



**Cruise and Tourism in
the Mediterranean –
Latest Developments”**



World Cruise Destinations

Africa,
Alaska;
Antarctica;
Asia;
Australia/New Zealand;
Bahamas, Bermuda;
Baltic;
Britain – Ireland;
Canada;
Caribbean;
Central America;
Europe (Northern Europe);
Florida;
Hawaii;

Mediterranean;
Mexico;
Middle East;
Panama Canal, Polynesia;
South America;
South Pacific;
USA.

Transatlantic cruises;
River cruises;

New destination:
China, Dubai, Mauritius (Costa) etc...

The Mediterranean contest

The classical itineraries in the Mediterranean Area can be divided into two groups:

Eastern Mediterranean:

Croatia (Dubrovnik, Split, Pola, Zadar, Rovinj , Kotor ecc...) **Greece and its islands** (Mykonos, Santorini, Rhodes, Corfu, Crete, Katakolon, Piraeus, etc...) **Turkey**, (Istanbul, Kusadasi, Izmir, etc..) **Cyprus** (Limassol), **Malta** (La Valletta), **Egypt** (Alexandria) **and new destinations i.e. Libya** (Tripoli).

Western Mediterranean:

Spain (Barcelona, Almeria, Malaga, Alicante, Balearic Islands), **France**, (Marseille, Nice, St. Tropez, Cannes), **Italy** (Genoa, Savona, Rome (Civitavecchia), Naples, Venice, Leghorn, Bari, Palermo, Messina) **Tunisia** (La Goulette -Tunis), **Algeria** (Algiers), etc...

Strength points of the Mediterranean

- Strategic position among Europe, Asia and Africa;
- Greek, Roman and Egyptian history and culture;
- Archaeological sites, churches, museums and palaces;
- Exciting contrast of ancient and modern art;
- Beautiful natural landscapes;
- Pleasant climate;
- Diversification of the product (Caribbean: gambling cruise/ sun & beach).

The Mediterranean contest



16 Millions cruise passengers in the Med (2006) !

The cruise sector peculiarity

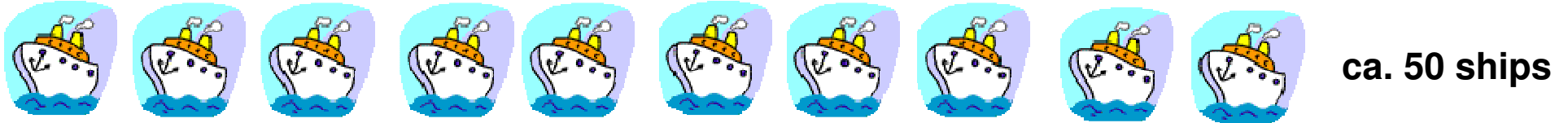
In the latest 30 years the cruise sector has been characterized by a peculiarity:

It's the SUPPLY that establishes the DEMAND!

The cruise market is able to saturate the continuous supply of berths as soon as the new cruise ships are put on duty!

The Mediterranean cruise market dimension (SUPPLY)

Cruise ships fleet operating in the Mediterranean



New constructions from 2008 until 2010 in the world



Within 2010 the European shipyards will deliver 10 big cruise ships every year and many of these units will be used in the Mediterranean Sea, enhancing therefore the number of calls.

The Cruise ships order book (SUPPLY)

2008 cruise ships deliveries:

LINE	NAME OF THE SHIP	GT	LOWER BERTH	YARD	REPORTED PRICE
Aida Cruises	-	68.500	2.050	Meyer Werft	\$378m
Carnival Cruise Lines	Carnival Splendor	112.000	2.974	Fincantieri	\$ 584m
Celebrity cruises	Celebrity Solstice	118.000	2.850	Meyer Werft	\$ 641m
Holland America Line	Eurodam	86.000	2.044	Fincantieri	\$ 450m
Msc Cruises	MSC Fantasia	133.500	3.300	Aker Yards	\$ 550m
Msc Cruises	MSC Poesia	90.000	2.568	Aker Yards	\$ 425m
P&O Cruises	Ventura	116.000	3.100	Fincantieri	\$602m
Pearl Seas Cruises	-	8.700	165	Irving Shipbuilding	\$ 50m (estimated)
Princess Cruises	-	116.000	3.100	Fincantieri	\$ 570m
Royal Caribbean	Independence of the Sea	158.000	3.643	Aker Yards	\$ 828m

The tourism market dimension (DEMAND)



Source: WTO (World Tourism Organization)

The forecasts of tourism market dimension (DEMAND)



Source: WTO (World Tourism Organization)

The cruise market dimension (DEMAND)

- Fast and fundamental change
- High level growth above all in the Mediterranean
- The quickest expanding sector in the tourism business

Between 1995 and 2005, the worldwide demand for the cruise product is more than doubled changing up from 5,7 to 14,4 millions of passengers and about 16 millions of passengers in the year 2006.

