

carus

DECEMBER 2019
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monthly newsletter



Carus Cruise
attends the
**International
Cruise Summit
2019 -Madrid**



Carus Cruise has participated once again in the **International Cruise Summit 2019** in Madrid, on November 27 and 28.

This edition was attended by over **400 delegates** representing public administrations, destinations, associations of the industry, ports, cruise companies, tourism services, tourism professionals, shipping agents, tour operators, travel agents and suppliers.

Nevertheless our cruise business continues to face **"new" and "old" challenges** such as regulatory, safety and security, port and destination development and others. On the other hand, the profession is going through rapid changes in terms of passenger demographic, new ways and channels of marketing and sales, new deployment opportunities, new ships to come, and a huge supply channel.

Jose Rodriguez, from Carus with **Luca Pronzati** -Chief Business Innovation Officer of **MSC Cruises**, during the **International Cruise Summit 2019**



SESSION 1: INDUSTRY TRANSFORMATION

Today, the global cruise industry continues to be successful through the expansion of source markets and a highly buoyant new-building programme driving increased innovation across all sectors. However, challenges exist on the environmental and political landscape, not to mention the changes in distribution following the demise of Thomas Cook. What are the latest successes and how do we sustain smooth sailing into the future?

Achille Staiano, Vice President Global Sales MSC CRUISES
Tony Roberts, Vice President UK & Europe PRINCESS CRUISES
Chris Hackney, Managing Director MARELLA CRUISES
Kevin Bubolz, Managing Director NORWEGIAN CRUISE LINE
Massimo Brancaleoni, Vice President Sales COSTA CRUISES
Richard J. Vogel, CEO & President PULLMANTUR CRUISES
Moderator: **Olga Piqueras**, Managing Director INTERCRUISES



This is the only **forum of global knowledge** about the worldwide cruise industry to be held in Europe on an **annual basis**.

This conference brings new perspectives and new ways to approach and analyse the industry while socialising and enjoying a professional but comfortable **networking environment**.

Over the years the **International Cruise Summit** has become the key event to tackle all these matters in detail, share worldwide global knowledge and discuss the present and future of the industry.

Since its inception in **2011** the event has been growing into one of the **most recognized in the industry** for addressing vital topics and at the same time evaluating solutions to common challenges affecting our industry.

www.internationalcruisesummit.com



Learn more > www.carus.com

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Richard J. Vogel, CEO & President PULLMANTUR CRUISES



Upcoming Events

PVA Annual Convention at MariTrends 2020

February 3-6, 2020. Hilton Tampa Downtown and Tampa Convention Centre, Tampa FL.



When you attend the **PVA Annual Convention at MariTrends 2020** you are choosing to gather with the leaders in the passenger vessel industry and with the key government officials and representatives that are so important to your business. You will also have an opportunity to participate in a variety of sessions, workshops and roundtables that will give you cutting-edge information and ideas specifically targeted to your business and operational needs.

Learn more > www.carus.com

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Season's Greetings

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Carus is the world leader in IT
solutions for Ferry and Cruise!