



PRESS RELEASE

The International Cruise Summit will bring together in Madrid experts of the Cruise Industry worldwide

The sixth edition of the most important cruise conference in Europe will turn Madrid into the international centre of the sector.

The congress, organised by Cruises News Media Group, will be attended by the top players in the industry.

Madrid, 21st November 2016, Cruises News Media Group (CNMG). For two days, November 22nd and 23rd, some of the most influential professionals in the cruise industry, both national and international, will meet in Madrid. Cruise line executives, port authorities, destinations, travel agents, tour operators, shipping agents and industry suppliers. All of them will attend this latest edition of the **International Cruise Summit**, called together and organized by Cruises News Media Group.

Present at the inauguration will be the President of Spanish Ports José Llorca Ortega, Rafael Chamorro, Deputy Director TURESPAÑA - SPANISH TOURIST BOARD, Anunciada Fernández de Córdova, Director of Culture and Tourism - REGIONAL GOVERNMENT OF MADRID, Sabine Schwanz, Director of Tourism Promotion MADRID DESTINO - MADRID CITY COUNCIL and Virginia López Valiente, CEO CRUISES NEWS MEDIA GROUP. More than 300 delegates from around the world will attend this prestigious event, which will be held at the NH Collection Madrid Eurobuilding Hotel.

At the International Cruise Summit, speakers will talk about: Brexit in the European tourism scene, Onwards & Upwards - What's next for the cruise industry?, The evolution of crystal cruises, The role of marketing & sales in the itinerary deployment process, The future of land programs, Supply chain - logistic and procurement in cruise companies, New trends in passenger logistic in ports and terminals worldwide, Port development, logistics and cruise operations, Cruise crew & recruitment, With 70 ship on the way - how to get more

passengers?, Ship order book – implications, Passenger's time, Who is the cruise passenger and Cruise industry growth - impact in the markets and destinations.

ICS 2016 will have, among others speakers, prominent personalities such as Pierfrancesco Vago (Chairman of CLIA Europe and Executive Chairman of MSC Cruises) who will handle the introduction and the state of the industry speeches. Also appearing on stage will be the following eminent speakers. Richard Vogel (President & CEO of PULLMANTUR Group), Kerry Anastasiadis (CEO of CELESTYAL CRUISES), Shirley Henderson (Manager Shore Excursions CARNIVAL UK), Mark Robinson (President INTERCRUISES SHORESIDE & PORT SERVICES) Clare Ward (Senior Commercial Planning Manager FRED OLSEN CRUISE LINES), Mario Zanetti (Vice President Revenue Management, Itinerary Planning, Air and Sea Operations COSTA CROCIERE) Helen Panagos (V.P. Marketing and Sales Crystal Yachts, Residences and Crystal Air Cruise Destination Experiences) CRYSTAL CRUISES and Massimo Brancaleoni (Senior VP Global Sales COSTA CROCIERE).

This sixth edition will bring further enhancement to Spain's image as the number two European cruise tourist destination and the positioning of Madrid as a pivotal city in hosting international congresses. In addition, Spain will be further enriched as a reference in the sector for its infrastructure, variety of destinations, including cultural diversions and / or entertainment for everyone. In 2015, 8.4 million cruise passengers visited the Spanish coast, which is 9.4% more than in 2014, setting a new record. Additionally, Barcelona became the most visited European port of the year and in the first eleven positions of this ranking, we find three other Spanish ports, namely Balearic Islands, Las Palmas de Gran Canaria and Santa Cruz de Tenerife.

To find all the information about the **INTERNATIONAL CRUISE SUMMIT 2016** visit:

www.internationalcruis Summit.com

MORE INFORMATION: hector@cruisesnews.es

PROMOTIONAL VIDEO https://www.youtube.com/embed/ek_4Z3uuM0