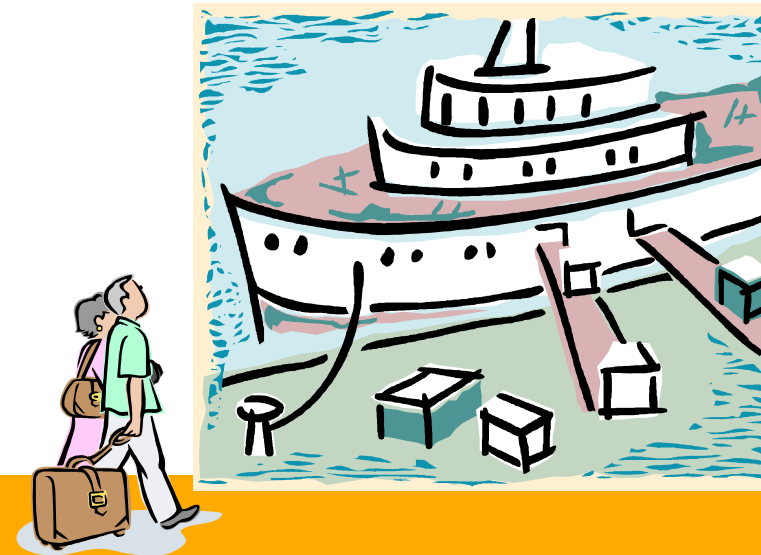
It appears a huge number but it means that cruise market is only **2% OF INTERNATIONAL TOURIST IN 2006!!!**



The cruise market dimension (DEMAND)

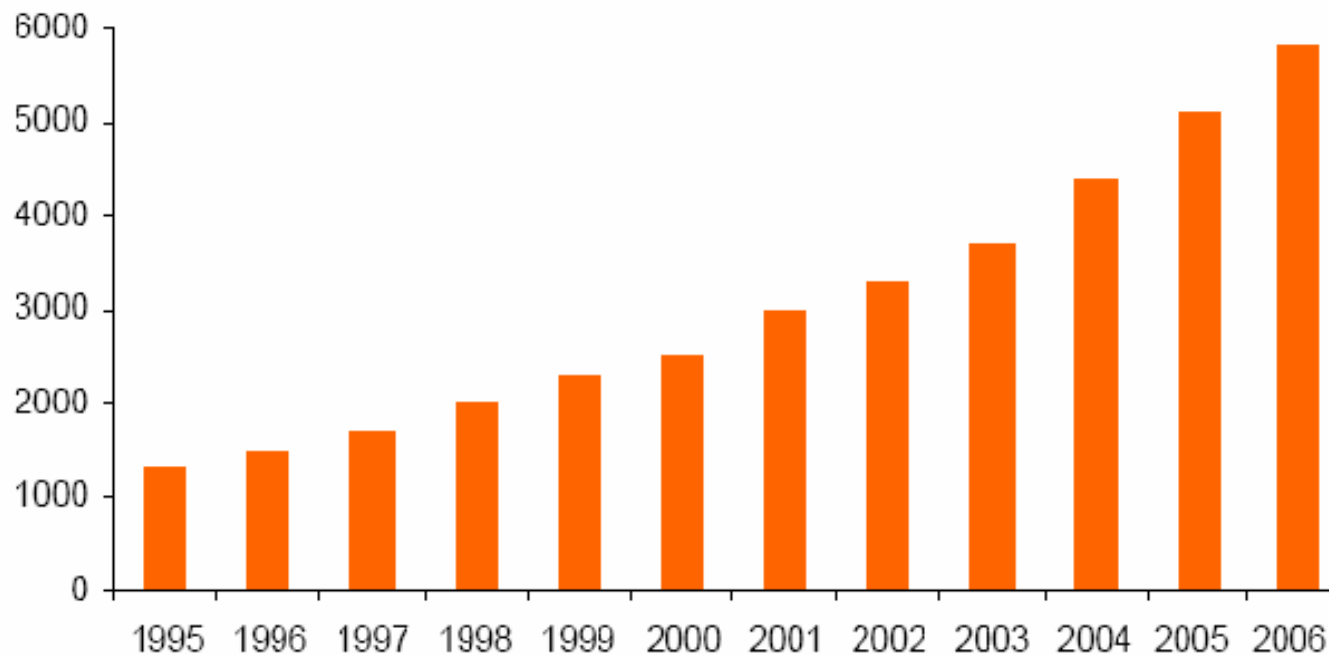
The forecasts for 2007 announce more ships, more passengers and more brands visiting more European ports than ever before.

Currently Europe is the fastest growing market for cruise passengers in the world.



