

Bilbao Bizkaia

CRUISE Forum 2017

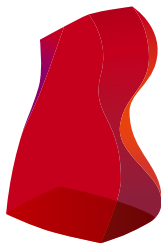
Getxo, new cruise terminal *Olatua*

29th
JUNE
2017

**BILBAO BIZKAIA AND THE CRUISE
TOURISM • AN INDUSTRY FOR THE FUTURE**



CONVENE



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BIZKAIA**
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BILBAO BIZKAIA AND THE CRUISE TOURISM. AN INDUSTRY FOR THE FUTURE.



THE CRUISE INDUSTRY

There is no doubt that the cruise industry is booming. More than eight and a half million passengers passed through Spain in 2016, with 95% of passengers coming from countries outside of Spain. Spain is the largest European cruise destination after Italy, and our ports are at the top of the world ranking. Spain has a good positioning among the source markets of USA, UK, Germany, the Nordic countries, Italy, France and Russia. There is a world fleet of more than 300 cruise ships and a forecast to build 70 more cruise ships by 2022.

The number of cruise passengers who have travelled through the port of Bilbao in recent years has increased globally and exceeds the figure of 86,500 cruisers in 2016. What is clear is the importance of port infrastructure for the development of the sector and the need to offer local tourism services adapted to the trends of the cruise market. The cruise lines themselves continue to bet on the Atlantic destinations and point out that the disparity of destinations within the North of Spain is a new opportunity to increase passenger visits to Bilbao.

In addition, with two years of growth in the outbound Spanish cruise market (to 466,000 passengers last year), and the opening of the port of Bilbao's new cruise terminal, new opportunities for commencing and finishing cruises from Bilbao open up for the future, as more and more international cruise lines position ships in Spanish ports.

OPPORTUNITIES FOR BILBAO AND BIZKAIA

"Pre-cruise", "Post-cruise", "overland" and "excursions", plus of course, the "prescribed cruiser" who likes what he has seen in a few hours and will return to the destination (holidays, longer stays) in the future. The promotion of Bilbao as a cruise destination is a must.

THE BILBAO BIZKAIA CRUISE FORUM GOALS

The BILBAO BIZKAIA CRUISE FORUM will try to present the business opportunities that cruise traffic can offer to Bilbao and its surroundings, with the involvement of the Cruise Companies, consignees and tour operators. The event will focus on how the port and the auxiliary industry have been prepared, present investments in infrastructure, the destination itself and tourist services to ensure the satisfaction of the cruisers, providing knowledge about this industry that stimulates the economies of cruise destinations and boosts the keys to the growth of the industry.

AN EVENT AIMED AT

It is an event aimed at professionals in the port sector, auxiliary industry, travel agencies, institutions related to tourism promotion, as well as managers of hotel services, guides, restaurants, museums, taxis, shops and to all those services that can benefit from the arrival of cruise passengers in Bilbao and its surroundings and that could benefit from this type of vacation.

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PROGRAMME

* Programme subject to change.

09:00h • INAUGURATION - WELCOME SPEACHES

- **Imanol Pradales Gil**, Deputy of Economic and Territorial Development DIPUTACIÓN FORAL DE BIZKAIA
- **Imanol Landa Jauregi**, Mayor of the CITY COUNCIL OF GETXO
- **Asier Atutxa**, Chairman PORT AUTHORITY OF BILBAO
- **Nora Sarasola**, Managing Director BILBAO EKINTZA

09:30h • INTRO

- **Virginia López Valiente**, Managing Director CRUISES NEWS MEDIA GROUP

09:35h • PRESENTATION: THE CRUISE TOURISM WITHIN THE TOURISM STRATEGY OF BILBAO BIZKAIA 2020

- **Asier Alea**, Director of Promotion and Tourism DIPUTACIÓN FORAL DE BIZKAIA

10:00h • PRESENTATION: THE CRUISES IN BILBAO BIZKAIA - PAST, PRESENT AND FUTURE

- **Luis I. Gabiola**, Director Operations, Commercial & Logistics PORT AUTHORITY OF BILBAO
- **Gloria Frau**, Cruise Manager PORT AUTHORITY OF BILBAO
- **David Selby**, Managing Director TRAVELYIELDS CONSULTING

10:30h • SESSION: THE ROLE OF LOCAL SHIP SUPPLIERS

Moderator: **Virginia López Valiente**, Managing Director CRUISES NEWS MEDIA GROUP

- **Garbiñe Naverán**, Managing Director BILBAO PASO A PASO
- **Myriam Guerrero**, Branch Manager SAME SHIP SUPPLIERS
- **Chelo Escabias**, Managing Director NORTH INCOMING SERVICE, S.L.
- **Gloria Frau**, Cruise Manager PORT AUTHORITY OF BILBAO
- **Beatriz González Odriozola**, Head of the Cabinet Office and Airport Services, BILBAO AIRPORT - AENA
- **Iñigo Elguezabal Alesanco**, Branch Manager SUMINISTROS PUERTO Y BAHÍA

11:30h • Coffee Break

12:00h • SESSION: PRESENT AND FUTURE OF BLBAO IN THE CRUISE BUSINESS

Moderator: **David Selby**, Managing Director TRAVELYIELDS CONSULTING

- **Javier Marín**, Itinerary Planning Director PULLMANTUR CRUISES
- **Matthew Agg**, Shore Excursion Manager CRUISE & MARITIME
- **Roberto Cabello**, Business Development Manager OCEANIA CRUISES
- **Raffaella D'Ambrossio**, General Manager COSTA CRUCEROS
- **Emiliano González**, General Manager MSC CRUCEROS
- **Jesús Ramírez**, Business Development Manager NORWEGIAN CRUISE LINE

14:00h • Closing