

# PROGRAMME



**MEDCRUISE  
GENERAL  
ASSEMBLY**

13-16 NOVEMBER 2013 ALANYA



**Kerim TAÇ**  
President of Alidaş



*First of all, a very warm Turkish welcome to Alanya and to the 43rd MedCruise General Assembly.*

**I**t is our great pleasure to welcome you all to Alanya for the first ever MedCruise General Assembly held in Turkey. We are delighted and honoured to host this prestigious international event in one of the most ancient ports in the “Mare Nostrum”.

The assembly is of great importance to the cruise industry. It offers an ideal platform to discuss the opportunities and challenges facing the industry in the Mediterranean, and provides a unique forum for networking with friends and colleagues.

Thanks to its location, heritage, beauty and climate, Alanya is an ideal port of call for ships cruising the Eastern Mediterranean. On an ancient trade route, this historic Turkish Riviera port is now a cultural gateway, major resort and cruise tourism crossroads. It currently attracts around 2.5 million visitors each year.

As the Mediterranean's share of global cruise business grows, Turkey is an increasingly popular all-year-round destination. We hope and expect that cruise tourism will continue to increase in its importance to Alanya and to Turkey.

It is a privilege to work with the MedCruise family, and we appreciate its tremendous and ongoing contribution to the industry since its foundation in 1996.

We would like to thank the sponsors and supporting organizations.

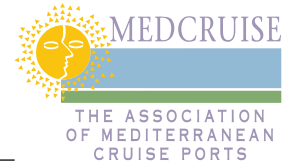
We are grateful to everyone involved for their enthusiasm and support in making this event a success. We hope that you all have a pleasurable and productive time in Alanya, and in particular that you enjoy our heritage, culture and hospitality.

*Hoş geldiniz!*





**Stavros HATZAKOS**  
President of MedCruise



*I welcome you to Alanya  
and the 43rd MedCruise General Assembly.*

**M**edCruise, through the positive spirit of its membership, continues and expands its constructive work in advancing cruising in the Mediterranean and its adjoining seas. The activities of the Association are empowered by the expanding membership. MedCruise has grown to more than 100 ports in 20 countries and 30 associate members, representing the majority of passenger movements and cruise calls in the region.

The strengthening and impact of our activities represent the work of all our member ports, as well as the constructive work of current and previous Board of Directors members and those who have served as MedCruise Presidents. Taking this opportunity, I would like to thank them all.

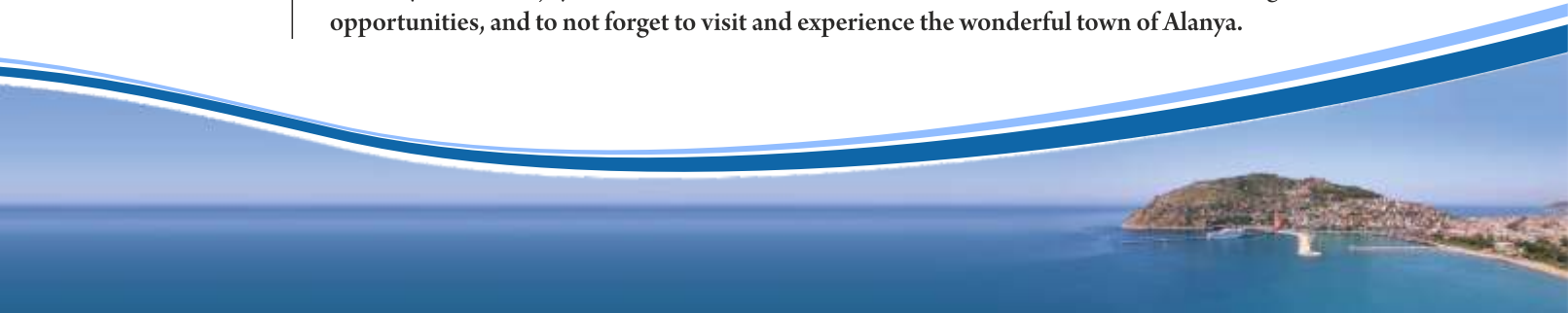
Alanya, noted for its natural attractions and historic heritage, has long promoted maritime tourism. With thousands of people visiting it per year, many via cruises, is an ideal place to organise our meeting and plan the way forward. On behalf of MedCruise members I would personally like to express my gratitude for the decision of the Port of Alanya to host this major cruise event of international interest, and praise their professionalism in its preparation. Especially, I would like to thank a good friend, who served at the Board of MedCruise, and during the last months devoted his time to orchestrate the preparations towards the 43rd MedCruise General Assembly, Captain Haluk Sayman.

