



## The Port of Santander will reinforce its strategy for attracting cruise ships with Santander Cruise Forum

**Madrid, June 12, 2018. PR** –The **Port Authority of Santander** in collaboration with the **City Council** and **CANTUR, Tourism of Cantabria** has announced the celebration of the **SANTANDER CRUISE FORUM** on June 28 at the **Botín Centre**, as part of the strategy for attracting more cruise traffic, a sector of tourism that is on the rise.

It is an event organized by Cruises News Media Group, a consulting and media company specializing in the cruise industry, and organizer of **the International Cruise Summit in Madrid** and the **Cruise Excellence Awards**, as well as other events throughout the entire Spanish nation.

This forum aims to detail the benefits that cruise traffic can offer to Santander and Cantabria and will be attended by representatives of cruise companies such as Costa Cruises, Pullmantur, Princess Cruises, Cunard, MSC Cruises, CLIA (Cruise Lines International Association) as well as the Port Authority of Cartagena, consignees, tour operators and other experts in the cruise industry.

The cruise industry has not stopped growing in recent decades, even during the worst years of the crisis, and it is expected to reach 28 million passengers by 2018. Last year, the Port of Santander received 14,663 passengers on 11 cruises, an increase of 600% over the 2,354 passengers in 6 ships of 2016. The port of Santander and its institutions want to consolidate and increase these figures for which it is developing initiatives in several areas.

An adequate port infrastructure is fundamental to receiving these floating hotels, although this needs to be reinforced with local tourism services adapted to the trends of the cruise market.

**SANTANDER CRUISE FORUM** will analyse the cruise industry worldwide and Santander and Cantabria' insertion into this sector. It will highlight the important role played by tour operators, local commerce and hotels, museums, guides and other companies that want to gain access to this tourism industry and acquire professional knowledge.

The forum will take place on **June 28 from 9:30 a.m. to 2:00 p.m. at the Botín Centre**.

**CruisesNews Media Group** - [www.cruisesnews.es](http://www.cruisesnews.es)

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<http://www.cruisesnews.es/SantanderCruiseForum/ENG/index.html>