The Mediterranean cruise market dimension (DEMAND)

Italy is in pole position as the first Mediterranean cruising destination (6 millions of passengers in 2006, Spain, 2°, 4,5 millions)



The cruise and tourism market dimension (DEMAND)

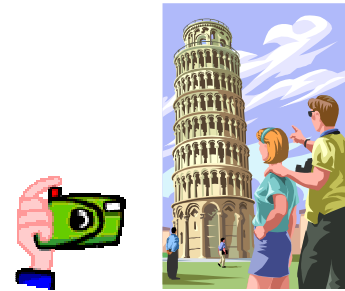
16 millions of passengers in the world in 2006 =

= 21,3%



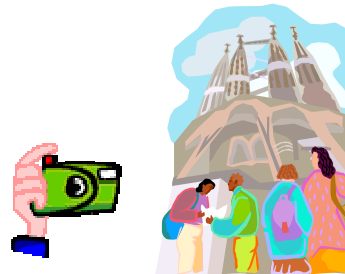
75 millions in 2006

= 43,2%



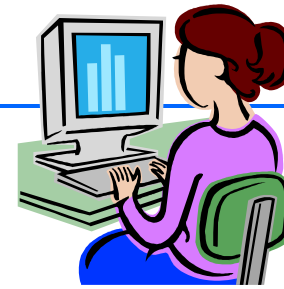
37 millions in 2006

= 29,6%



54 millions in 2006

The cruise product (DEMAND)



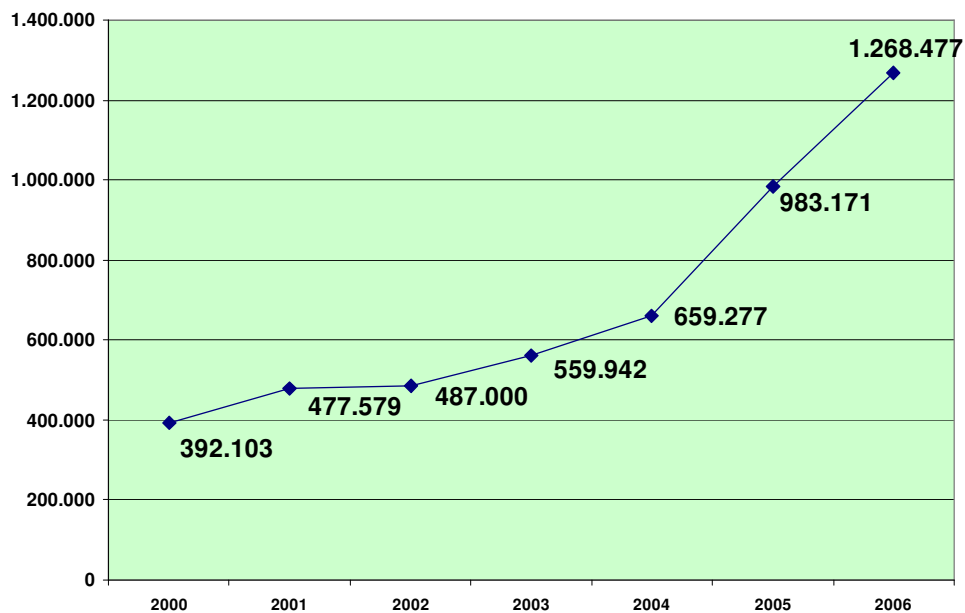
Before joining a cruise holiday the passenger puts his attention on:

- Cruise geographic area;
- Length of the trip;
- Period of the year;
- Balance between quality and price;
- Motivation (leisure/business);
- Cruise target (young, single, elder, honeymooners,...).



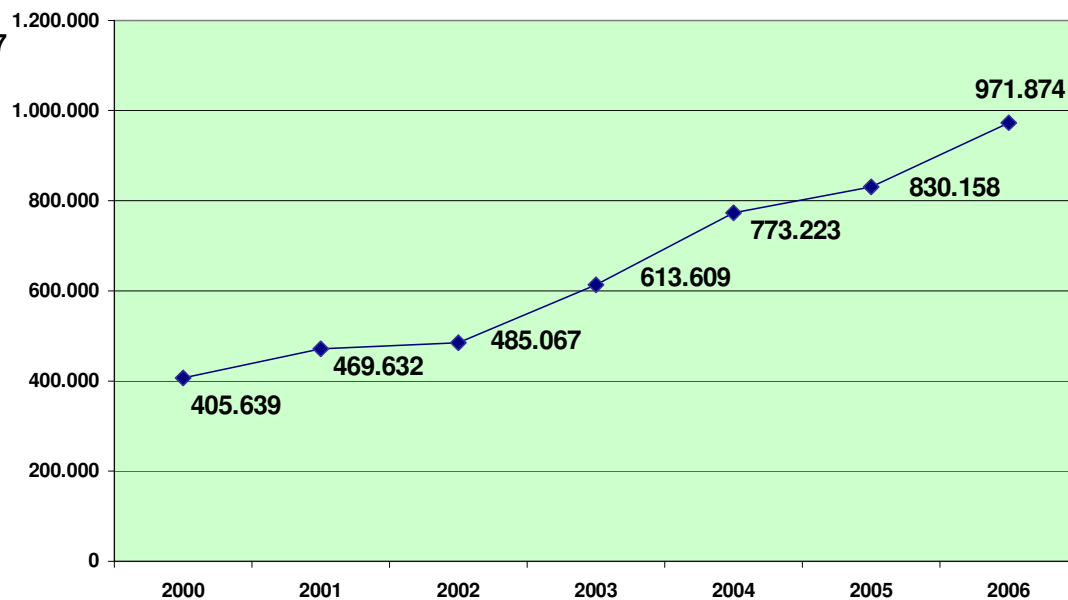
Cruise passengers movement in the main Italian ports