Over the last decade MedCruise members responded to the challenges of cruise activities expansion speedily and successfully, adapting operational practices and updating infrastructures and services required. In the 43rd General Assembly we will discuss the next steps.

The representation of our members in all major cruise related events around the globe this year has extended. MedCruise was present in Seatrade Europe, the International Cruise Summit, the Italian Cruise day, and earlier this year in the major cruise convention in Miami. It also took a big step forward by taking part in Cruise Asia-Pacific in October. The products of our efforts to expand our presence in new source markets, including the participation in cruise events in Asia, the circulation of a special brochure to travel agents in China, the promotional videos, the latest edition of our professional development course, our collaboration with cruise lines, are all activities targeting the expansion of attractiveness in new source markets and will be themes discussed during our meetings.

Round-Tables with the contribution of guests representing 7 different cruise lines, will discuss the recently completed Port Finance study, the prospects of Cruise in the Mediterranean and its adjoining seas. B2B meeting will provide all participants a first class opportunity to develop our business. Thank you to all our guests, who will certainly enjoy the benefits and the atmosphere of another MedCruise event.

The 43rd MedCruise General Assembly will be a major for the cruise port industry in the region. I invite you all to enjoy its sessions, contribute to the debate, benefit from the networking opportunities, and to not forget to visit and experience the wonderful town of Alanya.



# Programme for MedCruise Delegates

## Wednesday 13 November Airport Transfers (from Alanya and Antalya Airports). Hotel Check-In.

08:30	Delegate Registration
11:00 - 11:30	Press Conference at Alanya Chamber of Commerce & Industry
12:00	Lunch at Tac Premier Hotel
13:00 - 14:30	<b>MedCruise Constitutional Committee Meeting</b> at Hotel Kaptan
14:30 - 17:30	<b>MedCruise Board of Directors Meeting</b> at Hotel Kaptan
19:30	Bus Departure (Pick Up from Tac Premier Hotel)
20:00	Welcome Cocktail at Harbour Restaurant
22:00	Return to Tac Premier Hotel

## Thursday 14 November Alanya Chamber of Commerce & Industry

08:00	Bus Departure (Pick Up from Tac Premier Hotel)
08:30	Delegate Registration
09:00 - 10:00	Opening by National and Local Authorities
10:00 - 12:00	<b>General Assembly</b>
12:00 - 13:30	Lunch at Marina Restaurant
13:30 - 15:30	<b>General Assembly</b>
15:30 - 16:00	Coffee Break
16:00 - 17:30	Panel Session 1: <b>MedCruise Port Finance Study</b> Chaired by Thanos Pallis, MedCruise Secretary General Presentation by Hugues Lamy, <b>Cruise Management Consulting</b> Remarks from Figen Ayan, MedCruise BoD Member, Economic Studies Observations from Cruise Line Executives Q&A with General Assembly Participants
19:30	Bus Departure (Pick Up from Tac Premier Hotel)
20:00	Gala Dinner at Banana Beach Club
23:00	Return to Tac Premier Hotel



