



Present and future  
of the cruise industry

**27<sup>th</sup> & 28<sup>th</sup>**

November 2018 • Madrid

*Your cruise event!*

## PRESS RELEASE

# International Cruise Industry, with a record number of more than 110 cruise ships on order, will gather in Madrid at the International Cruise Summit

Top international leading executives from cruise companies and other stakeholder's will gather at the event, organized by Cruises News Media Group, which, in its eighth edition, is already on the agenda of the international business-to business cruise industry conferences

ICS will present a newly and attractive renovated program to reinforce its international commitment with the cruise industry community

**Madrid, 29 October, 2018.** For this 8th edition, The International Cruise Summit, one of the top leading business-to-business cruise conferences around Europe, will bring along the top line and most relevant cruise industry community professionals that will gather in **Madrid** on the **27 and 28 of November**.

This year's program will provide a platform to discuss the future, topics and issues in the cruising industry. The **cruise industry contributed a record €47.86 billions of total output to the European economy** in 2017, according to new figures released by Cruise Lines International Association (CLIA) in its updated European Economic Contribution Report. In Spain, **the industry generated to the Spanish Economy more than € 4.25 billion of total output, and €1.48 billions of total economic impact**, which is the sum of the direct, indirect and induced impacts. Cruise lines will have a record number of cruise ships on order over the next ten years having **24 new ships for 2019**, and **more than 110 new ships entering service by 2027**.

The two day long newly focus will be led by top executives, industry experts, thought-leaders, travel agents, supply chain members, tourist destinations and port authorities among many others.

The Opening of ICS will begin by keynote addresses from **Ornella Chacón, President of the Spanish Port Authority, Héctor José Gómez Hernández, Managing Director of Spain's Tourist Office Turespaña, Marta Blanco, Managing Director Madrid Tourist Government**, as well as **Madrid City Council's representatives** who will address to the audience to officially inaugurate the event for all delegates and attendees.

The Opening will be followed by our most-anticipated guest of honour talk with one of the pioneers of the ultra-luxury cruise tourism, **Manfredi Lefebvre D'Ovidio, Executive Chairman of Silversea Cruises**.

The cruise industry's keynote address will be given by Mr. David Dingle, Carnival UK and CLIA Europe's Chairman who will address the audience on this year's program will provide a platform program that includes 12+ panels scheduled over two-days, 27 November through 28 November, including "*Smooth Sailing or Making Waves in the industry: the real challenges*", "*Cruise Lines growth and Ports can cope with high quality service*", "*Passenger Management Experience*", "*Sustainable practices in the cruise industry*", "*Mediterranean Migrating Processes on the ground*", "*Case Study: Virtual Reality in cruise ships sales strategy*", "*Passenger Experience: Perception vs. Reality*", "*Themed Cruises, its future and destinations involvement*" or "*Cruise Industry Luxury Cruising*", among others.

A record breaking assistance of more than 350 delegates from around the world will gather at this event at the Melia Castilla Hotel. Speakers will include **Douglas Prothero, CEO of the The Ritz-Carlton Yacht Collection, Celestyal Cruises**, will be represented by its **CEO, Chris Theophilides, Pullmantur**, represented by its **CEO Richard Vogel**, o **Mystic Invest** represented by **CEO, Mario Ferreira**. This ICS edition will include a remarkable presence of the powerful and emerging luxury cruising sector. **Carnival UK, MSC Cruises, Royal Caribbean, Costa Crociere, Silversea, Pullmantur, Norwegian Cruise Lines, TUI Cruises, Saga Cruises, Fred Olsen, Seadream or Norwegian Yachts** will also be represented by high level management representatives.

In its newly renovated program and showcasing ICS compromise with CSR policies, a new panel will bring the **NGO SOS Méditerranée** to explain its humanitarian work at sea in the Mediterranean in a very interesting panel for delegates.

In its efforts to promote innovation and new technologies in the cruise industry, ICS will feature and focus this year on a new panel showcasing **Massimo Collauti, CEO de SIMCOVR**, and its virtual reality application to commercially sell the new Costa Crociere ship, Costa Smeralda. Another highlight of this year's program is a symposium titled "**Acting Techniques for business**". The symposium will showcase to use sense memory for public speaking abilities. This session **will be led by internationally recognized French actor and producer, Stany Coppet**, and it will be one of the most attractive sessions for delegates.

ICS will also inaugurate a new talk feature called ***Executive on Executive***. In its premiere session, the attendees will hear a nice and relaxed head to head conversation between **Airam Díaz Pastor and Michael McCarthy**, both chairing Presidency of **MedCruise and Cruise Europe** respectively, the two most important cruise port associations in Europe.

On its eighth edition, **ICS contributes to enhancing Spain as the second most popular European cruise tourist destination in Europe**, and positioning Madrid as a pivotal city in hosting international congresses. Madrid was awarded recently as best MICE destination by the Travel Awards. During 2017, **6.7 million cruise passengers** visited the Spanish coastlines and ports, which generated to the Spanish Economy more than **€ 4.25 billion of total output**, and **€1.48 billions of total economic impact, and more than 30,000 jobs**. **Barcelona leads European ports with 2.72 million cruisers** in 2017, 2% more than the previous year. Also noteworthy are the Balearic Islands ports, with 2.1 million cruisers, and Las Palmas, with 1.23 million cruisers that enjoy the Canary Islands.

**ICS 2018 - 27<sup>th</sup> and 28<sup>th</sup> November**

**Promotional Video:** <https://www.youtube.com/embed/bGz0OhUcxD0>

**Information and press registration:** [www.internationalcruisesummit.com](http://www.internationalcruisesummit.com)

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