

Santa Cruz, Tenerife, Announced As Venue For Seatrade Cruise Med 2016

Tenerife Demonstrates Its Commitment to the Cruise Industry



20th May 2015 – Testament to Tenerife's increasing focus on the cruise industry, Santa Cruz, the capital of the island, has been confirmed as the host venue for Seatrade Cruise Med 2016, the largest cruise industry event focussing on the Mediterranean and its adjoining seas. The growth of the cruise industry has been well-documented and this latest news adds yet another string to the bow of Tenerife, which has long remained a firm favourite with the British holidaymaker.

With tourism visitation predominantly in the south of the island, the hosting of the Seatrade Cruise Med in Santa Cruz, the most important congress ever to be held in the city, gives the little-known capital of the island a fantastic opportunity to showcase all it has to offer, including its old quarter, two Calatrava buildings, shopping facilities and its stunning Las Teresitas beach. Delegates will be shown a completely different side to the island, which is an appealing prospect for both the visitors and the hosts alike.

Mr. Carlos Alonso, President of Tenerife Island Government, who attended the press conference in Santa Cruz, where the news was announced, stated: *"We are delighted and very honoured that Santa Cruz has been chosen as the host venue for such an important event for the cruise industry. We know that the Seatrade Cruise Med is one of the world's most prestigious cruise events and this represents a superb opportunity for us to showcase, not only Santa Cruz, but all the other attributes that Tenerife has to offer to cruise passengers."*

Santa Cruz de Tenerife is the third largest port in Spain for cruise ships, with over 900,000 cruise passenger arrivals forecast for 2015, representing an increase of 13% (66,000 passengers) on the total number of passengers in 2014. What's more the capital's Port Authority ranks in the top ten for cruise ship passengers among the 75 members of MedCruise, the Association of Mediterranean Cruise Ship Port Authorities (www.medcruise.com), and was ranked at number 7 for the number of cruise stopovers in 2014.

Seatrade Cruise Med, a three day event that is hosted by the Port Authority of Santa Cruz de Tenerife, will take place between 21-23 September 2016 at the International Trade Fair and Congress Centre in Santa Cruz de Tenerife, designed by Calatrava. The Tenerife Tourism Corporation is confident that attendance numbers in Santa Cruz will be very high; more than 3,500 participants

visited the showcase exhibition in 2014, where over 180 exhibitors from all over the world showcased products and innovations on the exhibition floor.

Among the exhibitors will be ports and destinations, tourism authorities, cruise associations, ground handlers, tour operators, port agents, technical equipment and hotel suppliers, and the convention will also feature a travel agent training programme and a full social programme for attending delegates.

The Mediterranean is ranked as the second most popular cruise destination in the world (2014), however this will be the very first time the convention has been held in the Atlantic islands. Tenerife continues to play an increasingly important role in the cruise industry in the Mediterranean and its adjoining seas. As well as bringing together some of the industry's key leaders, the event will enable Tenerife to showcase its superb location, facilities and diversity that has been behind the island's success in welcoming visitors from all over the world to its shores (and over 1.6 million annually from the United Kingdom alone).

For further information on Seatrade Cruise Med 2016, visit: www.seatrade-med.com

-Ends-

Notes for Editors:

1. The Tenerife Tourism Corporation is a membership led independent body, supported by the public and private sectors, which markets Tenerife overseas as a tourist destination.
2. For general tourism information on Tenerife please visit: www.webtenerife.co.uk.
3. For media enquiries, please contact Richard Hume or Enrique Martin at Hume Whitehead: richard@humewhitehead.co.uk / 0845 498 9981; enrique@humewhitehead.co.uk / 0845 498 9984.