# Programme for MedCruise Delegates

**Friday 15 November**

**Alanya Chamber of Commerce & Industry**

08:30	Delegate Registration
09:00	Bus Departure (Pick Up from Tac Premier Hotel)
09:30 - 11:00	Panel Session 2: <b>Cruising the Eastern Mediterranean</b> Chaired by Stavros Hatzakos, MedCruise President <u>Presentations and Discussions</u> Haluk Sayman, <b>Alanya Cruise Port</b> Erkunt Oner, <b>Tura Turizm</b> Rob Roberts, <b>Princess Cruises</b> Justin Poulsen, <b>Holland America Line</b> Claudius Docekal, <b>Azamara Club Cruises</b> Thomas Rucht, <b>TUI Cruises</b> Q&A with General Assembly Participants
11:00 - 11:30	Coffee Break
11:30 - 13:00	Panel Session 3: <b>Prospects for the Cruise Sector in the Med</b> Chaired by David Selby, <b>Travelyields Consulting Ltd.</b> <u>Presentations and Discussions</u> Miguel Reyna, <b>Royal Caribbean Cruises Ltd</b> Russell Daya, <b>Disney Cruise Line</b> Sander Groothuis, <b>Windstar Cruises</b> Mark Robinson, <b>Intercruises Shoreside &amp; Port Services</b> Q&A with General Assembly Participants
13:00	Closing Remarks
13:30 - 15:00	Lunch at Guverte Restaurant
15:00 - 18:00	<b>Business to Business (B2B) Meetings</b> at Hotel Kaptan ( <i>MedCruise members only</i> )
19:30	Bus Departure (Pick Up from Tac Premier Hotel)
20:00	Farewell Dinner at Filika Restaurant
23:00	Return to Tac Premier Hotel

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**Saturday 16 November**

**Daytime Excursions. Free Evening** (*see Saturday Programme on page 6*).

**Sunday 17 November**

**Hotel Check-Out. Airport Transfers.**



# Programme for Cruise Lines and Press Guests

## Thursday 14 November

- 09:00 | Departure from Tac Premier Hotel. Alanya Castle, Damlatas Cave, Red Tower & Ethnography Museum, Dockyard & Shipping Museum, Alanya Cruise Port, Lunch at Harbour Restaurant
- 16:00 | Ports & Cruise Lines Session at Alanya Chamber of Commerce & Industry

# Programme for Family and Friends

## Thursday 14 November

- 09:00 | Departure from Tac Premier Hotel. Sapadere Canyon, Lunch at Dim River, Dim Cave, Archaeological Museum
- 17:00 | Return to Tac Premier Hotel

## Friday 15 November

- 09:00 | Departure from Tac Premier Hotel. Alanya Castle, Damlatas Cave, Red Tower & Ethnography Museum, Dockyard & Shipping Museum, Lunch at Guverte Restaurant, Bazaar and Food Market
- 17:00 | Return to Tac Premier Hotel

*This programme is subject to alterations*



# Programme for MedCruise Members and All Guests

**Saturday 16 November**

09:00 | Departure from Tac Premier Hotel

**1<sup>st</sup> Option Cultural Alanya**

Aspendos Theatre and Roman Aqueduct, Lunch,  
Temple of Apollo, Side Theatre and Side Museum

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**2<sup>nd</sup> Option Alanya Landmarks**

Alanya Castle, Damlatas Cave, Red Tower & Ethnography Museum,  
Dockyard & Shipping Museum, Boat Trip, Lunch, free time at Bazaar

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**3<sup>rd</sup> Option Natural Alanya**

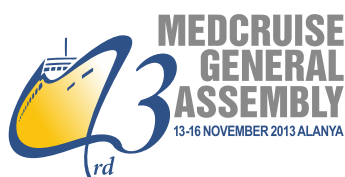
Sapadere Canyon, Lunch at Dim River, Dim Cave,  
Archaeological Museum

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17:00 | Return to Tac Premier Hotel

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*This programme is subject to alterations*



## Guest Speakers





**Claudius Docekal,**  
Deployment & Destinations

**R**esponsibilities include the deployment of both Azamara Club Cruises' 694-passenger vessels, the development as well as implementation of destinations, itineraries and shore excursions. In addition, Claudius also consults all charter clients on tailor-making their own exclusive voyage, assists the sales department with future charter sales & group inquiries and also works closely with the marketing department in formulating the destination message to the customers.

