



Premium and Luxury Cruise Industry leaders to gather at Port of Santander to celebrate the Santander Cruise Forum

**Following up the previous 2018 edition, the event will bring along luxury
and premium cruise industry community professionals to reinforce
Santander as a top luxury destination in the North of Spain**

Madrid, April 26, 2019. PR - The Port Authority of Santander together with Santander's City Council and CANTUR, Tourism Office of Cantabria, have announced the second edition of the Santander Cruise Forum, Premium and Luxury Cruises, on May 8 following up on the first event that took place on June 28, 2018. On its second edition, the Forum contributes to enhancing Cantabria as cruise tourist destination in Europe, and positioning Santander as a pivotal city for luxury cruising. The event will be held at the Botín Centre in Santander.

As cruise tourism Public Relations, Public Affairs and events specialists, Cruises News Media Group prides itself on having one the best networking cruise industry management professionals, media and travel agent relations in the cruise business. The company is split into three core divisions – Printed and online publications, PR and PA strategic advice and MICE.

Cruise News owns and organizes, among many other exclusive events, the International Cruise Summit, one of the top leading recognized business-to-business cruise conferences around the world, that brings along and gather the top line and most relevant cruise industry community professionals every year.

This forum will attempt to analyse the emerging premium and luxury segment, the value proposal it offers, and how to adapt products and services to its requirements, with the involvement of cruise lines, consignees and experts from the sector, which includes executives from **Silversea Cruises, Ponant, Seadream Yacht Club** and **MSC Cruises**, as well as the wholesalers and multi brand business representatives of cruise industry brands such as **Mundomar Cruceros, StarClass**, in addition to **Pérez y Cía** and **Intercruises** as **relevant cruise ship agents**.



The cruise industry has grown exponentially in recent decades, and the times when cruising was a luxury aspirational only reserved for those from the elite are gone. Currently, most cruises are aimed at middle or upper-middle class audiences, and only a handful of companies offer services and exclusiveness aimed at potential first timers and repeaters with a very high purchasing power.

An adequate port infrastructure is a paramount requirement, as well as the ability to provide cruise lines with special consignment and provision services for luxury and Premium cruises.

However, this must be reinforced with local tourist services adapted to the demands of the passengers of these cruises, because the economic benefit can be much greater if the services provided live up to their expectations.

The port of Santander and its institutions want to consolidate the positive passenger trends from cruise operations arriving in Santander. Consequently, all public authorities are keen in developing initiatives in several areas to keep up with positive growth.

Santander Cruise Forum will provide a very educational understanding of this powerful and emerging sector of the cruise industry at the hand of experts and professionals. The Forum will provide not only a good understanding of the differences between the premium and luxury cruise companies, but also how some companies are offering a ship within a ship. A place where you can savour exclusivity and privacy in a world of choice. Where you can indulge in the luxury of a private club, while enjoying access to the myriad of recreation and entertainment possibilities that the rest of the ship offers.

This event is aimed at professionals within the port industry, supply chain, travel agencies, tourist public institutions related, as well as hotel services, restaurants, museums, shops, tour guides, and generally speaking, all those who can benefit from the arrival of premium and luxury cruise passengers in Santander or who want to expand their knowledge about this industry.

The forum will take place on May 8 from 9:00 a.m. to 1:45 p.m. at the Botín Centre. Registration is free.

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