



PRESS RELEASE

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Gibraltar at 54th MedCruise General Assembly

Gibraltar participated in the 54th MedCruise General Assembly held in Kusadasi, Turkey from 7th to 10th May.

MedCruise is the Association of Mediterranean Cruise Ports. A General Assembly is held twice a year to discuss issues affecting the industry in the Mediterranean and adjoining seas.

Gibraltar was represented by the Gibraltar Port Authority and the Gibraltar Tourist Board. During the General Assembly, MedCruise member representatives together with other guests discussed the latest developments in the cruise industry, as well as the implications and prospects of cruising in the Med and its adjoining seas.

All regular and associate members discussed the developments in the region, while they also devoted time to B2B meetings and interactive Workshops with cruise line executives and members of the international press specialising in the cruise industry.

The team from Gibraltar took part in several B2B meetings in order to speak directly with cruise companies. Meetings were also held with representatives of various cruise industry publications.

Minister for Tourism Gilbert Licudi visited the event and said: “Our leading participation in MedCruise allows Gibraltar to remain proactive and well known in the cruise industry in what is the second largest cruise market in the world. The MedCruise general assemblies are a very effective way to market Gibraltar’s products and services to the cruise industry. Although the market can be very challenging, cyclical and competitive, Gibraltar holds its position as a large cruise port in the Western Mediterranean. 2020 is already looking strong with more calls and more passengers scheduled to visit Gibraltar than this year, which has been a challenging one for all in this area.”