

MAKING THE MOST OF SEATRADE EVENTS AND PUBLICATIONS

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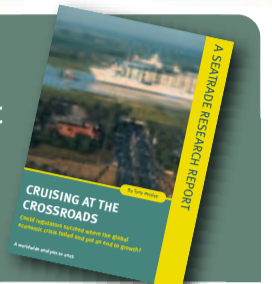


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## Cruising the Med is hot!

The Mediterranean continues to grow as a global cruise destination and is fast becoming a favourite hotspot.

In a US-based travel agent survey by Cruise Lines International Association (CLIA) in late 2009, agents said they were optimistic about the coming year, with 76% anticipating an increase in sales and another 11% expecting to hold even with 2009. Cruising continues to rank No. 1 among consumers for perceived value, vacation interest and, for agents, ease in selling, the survey found. Interestingly, the Mediterranean leads 'hot' destinations - those drawing greater consumer interest - followed by the Caribbean.

This is borne out by the growing new activity in the Mediterranean. Ten of the newbuilds delivering in 2010, accounting for almost 18,000 lower berths, will be calling at Mediterranean ports this year. High profile arrivals include post-Panamax vessels 122,200gt Celebrity Eclipse, third in the Solstice series from Meyer Werft and set for service from Southampton, and P&O Cruises' 116,000gt Azura, from Fincantieri's Monfalcone yard. Azura is the sister of 2008's Ventura and

introduces an open-air cinema, an open-air spa terrace and single staterooms to the P&O brand.

The first two deliveries of the year, both already sailing are the 71,100gt AIDAblu, fourth in a six-ship series from Meyer Werft, and the 92,700gt Costa Deliziosa, sister of 2009's Costa Luminosa. After completion at Fincantieri's Sestri Ponente yard, Costa Deliziosa sailed through the eastern Med before heading through Suez to be christened in Dubai.

The 93,300gt MSC Magnifica, being named this month, is fourth in MSC Cruises' Musica class, while Holland America Line's 86,600gt Nieuw Amsterdam, the sister of 2008's Eurodam, will emerge from Fincantieri's Marghera yard in July. Later in the year Cunard Line's 92,000gt Queen Elizabeth is due from Fincantieri's Monfalcone facility as the second largest Cunarder ever built, after Queen Mary 2.

As if proof were needed - the Mediterranean is most definitely on our hot lists as we begin the new decade.



## Exhibitor spotlight

Here is a selection of exhibitors that will be joining us in Cannes later this year, for Seatrade Med, 30 November – 2 December, with an update on their current news and activities. [www.seatrade-med.com](http://www.seatrade-med.com)



**KRAL AG** is a leading international manufacturer of high quality positive displacement pumps and flowmeters for all kinds of marine fuels and lube oils. KRAL pumps offer high capacity, high differential pressure and compact design. KRAL pump solutions can handle HFO as well as DMA and DMB fuels according to low sulfur fuel requirements in the USA and in Europe. The KRAL Volumeter® is the most precise displacement flowmeter for accurate fuel consumption measurement even in harsh industrial applications. In short, we are a reliable and flexible partner for unique and tailor made system solutions. For more information visit [www.kral.at](http://www.kral.at).



**Cruise Iceland** is an umbrella organisation made up of 26 companies, including 11 ports all around the country. The group's aim is to co-operate and pool its resources wherever possible, not only to have a louder voice on the international stage, but also to make Iceland as easy and convenient as possible for cruise ships and the companies that operate them. Icelanders have always known their country is unique and special, but now the world has discovered this and the number of visitors keeps rising year-on year, with 80 cruise calls and 68,000 passengers in the summer 2009. Cruise Iceland looks forward to welcoming cruise passengers to sample this magnificent country first hand.



**Atlantic Alliance – Europe's Prime Cruise Destinations**  
The Atlantic Alliance region stretches from Germany to Portugal giving cruise passengers the chance to discover 17 top tourist destinations including Europe's most remarkable capitals such as Berlin, Amsterdam, Brussels, London, Paris, Madrid and Lisbon. These destinations represent the real European flair and stand for rich history, abundant culture, exquisite food and wine, sophisticated events and great shopping.



**Fidelio Cruise Software GmbH** leads the market in the design, installation and support of IT systems for effective passenger and crew handling and optimised inventory control in the cruise ship industry. Our main product lines include: Ship's Property Management System; Fleet Management System; Materials Management System, Micros-Integrated Points of Sale. The company's latest additions are: Crew Management System - comprehensive crew management software to support both shoreside and shipboard human resource operations and FC Retail-POS- specially designed for the dynamic and challenging sector of shipboard retail operation. The company operates a 24-hour global support network that is available every day of the year.



**South Corsica, So relaxing, So close.**

The Chamber of Commerce & Industry of Ajaccio & South Corsica is your ideal partner at the heart of the Mediterranean



cruise market! Our prime aim is to provide the highest levels of service, comfort & security for cruise lines & ships. Because we manage four commercial ports, two international airports & a conference & exhibition centre, we are able to offer the most comprehensive range of services for our destination. Hospitality is a legendary tradition in Corsica and there's so much for your customers to see and do. Our island is an outstanding natural sanctuary, combining an incredible range of mountain and marine landscapes that has seen the development of a huge variety of "green itineraries". We are proud to welcome 350 calls from new ships this season.

For more information concerning the ports of South Corsica please contact: [cruise-infos@sudcorse.cci.fr](mailto:cruise-infos@sudcorse.cci.fr)



## Unlocking the growth potential of the Asia region

**24 - 25 June 2010**  
Shanghai Port International Cruise Terminal  
[www.asiacruiseconvention.com](http://www.asiacruiseconvention.com)

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