



CRUISE INDUSTRY LEADERS CONVERGE AT POSIDONIA SEA TOURISM FORUM TO DISCUSS INDUSTRY'S CHALLENGES AND POTENTIAL

The **7th Posidonia Sea Tourism Forum** will bring together top executives and industry leaders from the international cruise sector to discuss the challenges and potential of the industry and highlight the importance of the Southeast Mediterranean region and the need for new destinations to keep pace with the industry's rapid growth and emerging trends.

To be held on **25-26 April** in **Thessaloniki's** Makedonia Palace Hotel, the biennial event comes at a time when the cruise industry is looking to fully recover from the pandemic and chart a path towards a sustainable future.

The high-ranking participation of CLIA at the event is a testament to the importance of the region and the need for new destinations and markets to emerge.

The forum is set to feature a high-profile line-up of speakers and the keynote speech will be delivered by **Pierfrancesco Vago, CLIA Global Chair and Executive Chairman of MSC Cruises.**

Wybcke Meier, CEO of TUI Cruises, who has also confirmed her presence at the event, emphasized the importance of sustainable cruising and integrated planning. "Cruising is a sustainable mode of travel, and together with the ports and destinations, we will continue to develop while taking everyone's interests into account - through integrated planning and better management of guest flows."

The speakers will focus on a number of key issues including destination delivery, the development and upgrade of port and tourism infrastructure to encourage and enable growth, the need to properly assess the economic benefit and environmental impact for a given destination and the capacity for shore-side electric power-connectivity, amongst others. They will also discuss the challenges of berth reservation and assignment, particularly in marquee ports with limited berthing ability.

With a line-up of top industry executives, the Posidonia Sea Tourism Forum is poised to generate significant interest and provide valuable insights for all participants.

Confirmed speakers include: **Manolis Alevropoulos,** Vice President, Celebrity Cruises, **Spiros Almpertis,** VP Port Operations, Itinerary Planning and Fuel Management, Crystal Cruises, **Figen Ayan,** President of MedCruise, **Michele Bosco,** Manager Shore Excursions Mediterranean, North Africa & Black Sea, Holland America Group, **Linden Coppell,** Vice President Sustainability & ESG of MSC Cruises, **Aziz Gungor,** East Med Ports Regional Director, Global Ports Holding PLC & General Manager, Kusadasi Cruise Port, **George Koumpenas,** President of Hellenic Cruise Ship Owners & Associated Members' Union, **Ukko Metsola,** Vice President, Government Relations, EMEA, Royal Caribbean Group, **Marie-Caroline Laurent,** Director General of CLIA Europe, **Athanasios Liagkos,** Executive Chairman of the BoD & Managing Director, ThPA SA, **Minas Papadakis,** Chief Executive Officer, Heraklion Port Authority, **Theodora Riga,** Chief Commercial Officer & Strategic Communications Director, ThPA SA, **Mark Robinson,** Senior Vice President Cruise Operations, Scenic Luxury Cruises and Tours, **Chris Theophilides,** CEO, Celestyal Cruises, **Constantine Venetopoulos,** Director of Communications & PR, Variety Cruises and **Yu Zenggang,** Chairman, Piraeus Port Authority SA.



The event promises to be an opportunity for the cruise industry to come together and find solutions for the challenges facing the sector.

Theophilides, Celestyal Cruises, commented: "We are delighted to participate in this year's Posidonia Sea Tourism Forum, particularly as it takes place in our homeport of Thessaloniki, an up-and-coming city that has plenty to offer visitors in the way of history, culture and unrivalled gastronomy. As Greece and the Eastern Mediterranean are our home, we look forward to constructive dialogue between the authorities and cruise companies to ensure sustainable development within the area which will benefit both the national and the local economy."

Almpertis, Crystal Cruises, said: "I am very happy to participate in the Posidonia Sea Tourism Forum which is a key event for cruise and passenger shipping in Greece, the Eastern Med and the Black Sea. We can gain advantage by meeting great leaders from all sectors of the cruise industry, such as owners, governmental authorities, ports and port agents, and altogether we can explore ways of developing the importance of every brand service level and what the expectation is."

Bosco, Holland America Group, added: "I expect to meet and reconnect with international industry leaders and authorities, and possibly tie new business relations. Furthermore, I look forward to discussing topics and challenges of common interest and learn of the most recent ship's industry innovations. Meeting professionals from every sea tourism sector, interchanging viewpoints and new ideas is not only beneficial to everyone's business, but also very rewarding."