Port of Civitavecchia



+223,5%

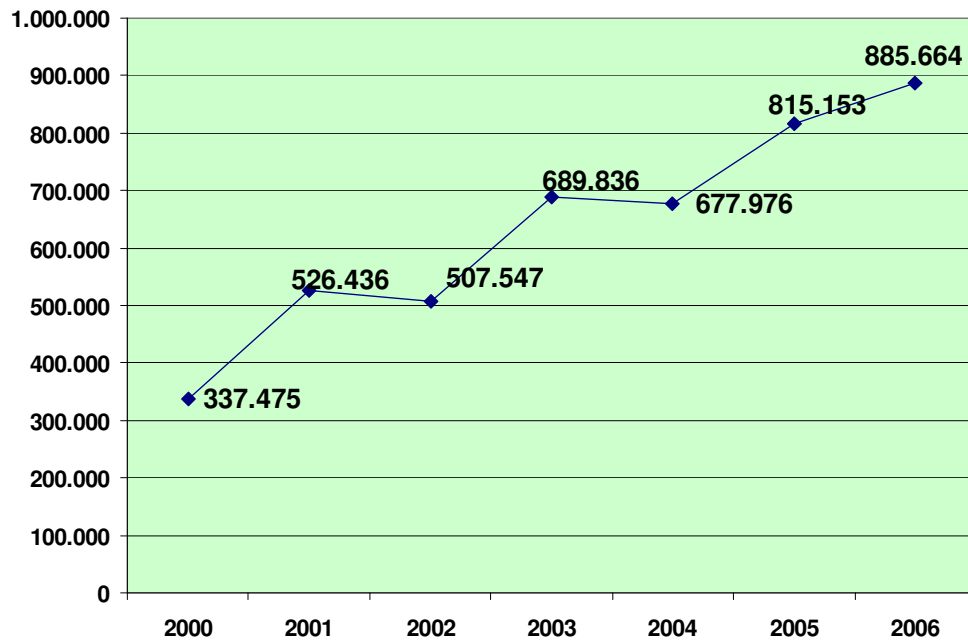
Port of Naples



+139,6%

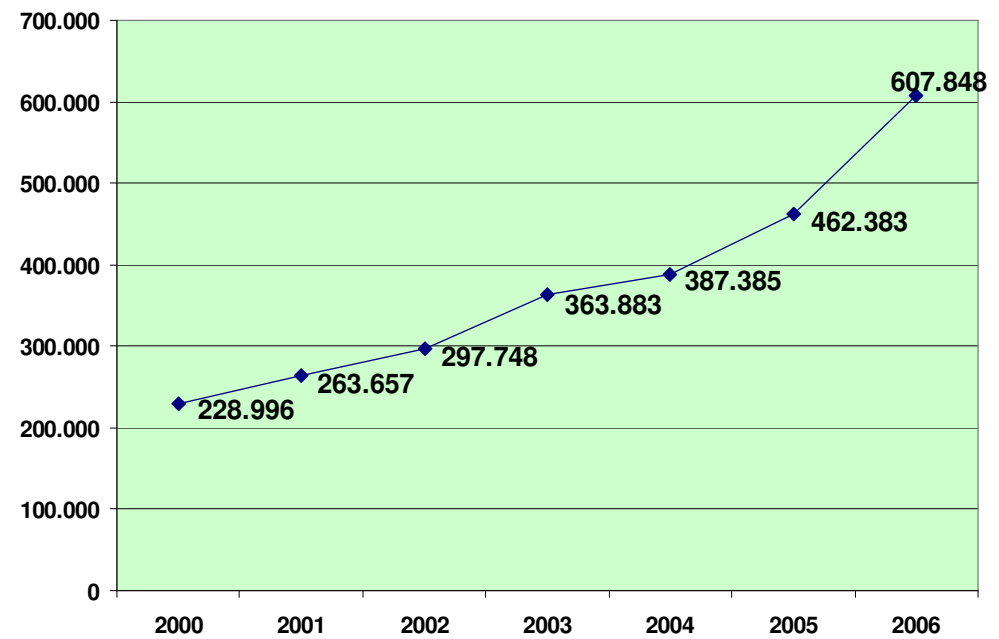
Cruise passengers movement in the main Italian ports

