

CruisesNews Media Group

Edif. Alba - C/ Rosa de Lima, 1,
28290 Las Matas • Madrid
Telf.: +34 91 630 64 99
Fax: +34 91 831 63 24
e-mail: informacion@cruisesnews.es

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SPAIN RESPONDS TO THE NEW WORLD SITUATION OF THE CRUISE INDUSTRY

The first edition of the INTERNATIONAL CRUISE SUMMIT has found the cruise industry worldwide in a good state of health and has identified the clear paths for growth in this market that exist in our country.

With more than 350 delegates and a score of international speakers, the INTERNATIONAL CRUISE SUMMIT, organized by CRUISE NEWS MEDIA GROUP, has become, in its first edition, the main focus of discussion of the cruise product and industry in Europe. The event brought together representatives of port authorities, shipping agents, tour operators, public administrations responsible for promoting tourism, travel agencies, hospitality and leisure, suppliers and auxiliary industry. For two days, professionals have analyzed the market trends, economic impact, itineraries planning and the sale of cruise products by travel agencies.

Mission accomplished

One of the key objectives of INTERNATIONAL CRUISE SUMMIT has been to bring together, in one space, destinations and industry as well as to support and encourage support of the main Spanish tourist promotion agencies. In this regard it is important to note that during the event TURESPAÑA (Tourspain) announced the inclusion of the cruises as a product in its new marketing and promotional plan. Spanish State Ports belonging to Ministry of Development, also pledged a further boost to the sector in promoting it at an international level.

Conclusions: Cruise industry worldwide:

- 1.-** Follow the upward trend in the demand for cruising worldwide, with significant growth in the U.S. and Europe.
- 2.-** There are new major markets, with special attention to the Asian market
- 3.-** A drop has been noticed in the average age of cruise passengers. Previously it was between 60 and 70 years old. Now it has reduced because of the increasing number of travelling families with children.
- 4.-** While the ship itself is a destination, and cruise companies strive to offer their passengers the best on board, visiting places where the ship docks remain the primary reason for choosing a cruise holiday.

Conclusions: Cruise industry in Spain

- 1.-** Great ability to grow the sector in Spain, with only a 1% market share, while in the U.S., where the cruise has more traditional, less than 3%.

- 2.- There are new ports and destinations in Spain which is positive for the industry and does not harm current ports visited, as these new additions are needed to enrich the itineraries, and the area has existing capacity to meet increased demand in the sector.
- 3.- Spain is not yet a mature market.
- 4.- Spain has also found a new business segment: the business of repairing cruise ships, in the hands of Navantia.
- 5.- Increasingly, destinations are intensifying their specialized promotion for the cruise industry and supporting, therefore, the impulse that is being made by the Spanish ports.
- 6.- The economic impact of cruise ships in Spain is growing. It has generated direct expenditure of 1.2 billion € in 2010 (1,200 million Euros), creating 25,200 jobs in addition to paying 729 million in wages and salaries.

Conclusions on the sale of cruises by travel agencies

- 1.- The cruise companies are seeking a better understanding of the product by travel agents. The current knowledge of the sector by the agency, does not convince cruise companies.
- 2.- The future of marketing passes inexorably through more than one sales channel. In addition to travel agencies directing sales, selling online is a reality, but the cruise companies will remain committed to the travel agency networks
- 3.- It is necessary to specialize in cruises. In this sense it has been shown that the agencies who best know the product, are the ones who sell the most. The experience of international markets also show the same trend.
- 4.- The market adjustments leading to a reduction in ticket prices is a reality and a response to market behavior: the user is not currently willing to pay higher prices. All markets are more mature than Spain, have also grown despite a downward trend in prices and this is a normal trend of markets

ABOUT CRUISES NEWS MEDIA GROUP

Spanish company specializing in the promotion, marketing and national and international communication in the cruise industry.

The company works with the aim of positioning Spain as cruise destination and cruise vacation for Spanish consumers.

Cruises News maintains a division of specialized media such as CruisesNews magazine or the digital publication eCruisesNews, an events division organizing Cruise Forums, Cruise Excellence Awards, and a third division of services for Cruise Lines, Port Authorities, destinations, suppliers, etc...

The group is, for the first time, organizing the INTERNATIONAL CRUISE SUMMIT.

INFORMATION

Virginia Lopez Valiente
 Marketing & Communications Director
 CRUISES NEWS MEDIA GROUP, SL
 Rosa de Lima, 1
 28290 Las Matas - Madrid
 Tel + 34 91 630 64 99
 Fax. + 34 91 831 63 24
 virginia.lopez@cruisesnews.es
 www.cruisesnews.es

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