CLIA Europe highlights the importance of the event as it is organising a session titled **'Pathways to Net Zero'** to offer practical examples of implementation and a guide through the maze to net zero. The session will cover topics ranging from decarbonisation, port infrastructure and safety requirements to the Poseidon principles. The imperative need to decarbonise is a challenge faced by the entire maritime sector, and the cruise industry has stated its commitment to pursuing net zero carbon cruising by 2050. The session will explore the pathways available to achieve net zero and the challenges that need to be overcome. The three pillars of Environmental, Social, and Governance (ESG) offer a framework to measure and understand how sustainably an organisation is operating, and the session will provide insights on how these principles can be put into practice.

The Posidonia Sea Tourism Forum will also host the **'YES to SEApping Forum 2023'** to reach out to the younger generation in Thessaloniki. The forum aims to inform young people about the evolving Blue Economy by covering both the Shipping and Sea Tourism industries. The forum has invited representatives of shipping organisations and institutions so that the young participants from northern Greece can gain a global view of the breadth of the industry and the opportunities that shipping offers across its entire spectrum.

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SKY EXPRESS RETURNS TO POSIDONIA SEA TOURISM FORUM TO EXPLORE TIES WITH CRUISE INDUSTRY

Greek airline **SKY express** is returning to the Posidonia Sea Tourism Forum for the second time, hoping to strengthen ties with the cruise industry. SKY express has been on a steady upward trend, with the addition of two AIRBUS A321neo aircraft in the second quarter of 2023, enabling the airline to connect the world with 34 enchanting Greek destinations. The company's **Chief Commercial Officer, Gerasimos Skaltsas**, said: "SKY express serves a constantly growing network of international destinations, through which travellers can access with ease and flexibility 34 enchanting Greek destinations and come closer to the products of the cruise industry, which is definitely the fastest growing category within the leisure market." Skaltsas added that specific agreements with a series of tour operators will enable SKY express to evaluate the volume coming from the cruise industry. Furthermore, with a significant number of the world's cruise passengers taking flights before and after their cruise holidays, both industries stand to benefit from focused synergies and cooperation. SKY express will join the Posidonia Sea Tourism Forum 2023 with the belief that it is an excellent opportunity to enrich and strengthen relationships with the industry's top players, leading to synergies that would benefit Greece's touristic product.

SKY express is offering delegates, exhibitors and visitors a **15% discount** on fares to Thessaloniki when booking their tickets on www.skyexpress.gr using promo code **POSIDONIAFORUM23**.

MACEDONIA - DO SOMETHING GREAT

The **Region of Central Macedonia** will have its own exhibition stand at the Posidonia Sea Tourism Forum, which aims to promote its unique historical and cultural heritage and highlight its rich tourism product comprising mythical mounts, legendary archaeological sites, sandy beaches, crystal clear seas and picturesque lakes and rivers. "This incredible collection of sights, sounds and tastes provides a perfect opportunity to cruise tourists who arrive at Thessaloniki's modern cruiseport every year to experience the magic of a region with great history and a very promising future," said **Apostolos Tzitzikostas, Governor of the Region of Central Macedonia**. "Hosting the 2023 PSTF in our welcoming city presents us with a great opportunity to showcase our unique tourism product to some of the world's most important cruise industry decision makers, aiming to establish Greece's second biggest port as a key gateway for cruise tourism in the wider region."



OUR MISSION IS NO EMISSIONS

The delegation of the **Heraklion Port Authority (HPA)**, participating at this year's Posidonia Sea Tourism Forum (PSTF) in Thessaloniki, plans to promote a highly ambitious development project designed to transform Heraklion port into a green port with the creation of ship electrification facilities (Cold Ironing). HPA plans to optimise its sixth consecutive participation at PSTF through face-to-face networking opportunities with key stakeholders, share information about the port's activities and acquire knowledge and learnings from the plethora of panel discussions and presentations that will be delivered over the two-days of the event. "The cruise industry is very important for Heraklion Port Authority, though it's not the main source of revenue. There are still plenty of prospects for the port to fully benefit from the growth of the industry. Our mission is No Emissions!" said **Minas Papadakis, CEO**. "The port's electrification project is aimed at reducing the environmental footprint of vessels with high energy needs such as cruise ships, while simultaneously upgrading and modernising the port facilities, through energy transformation and a shift to 'green' forms of energy."