Port of Venice



+162,4%

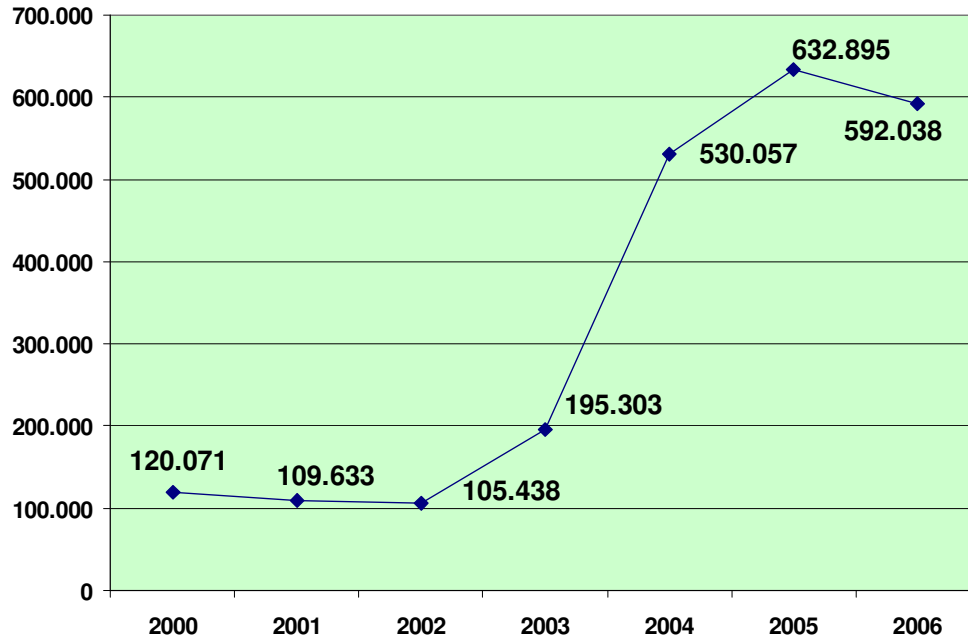
Port of Leghorn



+165.4%

Cruise passengers movement in the main Italian ports

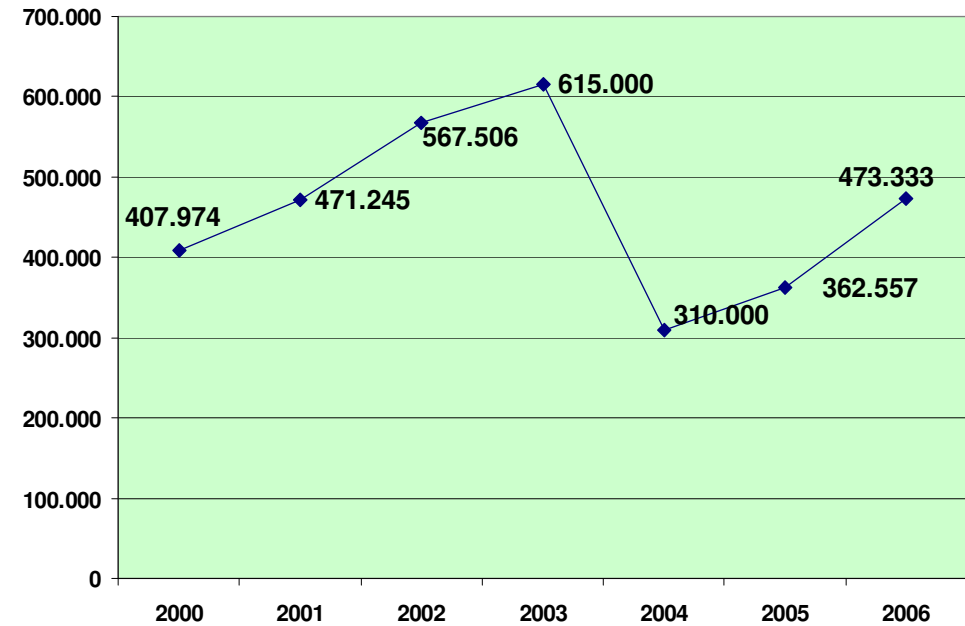
Port of Savona



+393,1%

2003 – 2004: +171,4%

Port of Genoa



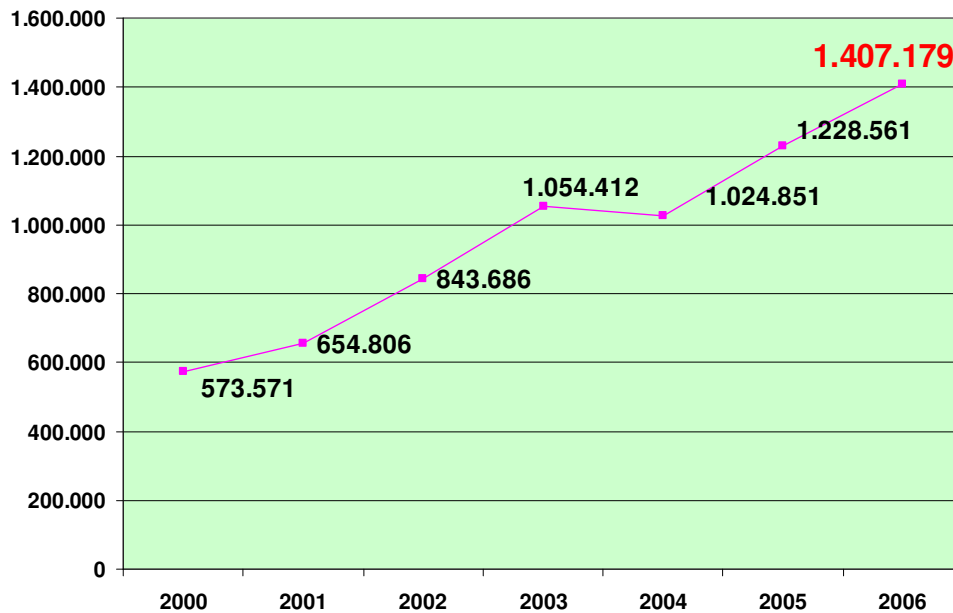
+16,0%

2003 – 2004: -49,6%



Cruise passengers movement in other Mediterranean ports

