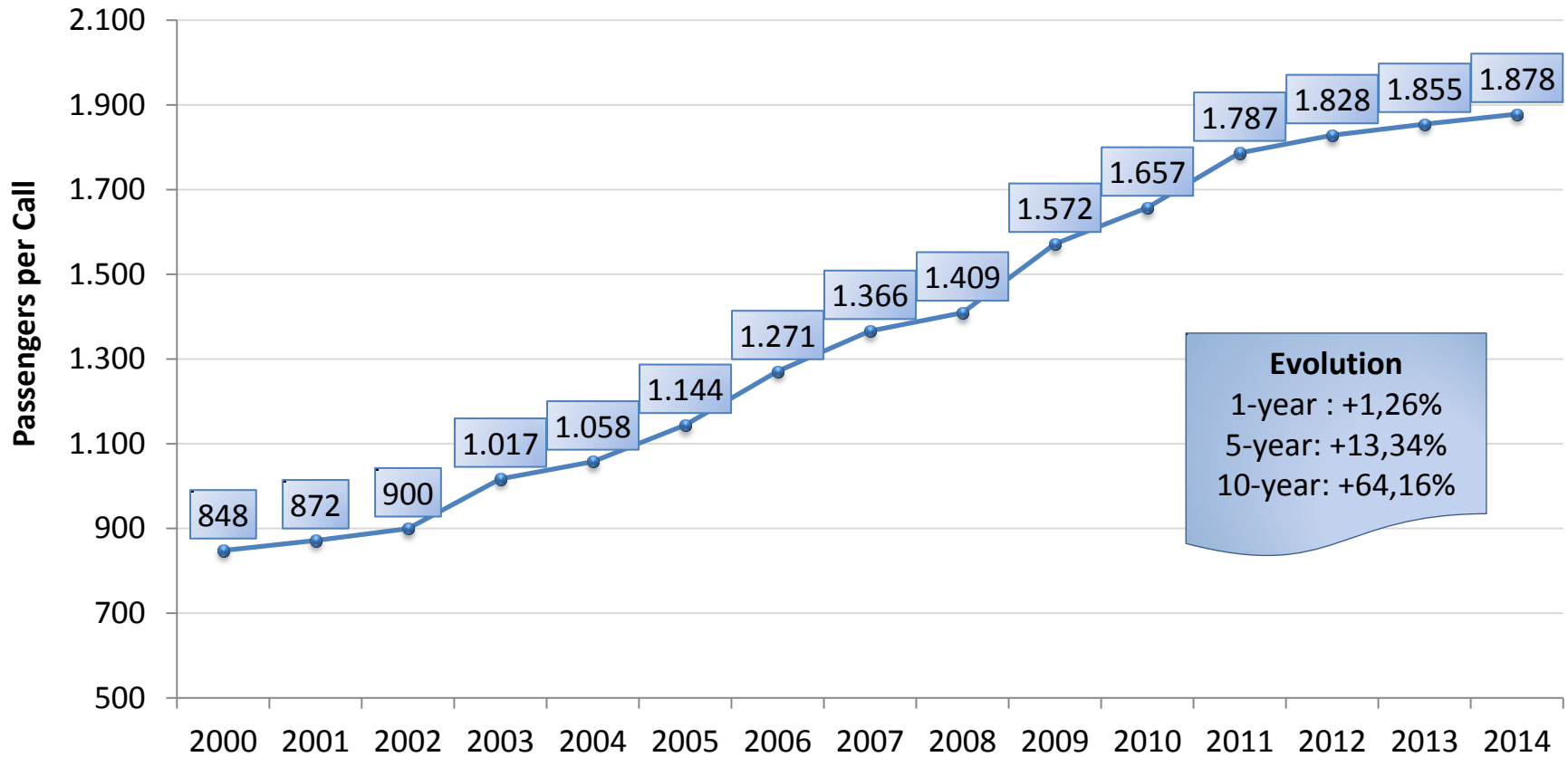
# STATISTICS

## Cruise Calls in MedCruise port members (2000-2014)



# STATISTICS

## Average Pax/Call in MedCruise port members (2000-2014)



## Congestion

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**High cost of port infrastructures  
vs volatility of cruise ships**

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**European legislation**

# CHALLENGE:

## Congestion

- **In ports**
  - Extra investments
  - Use of neighbor port
  - **Transparent and public berthing policy**
- **In cities**
  - Limit the number of ships
  - **Work with the destination to find alternative attractions**
- **Traffic in / around the port**

# CHALLENGE:

## High cost of port infrastructure vs volatility of cruise ships

- **Ports:**  
Functional investment
- **Cruise Lines:**  
Committment with ports and destination
- **City managers:**  
Understand the cruise idiosyncrasy
- **Tourim Boards:**  
promote destination in the cruise source markets

# CHALLENGE:

## European Legislation

- Focused to facilitate the sustainable growth
- Taking into account that **many ports must comply with the same legislation**. No duplicities. Sinergies
- **Clear guidelines for environmental issues**
- Facilitation of **visa procedures for crew & pax**



# The Med: An impressive market in all respects





**THANK YOU**