NEW CRUISE ITINERARIES BY NAVIGATOR TRAVEL

The Posidonia Sea Tourism Forum has been the one and only cruise related forum that brings the quality of excellence that the Posidonia brand has created over the years, according to **Andreas Stylianopoulos, President of Navigator Travel Ltd**, which has been exhibiting at PSTF since the event's inception in 2011, to strengthen brand awareness, network and get together with the cruise companies it represents. At Thessaloniki this April, the Athens-based travel agency which specialises in the cruise sector, will promote selected cruise products of Royal Caribbean International and Celebrity Cruises, Azamara and Silversea Cruises. Highlights include Royal Caribbean itineraries from Greece, with the Enchantment of the Seas during this season and with the Voyager of the Seas for 2024, as well as Celebrity Cruises' itineraries with the Infinity, starting and ending from Piraeus for next year as well. "The cruise sector is very important to our business, as we offer new shore excursions and new itineraries for the cruise lines that we work with. We have capitalised on the growth of the cruise industry and Greece has a unique destination advantage to offer," said Stylianopoulos.

KATRADIS GROUP TIES THE KNOT WITH CRUISE INDUSTRY

KATRADIS Group of companies, a leading manufacturer of quality marine supplies, will participate in the 7th Posidonia Sea Tourism Forum for the first time in the event's history. During the event, the company will showcase its latest product, the R.S.B. Synthetic Mooring Ropes, which are designed to reduce the risk of injury or damage to passengers and crew during mooring operations. **Akis Zygouris, Marketing/Product Manager at KATRADIS**, said, "The cruise industry is a significant sector in the global travel and tourism industry, and we're delighted to participate and support the Posidonia Sea Tourism Forum. Our Synthetic Mooring Ropes, are made with special construction and materials that enable them to absorb energy and reduce the likelihood of sudden snapping or recoiling. Their use can enhance safety and reduce the risk of costly accidents." KATRADIS' deep commitment to delivering exceptional services and specialized products, demonstrated through the establishment of a specialised department catering to the unique needs of the cruise industry, has made the company a preferred supplier for all major shipping companies worldwide. The addition of R.S.B. Synthetic Mooring Ropes to the company's product line further emphasizes KATRADIS' dedication to enhancing safety and reducing risks in the maritime industry.

DAVELOR'S DEBUT

Davelor Ships Services is a shipping services provider at all main touristic ports in Greece with a main focus on the cruise industry. The company, which maintains offices in Piraeus and Thessaloniki, will participate as an exhibitor at Posidonia Sea Tourism Forum for the first time this April in order to promote its wide range of services that include crew handling, spare forwarding and logistics, technical & repair support and medical services. "The cruise industry is responsible for a significant part of our client portfolio and revenue stream, therefore this event is a great occasion for Davelor Ships Services to showcase its offering in front of a captive audience of key decision makers who represent the entire spectrum of the sea tourism sector," said **Athina Davelopoulos, Assistant Manager**. "Each year we handle a remarkable number of cruise vessel calls all over Greece, and this is something that makes us feel proud about our contribution to the Greek tourism industry, which is expected to flourish during 2023".



DEDICATED HEALTHCARE SERVICES FOR MARINERS AND CRUISE PASSENGERS

Athens Medical Group (AMG) and its Thessaloniki-based branch European Interbalkan Medical Centre returns to Posidonia Sea Tourism Forum for the third time, as part of the tertiary healthcare provider's efforts to inform the maritime community about the launch and expansion of office and healthcare facilities in port and waterfront destinations where it caters to the medical needs of maritime office staff, crews and passengers. Specifically, the company's Port Health Services Department in Piraeus Miaoulis Cruise Terminal is being created in order to offer comprehensive case management, coordinating all types of cases. For this purpose, it will provide an ambulance and a private patient-transport vehicle from Piraeus Port to its hospitals. And at a dedicated Maritime Clinic in its Palaio Faliro Clinic (PFC), the company delivers emergency and non-emergency services to the maritime industry. The facility is located close to Piraeus Port and includes an upgraded Maritime Clinic in its premises. "We are also currently in the process of creating an application that will provide direct access to our services and which will prove to be an invaluable tool for the cruise-maritime sector where speed of communication and distance are two key parameters," said Medical Doctor **Christina Doubali, Head of the International Patient Center of Athens Medical Group**.