Claudius began his career in 1978 with Norwegian America Line/CUNARD remaining with the company until 1985. After almost three years with a Chinese owned travel company he joined INTRAV/Clipper Cruise Line and then Orient-Express Hotels, Trains & Cruises as Product & Sales Development Director. In 2005 Claudius joined SeaDream Yacht Club where he managed the deployment of both 112-passenger yachts, shore excursions and consulted all charter clients. In January 2010 he joined Larry Pimentel and his team at Azamara Club Cruises.

Claudius spends his time between Miami, Florida and St. Louis, Missouri with his wife Kathy and their son Alexander. The family enjoys traveling, cooking, hiking, history and reading books as well as The Wall Street Journal. ■



Travelyields Consulting Ltd

**David Selby,**  
Managing Director

**D**avid Selby is managing director of UK company Travelyields Consulting Ltd, formed in 2011 and working with organisations across the cruise industry sector to increase revenues through strategic, commercial or operational activities.

For 11 years, David was managing director of Thomson Cruises. He was instrumental in home-porting ships in the Eastern Mediterranean, most notably The Calypso in Thessaloniki, visiting Greek, Turkish and Black Sea ports, and Thomson Celebration which home-ports for six months in Marmaris and visits a number of ports and destinations in the region, on a variety of itineraries. The opportunity to be part of the 43<sup>rd</sup> MedCruise General Assembly is particularly special for David, as 2013 represents the 25<sup>th</sup> anniversary of his first visit to Alanya.

David is also a visiting lecturer in Tourism at the University Of Hertfordshire and a Fellow of the UK Institute of Travel and Tourism. ■



**Erkunt Oner**  
President & CEO

**T**ura Turizm was established in 1966 by Erkunt Oner as an inbound and outbound tour operator based in Istanbul. Over the past 47 years, company has been dynamically grown to be one of the largest in Turkey and renowned as an expert cruise sales and shore excursion provider. Today, Tura Turizm has 130 employees working at the Head Office in Istanbul and branch offices in Kusadasi, Izmir, Antalya and Ankara along with the abroad offices in Athens, Miami and Batumi.

Company has been awarded by Seatrade Insider as the "Supplier of the Year" in 2007 and as the "Innovative Shorex of the Year" finalist consecutively between 2008 and 2011.

Erkunt was born in Sivas – Turkey on 1944, studied Law at the Ankara University. His interest in the tourism field started when he was a student and he worked as a licensed tour guide (one of the pioneers). He took Tourism Training Program of Belgium Government in Brussels in 1964, got his degree in International Relations - Ecole des Hautes Etudes Internationales – Universite de Sorbonne in 1966.

During his career, he owned and managed cruise ships, ferries and hotels of various size. Worked as a lecturer at the University of Istanbul between 1990 and 2000. Participated as a lecturer to Seatrade Cruise Academy in Cambridge in 2010. Also, he has attended several times to Seatrade Conferences (Miami, Europe and Med) as a speaker. ■



**Justin Poulsen**  
Manager, Deployment  
& Itinerary Planning

**J**ustin Poulsen is the Manager of Deployment and Itinerary Planning for Holland America Line, a subsidiary of the Carnival Corporation & plc. Appointed to this position in May 2010, he is responsible for managing the development, implementation, and communication of deployments and itineraries for all marketing products and vessels in the Holland America Line fleet.

Justin graduated from the California Maritime Academy and is a USCG licensed officer with experience on ocean-going tugs and oceanographic research vessels. Prior to Holland America Line, he managed Fleet Operations for a tug and barge operator.

