



HM Government of Gibraltar

Ministry of Tourism, Employment,
Commercial Aviation and the Port

PRESS RELEASE

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50th MEDCRUISE GENERAL ASSEMBLY

The 50th MedCruise General Assembly is taking place from 14th to 17th June 2017 in Gibraltar.

During the General Assembly meeting, MedCruise member representatives together with other esteemed guests will discuss the latest developments of the cruise sector, as well as the implications and prospects of cruising in the Mediterranean and its adjoining seas.

In line with the MedCruise tradition, all regular and associate members will have a first class opportunity to discuss the developments in the region, while they will also devote time in B2B meetings and interactive workshops with cruise line executives.

There are approximately 120 delegates attending from the member ports. This is the second time that Gibraltar hosts the General Assembly, the last time was in 2006. MedCruise hold General Assemblies twice a year. The next meeting will be held in Toulon in October.

During the event delegates will also be able to get to know Gibraltar and all it has to offer as a preferred port of call. All the delegates have been invited to the Queen's Birthday Parade and the Board of Directors of MedCruise have been invited to the Garden Party.

The delegates are made up of the MedCruise Secretariat, Board of Directors, member ports and Associate members. There are also cruise company delegates and cruise industry press participating.



Kristian Pavic, MedCruise President said, "It is with great pleasure to return to Gibraltar, a destination offering premier cruise opportunities, and celebrate together the 50th edition of the MedCruise General Assembly. In 2016, MedCruise membership welcomed 27, 4 million cruise passenger movements and 13.500 cruise calls. The Mediterranean and its adjoining seas is a most attractive region for cruise and has all the potential to grow further. This week in Gibraltar, cruise ports and partners will discuss with cruise lines executives how to achieve sustainable growth of cruise in the region and further benefit from it"

Thanos Pallis, MedCruise Secretary General added, "Set up in 1996, MedCruise has grown to a membership of more than 100 ports in 20 countries and 34 associate members. Our General Assembly has emerged as a major cruise event in the Mediterranean and its adjoining seas, bringing together cruise ports, their partners and invited cruise lines. Plenary sessions, B2B meetings and dedicated interactive workshops and networking will allow over 100 participants to shape together a most productive future for all"

Minister for Tourism and the Port, Gilbert Licudi QC said, "MedCruise is one of the most respected Associations of its kind and we are proud to be a founding member. The work of the Association is crucial in ensuring that Gibraltar stays at the forefront of this very competitive industry. We are honoured that the Association has chosen to meet here for the second time in its 21-year history. I have no doubt that we are providing an excellent welcome to the members and the excellent facilities for them to carry out their work in a productive manner over the next few days. Hosting the meeting is another evident step taken by the Government to support this industry, which is so valuable to our local tourism, leisure and retail businesses."

Set up in Rome on the 11th of June 1996, MedCruise is the Association of Mediterranean Cruise Ports. Gibraltar is a founder member of the Association. MedCruise's mission is to promote the cruise industry in the Mediterranean and its adjoining seas. The Association assists its members in benefiting from the growth of the cruise industry by providing networking, promotional and professional development opportunities.

Today, the association has grown to 72 members representing more than 100 ports around the Mediterranean region, including the Black Sea, the Red Sea and the Near Atlantic, plus 32 associate members, representing other associations, tourist boards and ship/port agents.

<http://www.medcruise.com/>