Port of Barcelona:



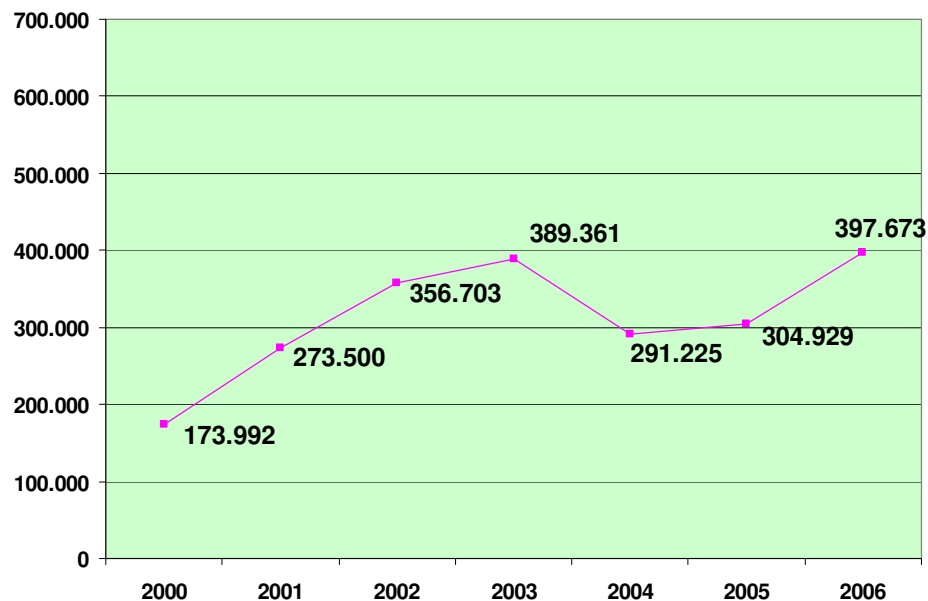
+145,3%

- privileged position
- efficient International Airport
- new terminal “Palacruceros” funded and managed by Costa

... Barcelona is a “must” for the cruise lines and the first cruise passengers port in 2006 of the Mediterranean!

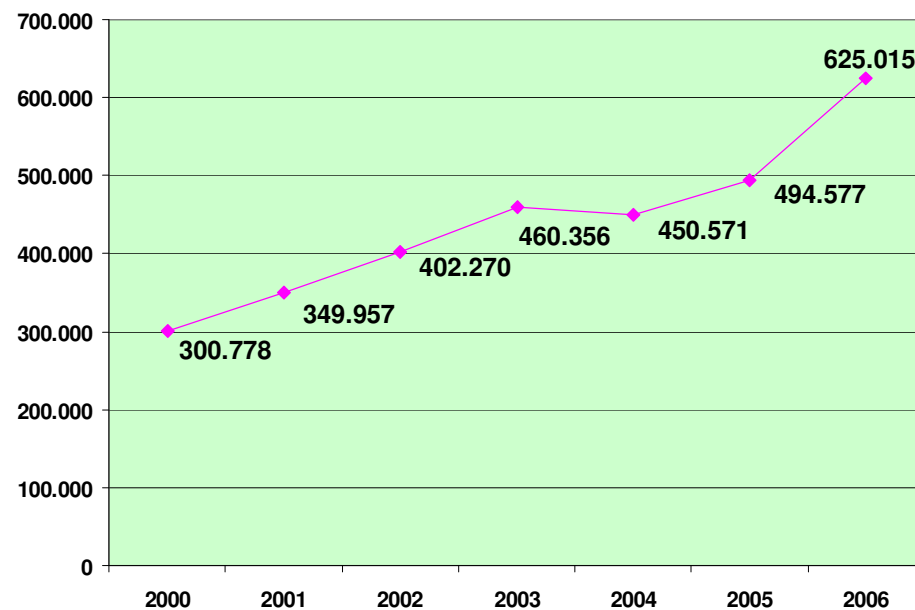
Cruise passengers movement in other Mediterranean ports