When not at work, Justin enjoys reading, photography, traveling and cooking.

Justin Poulsen is a member of the California Maritime Academy Alumni Association Board of Directors, and Vice President of the Youth Maritime Training Association, a non-profit organization that supports maritime education. ■







**Mark Robinson**  
Managing Director

**A**fter receiving a degree in tourism at the age of twenty, Mark embarked on his career overseas, working in Greece as a holiday rep for Thomson Holidays. Since then he has taken on a variety of different roles within the travel industry, including Regional Director Spain, Portugal & Cruise Operations for First Choice Holidays and Director of Ground Operations & Onboard Revenues for Festival Cruises. During his career Mark has been located in Spain, Africa, Portugal, Greece and Czechoslovakia. He now lives in Barcelona, Spain.

In 2003 Mark founded Intercruises Shoreside & Port Services as part of the TUI Travel PLC portfolio of brands. Since then Mark has overseen the growth of Intercruises from a one port ground handler to a global provider of cruise ship services. ■



**Miguel Reyna**  
Director, Port Business Development  
& Asset Management

**M**iguel Reyna designs and implements port and mixed-use projects for Royal Caribbean Cruises Ltd (RCL) and oversees the financial performance of various commercial real estate investments. Miguel and the RCL Commercial Development group undertake large and small cruise infrastructure projects worldwide to support the deployment of the expanding RCL fleet. He recently participated in the development and operations of the \$170 million investment of the new Historic Cruise Port of Falmouth, Jamaica, and he has overseen for the past 7 years the development and operations of the Roatan Town Center, a \$16 million waterfront commercial village at the Port of Roatan, Honduras. RCL has a current port development pipeline exceeding \$1 million in aggregate costs.

Miguel joined RCL in 2001. Born in Peru, he holds a B.S. Degree in Industrial Engineering from the Universidad de Lima, Peru, a Master's Degree in Policy Analysis from the Harriman School at the State University of New York, Stony Brook, and an MBA in Finance from the Stern School of Business at New York University. ■



**Russell Daya**  
Director, Global Port Operations  
& Developments.

**R**ussell provides operational direction and support to the Disney Cruise Line fleet for global port and security operations. His responsibilities also include worldwide port developments and itinerary planning. As part of his role he has responsibility to maintain current, and develop new government and port relationships worldwide.

Having recently completed 5 years located in the Disney Cruise Line Office's in London as Director of Marine, Port, Security Operations and Maritime Affairs, Russell is now positioned back in the Disney Cruise Line office's in Celebration Florida.

He joined Disney Cruise Line in 1998 as the manager of marine operations. From 2002 to 2003, he served as staff captain onboard the Disney Magic and Disney Wonder cruise ships.

Prior to joining Disney Cruise Line, Russell served for 7 years as a captain for Stena Line Cruise Ferries on various continental routes in Europe as part of his 36 years of maritime industry experience. He is a member of the Nautical Institute, a group dedicated to promoting and coordinating nautical studies and safety worldwide. Born in London, England he now resides in Orlando, FL. ■



**Rob Roberts**  
Manager of Shore Excursions

**M**r Roberts is the Manager of Shore Excursions for Princess Cruises. Rob worked onboard many Princess ships sailing in various regions of the world including Europe from 1995 to 2002 as a member of the Tour Office and as an onboard Shore Excursion Manager. In 2002, he joined Princess' corporate office in Los Angeles where he is responsible for the management of the tour programs in Europe / South America / Australia & Pacific / Asia and Africa regions. ■





**Sander Groothuis**  
Director of Marine Operations

**S**ander Groothuis has been with Windstar Cruises since 2009 as Director of Marine Operations. In this role, he manages port operations, fuel procurement and itinerary planning. Sander also provides operational support in regards to nautical matters for the Windstar fleet. Since joining Windstar Cruises he has sailed as Captain on all vessels through the Mediterranean and Caribbean.

