**PRESS RELEASE**

**Tenerife Cruise Forum 2015
a resounding success**

Tenerife, July 2 2015. TheTenerife Cruise Forum celebrated on June 18 has been a resounding success in participation, showing the huge interest that a lot of tourism companies from S / C de Tenerife havein the growing cruisesector and its tourism benefits for the island.

The forum promoted by Ports of Tenerife in collaboration with Tourism of Tenerife, Siam Park, Loro Park and organized by Cruises News Media Group brought together professionals, national and international experts from cruise lines, tour operators, travel agencies, ports and the cruise industry in general in order to debate and learn about subjectsaimed at all the tourist areas of Tenerife, allowing delegates to acquire confirmation of the excellent opportunities that cruise tourismbringsto Tenerife, and also to their own businesses.

At 9:30am the event started, with inaugural speeches by the President of the Port of Tenerife, Pedro Rodríguez, the president of the Cabildo Insular de Tenerife, Carlos Enrique Alonso, and Virginia Lopez, Manager Director of Cruises News Media Group. The first question was addressed by Alfredo Serrano, director of CLIA (Spain) who outlined the current state of the cruise industry worldwide. Then Pedro Suarez, executive director of Hamilton and Co. emphasized the importance of itinerary planning by the destination and the role performed by the port agents for cruises. Then Deborah Vega, Product Manager at Mediterranean Intercruises Shoreside & Port Services, spoke about the role of tour operators and excursions.

During the second session Airam Diaz, commercial director of the Port Authority of Tenerife with Stephanie Wear, director of economic development and Air Connectivity at Tourism Tenerife, both referred to the potential of Tenerife as a potential target in the Mid-Atlantic, the Port Operationsdirector of TUI Cruises Marcus Puttich followed them presenting to the audience how cruise lines make up their itinerary plans.

Following on, Carla Salvado, president of MedCruise,Lotfi El Ajmi, general Affairs director of Tunisian Ports, Patricia Bairrada from APRAM association, discussed the work of the associationsin promoting European cruise ports, each from the point of view of the entitythey represented..

The session also featured a dynamic panel discussion on the question of “How air connections affect the opening of new markets”. This question was debated by Emiliano Gonzalez, MSC Cruises CEO, Ricardo Rodriguez, head of the Business Development Unit Iberia, Cyril Lemaire, associate director of Traktek Partners, Rafael Fernandez, director of marketing for the company Costa Cruises and Mike St Laurent, senior consultant of ASM.

The last topic was addressed by Luis de Carvalho, chief executive of BA Europe. He proposed solutions to the seasonality of cruise destinations .The last panel debate was attended by Javier Marin, director of Routes and itineraries Pullmantur Cruises (Crosieres de France), Alessandro Carollo, director of port operations in the Mediterranean, Royal Caribbean, Celebrity Cruises, Azamara Club Cruises, Marcus Puttich, director of port operations of TUI Cruises, Deborah Vega, Director of Product in the Mediterranean of Intercuises Shoreside & Port Services and Airam Diaz, commercial director of the Port Authority of Tenerife.

Important conclusions of the Forum were the need and possibility of extending the cruise season in Tenerife, the provision of shipping to covermore on the island, the influence of the crew as recommenders of destinations and adaptation of services and excursions for different nationalities.

Duringthe Forum some social activities and a visit to Mount Teide National Park for speakers were organized.

**Contactos de prensa:**

**Convoca y promueve**



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