

Melilla

CRUISE Forum 2018

Tryp Melilla Puerto Hotel

9th
MAY
2018

MELILLA AND THE CRUISE
TOURISM. AN INDUSTRY FOR THE FUTURE.



CALL AND PROMOTE



Collaborate



Organiser



"Cruise Forum" es un producto y
marca de CruisesNews Media Group

**MELILLA AND THE CRUISE TOURISM.
AN INDUSTRY FOR THE FUTURE.**



CRUISE INDUSTRY

There is no doubt that the cruise industry is booming. More than eight million passengers passed through Spain in 2017.

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 90 more cruise ships by 2026.

Last year Melilla Port was visited by 1,224 cruise passengers. And it has the potential to grow still further. This potential for growth is our challenge for the future!

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 Spanish and European destinations and point out that the disparity of destinations within Spain is a new opportunity to increase passenger visits to the city of Melilla.

OBJECTIVE

The aim of the Melilla Cruise Forum is to present the business opportunities that cruise traffic can bring and offer Melilla from the hand of cruise companies, shipping agents, shore excursions agents and cruise industry experts. This debate will focus on how the Port, auxiliary industry, destination and tourism services have been prepared to ensure the satisfaction of cruise lines and passengers while providing knowledge about this industry that stimulates the economies of cruise destinations and provides the keys to the growth of the industry.

THE CONFERENCE IS DESIGNED FOR

MELILLA CRUISE CRUISE FORUM is an event aimed at professionals within the port sector, auxiliary industries, travel agencies, institutions related to tourism promotion, as well as hotel services, tourist guides, restaurants, museums, taxis, shops and all other services that can benefit from the arrival of cruise passengers in Melilla city.

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PROGRAMME:

■ 09:30h • **OPENING SESSION**

- **José Llorca Ortega**, President PORTS OF SPAIN
- **Juan José Imbroda**, President of the CITY OF MELILLA
- **Miguel Marín Cobos**, President MELILLA PORT AUTHORITY

■ 10:00h • **PRESENTATION: THE PORT OF MELILLA AND THE CRUISE TOURISM**

- **Luis José Ayala Navarro**, Director MELILLA PORT AUTHORITY

■ 10:30h • **PRESENTATION: STATE OF THE WORLDWIDE AND SPANISH CRUISE INDUSTRY**

- **Emiliano González**, President MSC CRUISES SPAIN representing CLIA (Cruise Line International Association)

■ 10:45h • **PRESENTATION: HOLLAND AMERICA GROUP**

- **Chris Martin**, Port Operations Director HOLLAND AMERICA GROUP, SEABOURN and PRINCESS

■ 11:00h • **Coffee Break**

■ 11:30h • **PRESENTATION: THE ROLE OF LAND OPERATORS IN THE CRUISE INDUSTRY SHIP AGENT SERVICES AND SHORE EXCURSIONS**

- **Fátima Traikia**, Shoreside Department BC TOURS SHORESIDE & PORT SERVICES

■ 12:00h • **PRESENTATION: DEVELOPING A CRUISE DESTINATION**

- **Luis de Carvalho**, CEO BERMELLO AJAMIL & PARTNERS EUROPE

■ 12.15h • **PRESENTATION: PORT OF CARTAGENA: A SUCCESSFUL CASE STUDY**

- **Fernando Muñoz**, Commercial Director CARTAGENA PORT AUTHORITY

■ 12:30h • **SESSION: CRUISE TOURISM, A YOUNG INDUSTRY WITH ENORMOUS POTENCIAL FOR GROWTH**

Moderator: **Virginia López Valiente**, CEO CRUISES NEWS MEDIA GROUP

- **Emiliano González**, President MSC CRUISES SPAIN
- **Mario Sennacheribbo**, CEO BC AGENCY
- **Monica Georgiou**, Operations Manager COLUMBIA CRUISE SERVICES
- **Leire Azcuna**, Senior Manager Itinerary Planning PULLMANTUR CRUISES

■ 14:00h • **Closing**

Attendees are invited to a cocktail-lunch after the event.