

## **PAV presents its strategy at IC Summit, the most important international cruise meeting in Spain**

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**Valencia, November 22<sup>nd</sup> 2016.** - Francesc Sánchez, general director of Port Authority of Valencia (PAV), has participated this afternoon in the "Ports Development, strategies and cruise operations" roundtable held in Madrid on the occasion of the International Cruise Summit 2016, one of the most important events in terms of cruises that is celebrated in Spain.

During his speech at the roundtable, Francesc Sánchez talked about PAVs cruise traffic strategy, in which it has been highlighted the policy of rate bonuses, the launch of a new terminal - projected for 2018 - and the work with the different institutions. In this sense, PAVs General Manager has pointed out that the cruise traffic strategy integrates both the Port Community and the public and private institutions involved in the promotion of cruises in Valencia. Francesc Sánchez expressed the importance for PAV to work closely with its port community, and noted that "the better the coordination of services, the higher quality standards we can provide with the most competitive costs."

Another aspect addressed during his speech has been the triple objective marked by PAV in terms of traffic for the year 2020. First, reaching the figure of 600,000 passengers, supposes a growth of 48% on the improvement of forecast by 2016. Secondly, to improve the current traffic mix so that the percentage of boarding-landing operations grows from 20% to 35% and finally, to reach a total of 250 scales provided by a total of 40 shipping companies.

Likewise, as part of its relations with the institutions, Francesc Sánchez spoke about the role of PAV in the Working Group from which the Global Cruise Strategy of Valencia is coordinated, and which also includes Local Government and Regional, Tourism of Valencia, Chamber of Commerce of Valencia and Local Association of Navigation Lines. The commission was created with the aim of promoting, planning and implementing all promotional, commercial, operational and institutional initiatives that help to consolidate the city of Valencia as a tourist destination and help to cover the needs of the Navigation Line.

Along with Francesc Sánchez during the round table, they have also participated: Jacqui Nobile, TUI TRAVEL Operations Director, Javier Rodríguez Sánchez, PULLMANTUR GROUP Tourist Services Director, Marcus Puttich, TUI CRUISES Port Operations Manager, Carla Salvadó, Cruise Marketing of GLOBAL PORTS HOLDING director and Arnt Moller, director of cruise operations at the port of Copenhagen.

### **International Cruise Summit**

The International Cruise Summit is an event of international relevance that is celebrated every year in Spain and that brings together about 300 professionals each year. Since it began in 2011 it has become one of the most recognized

meetings in the cruise industry from which it addresses each year the main issues and common problems affecting the industry.

### **Cruise Traffic**

The port of Valencia closed 2015 with a total of 371,374 cruise tourists and it is expected to reach 402,000 cruise passengers in 2016. Currently, Valencia acts as a base port for MSC Cruises and Costa Cruceros and receives calls from other 34 other companies in the sector. PAV Strategic Plan foresees to reach 600,000 passengers, 250 stopovers and 40 shipping lines by 2020.

The port of Valencia has two docks that allow the docking of vessels of up to 300 meters length and other three docks located in the northern extension area for those ships that exceed 300 meters in length. All infrastructures have the latest standards in quality of service and safety for the passenger and the vessel.

Likewise, PAV is scheduled to open the tender for the construction and operation of the new terminal at the cruise vessel dock located in the northern expansion in 2017.