

# THE PREMIER CRUISE INDUSTRY EVENT FOR THE MEDITERRANEAN AND ITS ADJOINING SEAS



**2018  
Post Show  
Report**

# SEATRADE CRUISE MED 2018 – WHAT A SHOW IT WAS!

Served with a side of stunning Portuguese sunshine, Seatrade Cruise Med 2018 brought **over 2,300 professionals** together for two days of learning; networking and business.

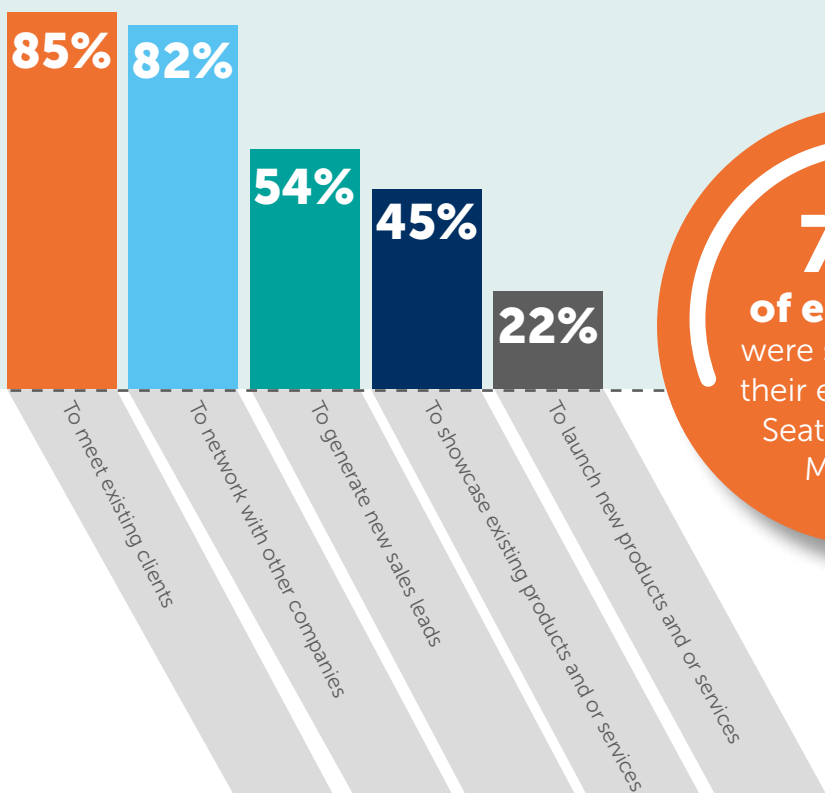
Together, we learnt more about the current state of the regional market and discussed solutions for the challenges facing it.

We formed profitable new partnerships and strengthened existing ones. And we all played our part and contributed towards the growth of cruise tourism.

## Exhibitor feedback

### Top 5 objectives

for exhibiting at Seatrade Cruise Med 2018



## KEY STATS FOR 2018



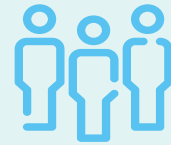
**4,300+**

**total event footfall**  
representing great  
opportunities for powerful  
conversations for  
profitable partnerships



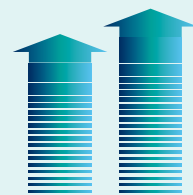
**175**

**Cruise line  
personnel**  
in attendance



**2,300+**

**of cruising's brightest minds**  
joined us onsite  
(a 17% increase  
on the 2016 show)



**13%**

**increase**  
in show space  
against 2016



**170+**

**Companies** came  
together to create the  
Mediterranean's largest  
cruise industry exhibition



**80%**

of cruise lines  
who attended were  
involved in the  
**purchasing/buying  
process**



**30**

**Different Cruise  
Line Brands**  
made their  
presence felt

# 2018 Show Highlights

## Excellence Theatre

The Excellence Theatre was a key feature of the 2018 show, and was a dedicated area at the heart of the exhibition floor. It was a 'free-for-all' experience and included a number of short, engaging learning sessions covering some of the biggest trends and loudest ideas. The theatre provided an exceptional opportunity for exhibitors to showcase and demonstrate the features and benefits of their products and services to a captive audience.

