

Santander

CRUISE Forum 2018

Venue: Botín Centre

28th
JUNE
2018

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



CALL AND PROMOTE



Puerto de Santander



Autoridad Portuaria de Santander

Cantabria
Infinita



GOBIERNO
de
CANTABRIA

Collaborate
GENIKU
BOTÍN
CENTRE

Organiser
CruisesNews
MEDIA GROUP
Where the cruise things are...

"Cruise Forum" is a registered Brand and
Product of CruisesNews Media Group

SANTANDER 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 Santander Port was visited by 14,663 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 Santander.

OBJECTIVE

The aim of the Santander Cruise Forum is to present the business opportunities that cruise traffic can bring and offer Santander 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

SANTANDER 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 Santander city.

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



PROVISIONAL PROGRAMME:

09:30h • **INAUGURACIÓN "SANTANDER CRUISE FORUM 2018"**

- **Jaime González López**, Presidente AUTORIDAD PORTUARIA DE SANTANDER
- **Virginia López Valiente**, Directora General CRUISES NEWS MEDIA GROUP

10:00h • **PRESENTACIÓN: LA INDUSTRIA DE CRUCEROS - DATOS Y MAGNITUDES**

- **Alfredo Serrano**, Director CLIA ESPAÑA (Asociación Internacional de Líneas de Cruceros)

10:30h • **CASO DE ÉXITO: CARTAGENA DESTINO DE CRUCEROS**

- **Fernando Muñoz**, Director Comercial AUTORIDAD PORTUARIA DE CARTAGENA

11:00h • **Coffee Break**

11:30h • **PRESENTACIÓN: EL PAPEL DEL OPERADOR DE CRUCEROS - LA NAVIERA EN DESTINO**

- **Ramiro Cobo**, Director División de Cruceros PEREZ Y CIA GROUP

12:00h • **MESA REDONDA: EL TURISMO Y LA INDUSTRIA DE LOS CRUCEROS**

- Moderadora: **Virginia López Valiente**, Directora General CRUISES NEWS MEDIA GROUP
- **Emiliano González**, Presidente MSC CRUCEROS ESPAÑA
- **Agustin Quesada**, Director MUNDOMAR CRUCEROS - CUNARD, P&O, PRINCESS CRUISES
- **Raffaelle D'Ambrossio**, Director General COSTA CRUCEROS ESPAÑA Y PORTUGAL
- **Yolanda Pelayo**, Senior Manager Shore Excursions Ops. PULLMANTUR CRUCEROS
- **Mario Sennacheribbo**, CEO BC AGENCY

13:30h • **CLAUSURA**

- **Gema Igual**, Alcaldesa SANTANDER
- **Francisco Martín**, Consejero de Industria, Innovación, Comercio y Turismo GOBIERNO DE CANTABRIA