Port of La Valletta



+128,5%

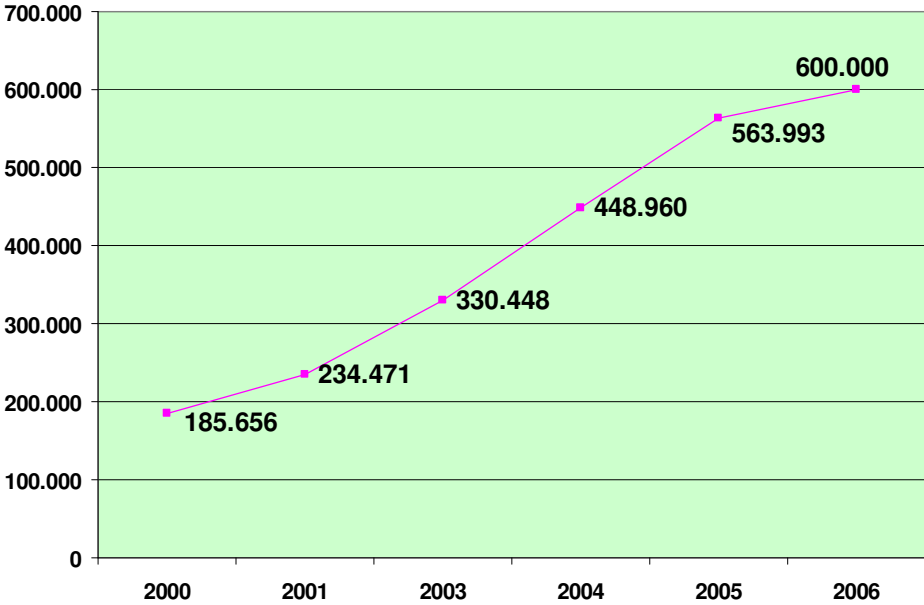
French Riviera ports (Nice, Cannes, Villefranche)



+107,8%

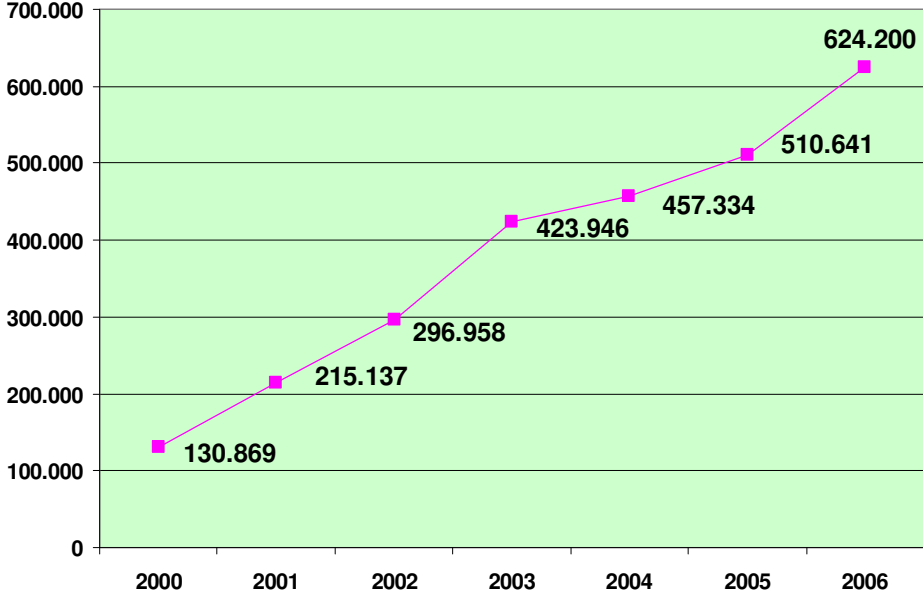
Cruise passengers movement in other Mediterranean ports

Port of La Goulette (Tunis)