The Return to Growth: Challenges ahead for Cruise Lines and Destinations

DAY 1

Tuesday 25 April 2023

STATE OF THE INDUSTRY: The Crucial Role of the Mediterranean in Post-Pandemic Cruising

- After the traumatic period of the pandemic, how is the cruise restart in the Mediterranean progressing?
- Given that many European destinations experienced very high arrival numbers in the second half of 2022, is it correct to assume cruising will be able to reach 2019's record levels soon?
- The long pause in cruise operations instigated a wide range of damage control maneuvers that called for significant fleet, corporate and financial restructuring. When can we begin to talk about a full recovery for the cruise industry?

Growth Challenges for Cruise Lines and Destinations

- As tourism begins to regain its pre-pandemic rhythm, sustainability and overcrowding challenges will also return to the forefront for many popular destinations. How will this impact on future itinerary design and guest satisfaction?
- Is berth allocation enough of a solution to ease pressure on marquee destinations?
- Alternatively, could cruise lines, central & local governments, private sectors and ports cooperate to develop and promote enough destination alternatives to better disperse call traffic and mitigate the impact on marquee ports?
- How can public and private investments be channeled toward port and tourism infrastructure development more effectively? What are the key areas to focus on so as to ensure a given destination's capacity to meet both operational needs and passenger expectations in a satisfactory and sustainable way?

CLIA EUROPE Session Pathways to Net Zero



- The imperative to decarbonize is a challenge faced by the entire maritime sector. The cruise industry has stated its commitment to pursuing net zero carbon cruising by 2050. What are the pathways available to achieve net zero, and what are the challenges that need to be overcome?
- The three pillars of Environmental, Social, and Governance (ESG) offer a framework to measure and understand how sustainably an organization is operating. How can these principles be put into practice?
- Covering topics ranging from decarbonization, port infrastructure and safety requirements, to the Poseidon principles, this session will offer practical examples of implementation, and a guide through the maze to net zero

Thessaloniki Port Visit

(For Speaker, Delegates & Press | pre-registration required)

[For more information on the speakers
please visit the official website](#)

DAY 2

Wednesday 26 April 2023

Infrastructure Solutions for Ports - Environmental & Sustainability Challenges

- What are the required actions for cruise ports to be able to comply with the EU's "Fit for 55" 2030 deadline for reduced greenhouse gas emissions? What exactly is required in the case of very small transit cruise ports and islands?
- What fixed docking solutions are there to accommodate larger ships in smaller ports and islands without impacting on the destination's aesthetic value and distinct characteristics?
- If only a tender approach is possible, what solutions are there to improve anchorage conditions, safety, comfort and overall passenger experience?
- How can multi-purpose smaller ports adapt to seasonal cruise calls? How effective is the use of moveable infrastructures?

The Appeal of Venturing to Non-Mainstream Destinations: Luxury & Expedition Cruising leading the Way

- The smaller sized cruise ships operated by luxury and expedition brands are capable of calling at a much wider range of cruise ports. Does the inclusion of more lesser-known and frequented destinations enhance itinerary appeal and overall guest satisfaction?
- Some of these newer cruise destinations may lack the tourism sophistication and infrastructure of more popular ports, but they can offer genuine travel experiences. Is this a plus or a minus for a luxury brand?
- New trends in cruiser expectations include more active shore experiences, as well as tours that focus on sustainability, environmental sensitivity, deeper immersion into local culture and other special features unique to a given destination. How important is the ability to offer such an array of shore options to niche cruise lines?

The Public Image of the Super Yacht Industry and the Reality behind the Industry

Organised by the European Committee for Professional Yachting (ECPY) and the Hellenic Committee for Professional Yachting (HCPY)



- The value yachting brings to communities
- The employment opportunities yachting offers
- Consolidating the public image of yachting versus the reality of yachting
- Environmental impact of yachting

CRUISE SALES: How can Travel Agents benefit from increased demand for Cruise Holidays

Parallel Workshop in association with CLIA and FedHATTA, the Federation of Hellenic Associations of Tourist & Travel Agencies

YES to SEApping Forum 2023

"YES to SEApping Forum 2023" aims to inform young people about the evolving Blue Economy by covering both Shipping and Sea Tourism Industries, two sectors of crucial importance for the economy and development of our country.

"YES to SEApping Forum 2023" has invited representatives of shipping organizations and institutions so that the young participants of Northern Greece can gain a global view of the breadth of the industry and the opportunities that shipping offers across its entire spectrum.

