



Ports of Barcelona, Marseilles and Genoa

***Barcelona Marseilles and Genoa
Your Safest Choice
for your Perfect Cruise
in the Mediterranean***

Intermed Ports in Miami - The Palms Hotel - 9 September 2003



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Introduction

Order of speakers:

Joaquim Tosas

President Port Authority of Barcelona

Giuliano Gallanti

President Port Authority of Genoa

Jacques Truau

President Port Authority of Marseilles

Juan Madrid

President of Medcruise

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Joaquim Tosas
President Port Authority of Barcelona

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- **Intermed**

- **Association founded in 1998**
- **Ports: Barcelona, Marseilles and Genoa.**
Located within a radius of 356 miles.
- **Initial objective:**

***“To highlight the potential that
the Mediterranean ports
represent to the EU in terms of cargo”***

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- **Intermed in Miami**
 - Evolution of the cruise industry in the Med.
 - Importance of the 3 ports for cruise lines.
 - Latest improvements in the 3 ports to meet cruise lines requirements/needs.
 - Objective of the presentation:
“To promote Intermed ports as cruise destination in terms of quality, security, safety and state-of-the-art facilities”

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- **Evolution of the cruise concept I**
 - **From transport to pleasure:**
 - **Beginning 20th Century: ship = means of transport.**
 - **70s: birth of the JUMBO.**
 - **90s: increase of elite cruise offer (Med).**
 - **Last 10 years: spectacular growth.**
 - **Consolidation of the market**
 - **Strength and health of the business**
able to overcome impacts such as
September 11th.

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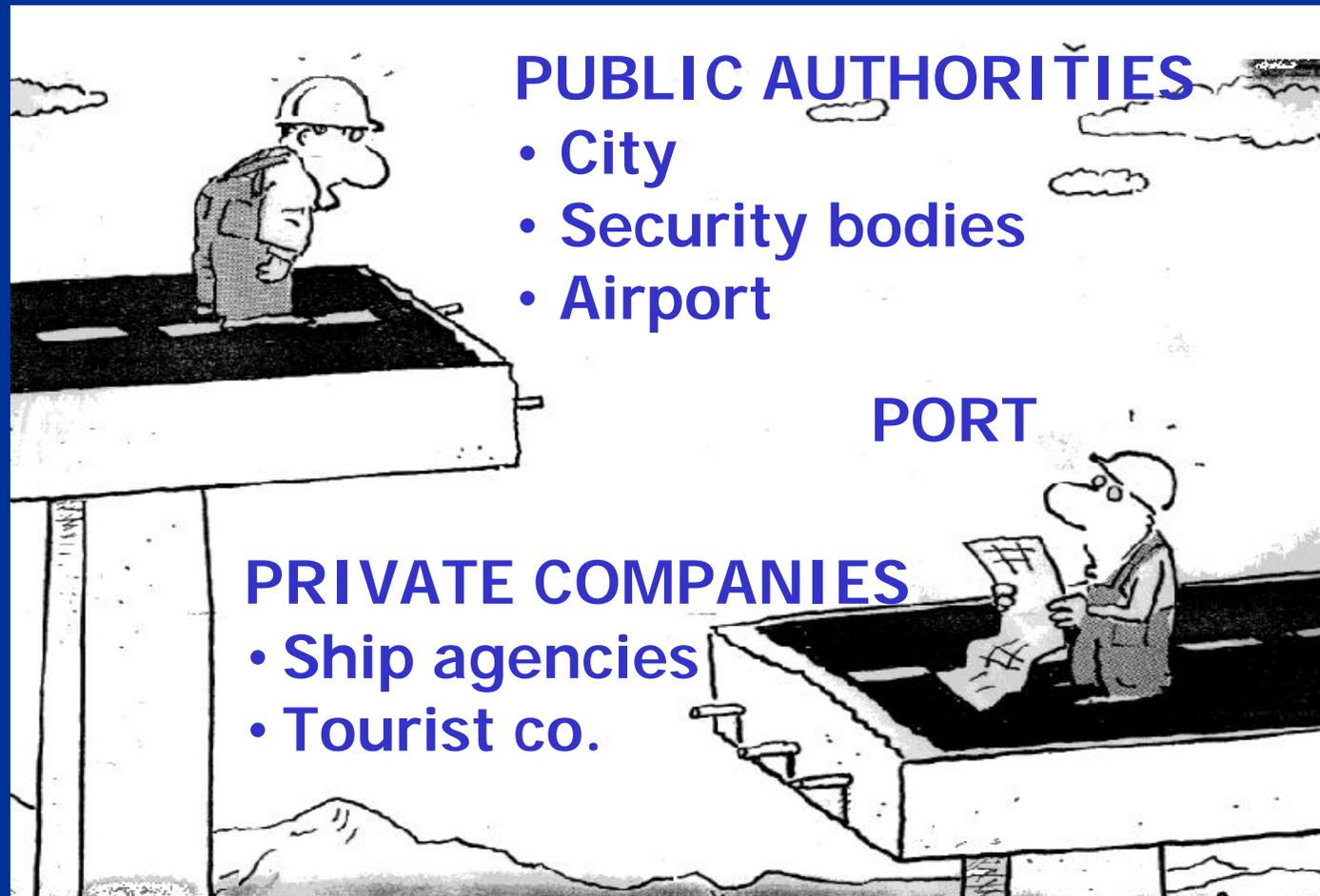
- **Evolution of the cruise concept II**
 - **Why this increase in popularity?:**
 - Cruise lines focus on market demand
 - Pricing policy
 - Different itineraries
 - New markets (Europe)
 - Bigger ships
 - Niche markets
 - **Market demand:**
 - Efficient and safe port
 - Ship = attraction herself
 - Attractiveness of city
 - Good means of transport

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COORDINATION



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- **Intermed Ports**
 - **Offer**
 - **Efficient and safe port facilities**
 - **Attractive destinations**
 - **Good means of communications**
 - **WW Recognition (awards)**
 - **Genoa: Most Improved Port Facilities**
 - **Marseilles: Most Responsive Port**
 - **Barcelona: Best Turnaround Port and Most Efficient Operator.**

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