+123,2%

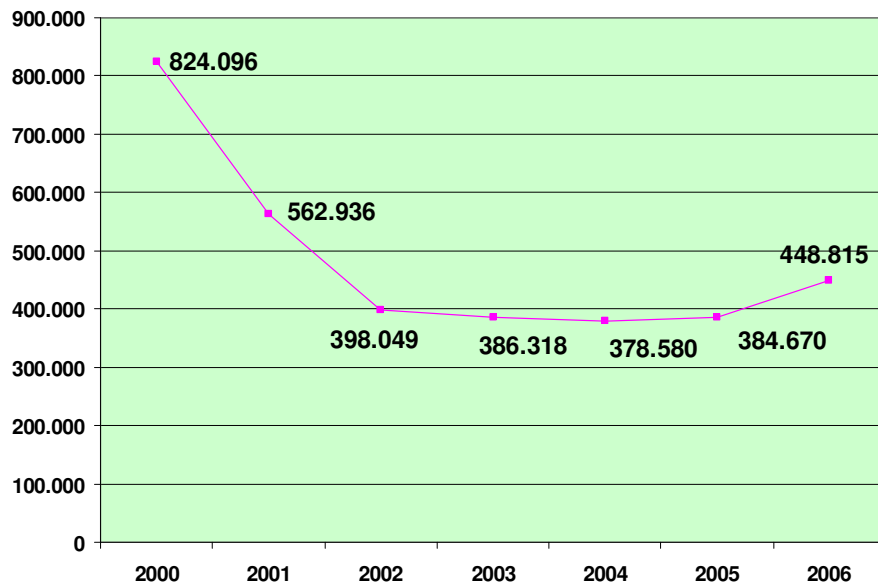
Port of Dubrovnick



+376,9%

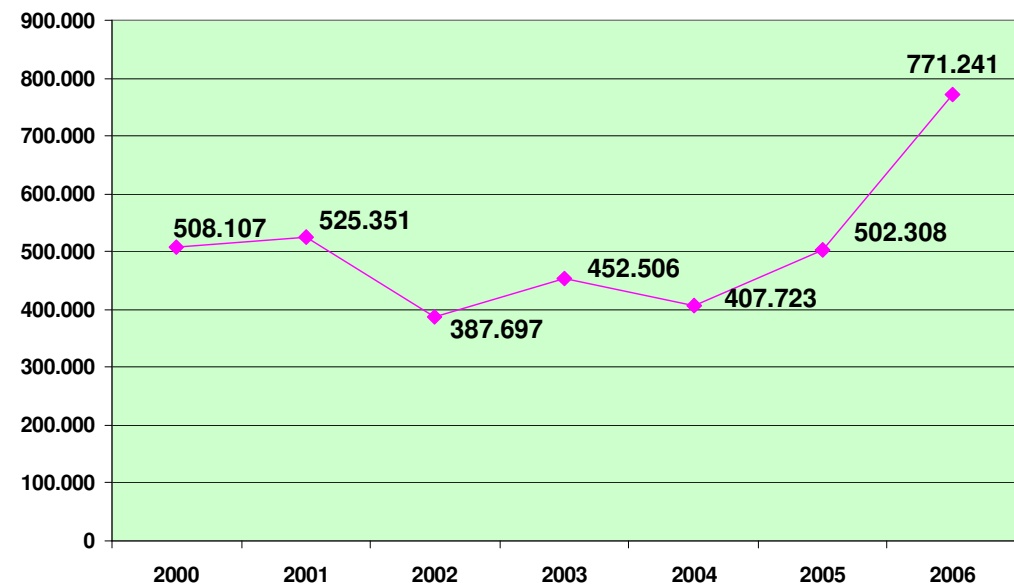
Cruise passengers movement in other Mediterranean ports

Cyprus ports (Limassol – Larnaka)



-45,54%

Port of Pyraeus



+51,78%

Cruise market new exigencies

The high level of growth of the Mediterranean cruise market is creating new exigencies for the ports:

- **TECHNICAL AND INFRASTRUCTURAL EQUIPMENTS**
- **QUALITY ASSETS**

Cruise market ports new exigencies

• TECHNICAL AND INFRASTRUCTURAL EQUIPMENT:

- Suitable quays;
- Functional passengers terminals (above all for *home port* cruises)
- High security levels (ISPS code, x-ray, metal detectors);
- Wharves' accessibility during the boarding/disembarking operations;
- Efficient cruise companies' supply-chain;
- Well-organized luggage handling;
- Optimized terminal and ship's check-in;
- Optimized land transfers thanks to well connected airports / railway stations (above all for *home port* cruises)

Cruise market ports new exigencies

QUALITY ASSETS:

Port services:

- High level of welcoming (assistance and tourist information);
- Accessibility to public and private transport means;
- High care of port viability focusing on personal safety.

Tourist supply:

- Tourist signage (*above all for free cruise passengers*);
- Pedestrians itineraries;
- Efficiency public transport services;
- Flexible working hours' shops and stores;
- Local support to the cruise company's excursions.

Cruise market risks and threats

From a logistical and structural point of view, not all the Mediterranean ports will be able to manage and sustain a high passenger movement.

This is the reason why a new political evaluation is necessary in this area, programming calls on the basis of actual possibilities.

Cruise market opportunities

The Mediterranean ports must counterbalance the exponential demand of the market.

Many European ports have begun a process of restructuring in order to support the market's growth in accordance with the new generation of cruising vessels.

Cruise market opportunities

National and local economic impact

- Jobs occupancy;
- Port authority (port fees);
- Cruise terminals;
- Maritime agents;
- Pilots, tugboats, other services (fresh water, gas);
- City councils and other local institutions;
- Travel agents tour operators;
- Shops and stores;
- Food and beverage manufacturers (bunker fuels and paints, metal goods and machinery);
- Financial and business services.



Each passenger spends a sum of money during the cruise trip and also... in each visited port!

Strategies of local institutions

Local institutions need to put into practice useful promotion and marketing activities in order to show the receptive capacity, tourist supply and the logistic functionality of their areas!

Cruise operators are not looking for new ports but for a territorial integrated services' offer!

A “*super partes*” initiative able to organize and coordinate the communication strategy among all the involved parts would be useful!





**Thank you for your time
and your attention!**

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