

2017 may be the best year for Cruise ship tourism of the Port of Valencia

- The port of Valencia receives 400,000 cruisers and fulfills the forecasts for 2016
- According to the provisional data for this year, the port of Valencia has received 181 stopovers and increased by 35,000 passengers the figures for 2015.
- It is planned that in 2017, 11 shipping companies increase their stopovers in Valencia reaching a total of 212 stopovers.

Valencia, 15TH November 2016.- The building of the Clock has welcomed this morning the presentation of the balance of cruises of 2016 and the forecasts for the 2017 exercise in an act before the tourism sector, shipping company and the port community of Valencia. The meeting was attended by Aurelio Martínez, president of the Port Authority of Valencia; Manuel Rodríguez, director of shipping companies; Francesca Antonelli, director of marketing; Antonio Bernabé, director of Turismo Valencia; and Sandra Gómez, president of Turismo Valencia. During the meeting the new promotional video of the city has been presented to position Valencia as a destination for this type of tourism.

In the act, the Port Authority of Valencia has announced provisional data for the closure of 2016. In total, during this year, the port of Valencia has received 181 stopovers (7 more than in 2015) and around 400,000 passengers, a figure that has meant an increase of 35,000 people compared to last year. Of these, 70% of the stopovers occurred under transit and 30% under homeport or base port. Currently, MSC Cruises and Costa Cruises have used Valencia as a homeport for their Mediterranean cruises.

Aurelio Martínez, president of PAV, stressed that 2016 "has been a favorable year for cruise ship traffic" and has indicated that the forecasts for 2017 are "very positive thanks to the job and effort that has been made ", in this sense, PAV president stressed the need to value the city of Valencia and reiterated the commitment made by PAV to help" put Valencia on the map of the destinations of cruise ship tourists ".

Manuel Rodríguez, PAV´s director of shipping companies, has shown great satisfaction with the results obtained, which indicate that PAV "is on the right track to achieve the traffic objectives established in PAV commercial plan and that would put him in the year 2020 with a traffic of 600,000 passengers and 250 stopovers." In this sense, Rodríguez has stressed that PAV will end the year with 182 stopovers and with more than 400,000 passengers. This means increasing the number of ships served by 7 and having received more than 5,000 passengers per year by 2015.

Manuel Rodriguez has also announced that "2017 may be the best year of cruises in the port's history; up to the date we have negotiated 212 stops and more than 450,000 passengers."

According to a study carried out by the Port Authority of Valencia in collaboration with Valenciaport Foundation on the profile of cruise passengers in Valencia, 24.2% come from Italy, 14.8% from Germany, 11.9% from United Kingdom and 6.5% of the United States. Likewise, this study indicates that the average age of cruisers is 52 years old, with the majority being over 60 years old.

2017 Traffic forecasts

In the act it was also presented traffic forecasts for the 2017 financial year, which includes the reception of 212 stops from 29 different companies and reach 452,000 passengers. MSC Cruises and Costa Cruises will continue to bet on Valencia with the scale of their *MSC Splendida*, *Costa Mediterranea* and *Costa Pacifica*.

During the event, it has also been announced that next year will increase its presence in Valencia British Company Thomson, belonging to the TUI group, which will operate 12 stopovers; the German shipping company Aida, which will operate 9 stopovers and the luxury cruise line Prestige / Oceania, belonging to Norwegian Cruise Lines, which will operate 15 stopovers.