

## **Valenciaport promotes itself as a cruise destination in the Seatrade med cruises Fair of Tenerife**

- **PAV expects to finish 2016 with 402.000 passengers and to reach 600.000 cruise passengers in 2020.**
- **To increase the cruise traffic, from 2017 the PAV will apply the maximum bonus provided by law for ships and cruise passengers.**
- **In 2017 the contest for the construction and operation of the new terminal will be tendered.**

**Valencia, september 19<sup>th</sup> 2016.-** Valenciaport will participate in the most important cruise fair in Europe, Seatrade med cruises, that will be celebrated in Tenerife, from September 21<sup>st</sup> to September 23<sup>rd</sup>. The PAV delegation, composed by general manager, Francesc Sánchez; business development manager, Manuel Guerra, shipping companies manager, Manuel Rodríguez; and the marketing responsible, Francesca Antonelli, will have different meetings and interviews with shipping companies and potential future companies, with the objective of promoting the cruise traffic in the port of Valencia.

Its presence in this meeting is part of the PAV interest in increasing the cruise traffic that was closed in 2015 with 371.374 passengers. In 2016, PAV expects to reach 402.000 passengers. To reach this goal, PAV has taken some steps like the approval of the maximum bonus provided by law for ships and cruise passengers from 2017, or the launch of a working group, composed by representatives of the port community who work in the cruise sector.

In a meeting maintained today with the media, PAV Business development manager, Manuel Guerra has pointed that “when we participate in a meeting it is necessary to come with the destination promotion idea, because passengers don’t choose because of ports, they choose destinations”. Also, he has indicated that “Valencia is a well-considered destination by cruise companies but we must make an effort to promote the destination to make the tours offered onboard more attractive, because this is a big part of the cruise companies business”.

In this way, despite the destination promotion exceeds PAV competencies, PAV created a commission with the Valencia City Government, the regional government, and other Tourism agencies to create a specific offer for the cruise passengers. “the ship companies look for safety and agility in the tour movements and the absence of traffic jams, some characteristics that Valencia offers and those who we have to take profit of to show an attractive offer which attracts and increases loyalty of the cruising companies in our city”, has added.

Manuel Guerra also explained that PAV main commercial objective in cruise business is to increase the number of companies who use port of Valencia as homeport. Currently, Valencia is used as homeport by MSC Cruceros and Costa Cruceros and receives stops from other 34 cruising companies. PAV Strategic Plan previews 600.000 passengers for 2020, 250 cruise stops and 40 shipping companies operating in the port of Valencia.

### **New cruising ships terminal**

In Tenerife's fair will be also presented the new cruising ships terminal which will be located in the north enlargement. PAV has planned to start the contest for the construction and operation of the new terminal in 2017. The investment plan includes 15 million euros for its construction and it's expected to be borne by collaboration between public and private investment. In this way, PAV will assign 7,5 million euros and the contest winner will put the rest of the total investment amount. This infrastructure, whose final design can be changed for the contest winner company needs, will be able to allow two cruises at the same time.