Prior to Windstar Cruises, Sander spent fifteen years with Holland America Line starting as a cadet and climbing the ranks to Staff Captain. He received a Bachelor's Degree in Maritime Science from the Hogeschool Zeeland in Vlissingen, Netherlands and a Master's Degree in Maritime Economics and Logistics from Erasmus University in Rotterdam, Netherlands. ■



**Thomas Rucht**  
Head of Port Operations

**T**homas Rucht, State-certified business economist, was trained in the hospitality industry and started his seagoing career with Hapag-Lloyds elegant liner EUROPA. After this, he changed to Viking River Cruises for some seasons. Overall, he has worked in the Cruise and River Cruise Industry for more than 15 years. Before joining TUI Cruises in April 2009 he was doing recruiting for top level positions on board major cruise lines.

Thomas currently holds the position of Head of Port Operations at TUI Cruises. ■

## International Press



Chris Ashcroft



Mary Bond



Michele Witthaus



Oivind Mathisen



Susan Parker



## Tourist Attractions



Alanya Castle

**A**lanya Castle was built in the 13<sup>th</sup> century, following the Seljuk conquest under Sultan Alaaddin Keykubat I. There are 6.5 km of walls, with 93 towers, 140 battlements and 400 cisterns. The Inner Fortress stands 250 m. above sea level, and offers spectacular views of the town. ■



Archaeological Museum

**A**lanya Archaeological Museum includes bronze, marble, ceramics, glass artefacts, mosaics, works of art, traditional belongings, guns, handicrafts, pots, pans and a replica of an old Alanya room. The garden is dotted with interesting items, including a corner dedicated to olive oil production in the Roman period. ■



Dim River

**D**im River (12-20 km) is a popular summer destination. Upstream, 20 km to the North East of Alanya, rafting is offered. Downstream, many restaurants & picnic areas offer the chance to swim in the cool meltwater. ■



Sapadere Canyon

**S**apadere (50 km) offers a cool and refreshing walk through a spectacular canyon and the opportunity to swim in ice cold meltwater. Restaurants offer traditional local food. ■



Aspendos

**A**spendos (94 km) was an ancient Pamphylian city. It has the best preserved ancient theatre in the world. With a diameter of 96 metres, the theatre provided seating for 15,000 people. Other Roman ruins stand close to the theatre. ■



The Red Tower

**T**he Red Tower is an impressive 35 metre high octagonal tower. It was built - at the beginning of the Seljuk period - to protect the Dockyard. This is the most famous building in Alanya and is one of the finest examples of medieval military architecture. Inside the Red Tower, the Alanya Ethnographic Museum features the history and heraldry of the tower and the town. ■



Dockyard and Arsenal

**A**lanya Dockyard and Arsenal were completed after the Red Tower, in about 1228. The Dockyard was the Seljuks' Mediterranean naval base. These are best viewed from ships and boats in the harbour. ■



Damlatas Cave

**D**amlatas Cave is 30 metres long and 15 metres high, covering an area of 200 m<sup>2</sup>. It has a marvellous vista, formed by numerous stalactites, stalagmites and columns. ■



Dim Cave

**D**im Cave (14 km) is one of the most beautiful and interesting caves in Turkey. It is 357 metres deep, and has a small lake towards the far end. ■



Side

**S**ide (66 km) was an ancient Pamphylian city. It is situated on a small North-South peninsula near Manavgat. The ruins, amongst the most important in Asia Minor, include gates, temples, baths, a colonnaded street, a nymphaeum and a large theatre. ■



# MEDCRUISE GENERAL ASSEMBLY

13-16 NOVEMBER 2013 ALANYA



Republic of Turkey  
Ministry of Transport Maritime Affairs  
and Communications



[www.alanyacruiseport.com](http://www.alanyacruiseport.com)