## 20 under 40

Featuring 40 of cruising's brightest minds, '20 Under 40' was launched by Seatrade Cruise News. The initiative featured 20 under 40 year olds from the global cruise industry who have shown either great initiative, an exceptionally hardworking culture or demonstrated strong leadership, with the final top 20 being announced at Seatrade Cruise Med. The shortlist was brimming with some of the industry's most promising, talented and exciting leaders to watch for the future. Despite being a new initiative for 2018, it received an incredible volume of high-quality entries from all around the world – making the shortlist process intensely competitive.

The judging panel included Craig Milan, VP Itinerary Planning & Destination Development, Virgin Voyages; Liz Gammon, General Manager, TVG Travel; and Mary Bond, Group Director, Seatrade Cruise

## Lightning Pitches sets audience alight!

Exhibiting ports and destinations were given the opportunity to give a 90 second lightning pitch in front of a high calibre judging panel on the final day of the event, proving to be a popular addition to the programme of events.

## Seatrade Cruise Awards

An international lineup of independent judges selected the winners of six categories, plus there were three Personality Awards chosen by Seatrade from nominations received. The awards were presented on the first day of the show before the welcome reception.





# SEATRADE CRUISE MED 2018

## Conference Highlights



**This is the Mediterranean's most critical conference - and conversation was led by the industry's most influential personalities.**

### State of the Industry

Moderated by BBC World News Anchor Lucy Hockings, a line up of European industry leaders joined our flagship session. And the verdict? The future is bright for the Mediterranean.



### Making Cruise Welcome

Finding the balance between economic impact from cruise tourism and sustainability in destinations has never been more topical - and Seatrade Cruise Med provided the perfect platform for lively debate.



### Vision 2030

From electric cruise ships, to destination management and changing the perceptions of cruise - our closing conference session of Seatrade Cruise Med 2018 covered it all.

## CRUISE LINE DELEGATES

# Take a look at the cruise line brands who registered for the 2018 show...



## CRUISE LINE DELEGATES

### Buying authority

**42%**

**of cruise line  
delegates were at  
senior level**

(including CEO, COO,  
President, Chairman, SVP,  
EVP, VP, Managing Director  
and Director)



**Almost 80%**

**of cruise lines who  
attended** were involved  
in the purchasing/buying  
process

### Top job functions

**Operations (including  
Port Operations)**

**30%**

**Itinerary Planning/  
Deployment**

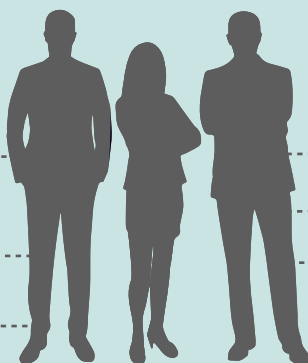
**18%**

**Buying/Purchasing**

**14%**

**General Management**

**10%**



**9%**

**Business Development  
/Sales**

**3%**

**Revenue Management**

**3%**

**Research Management**

**13%**

**Other**

**42%**

**of cruise lines  
who attended**

were at senior level  
(including CEO, COO,  
President, Chairman,  
Managing Director, Sr. VP,  
EVP, VP, Director)





## CONFERENCE DELEGATES

**88%**

of delegates  
thought it was  
important to attend  
Seatrade Cruise Med

**74%**

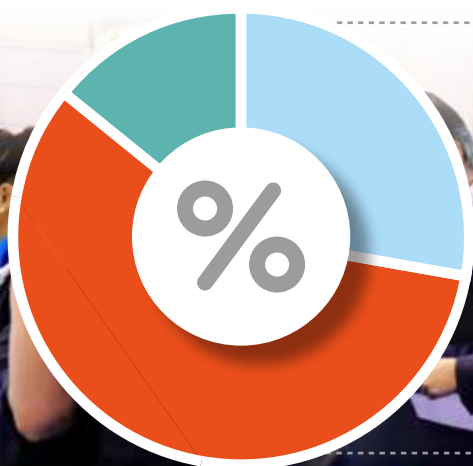
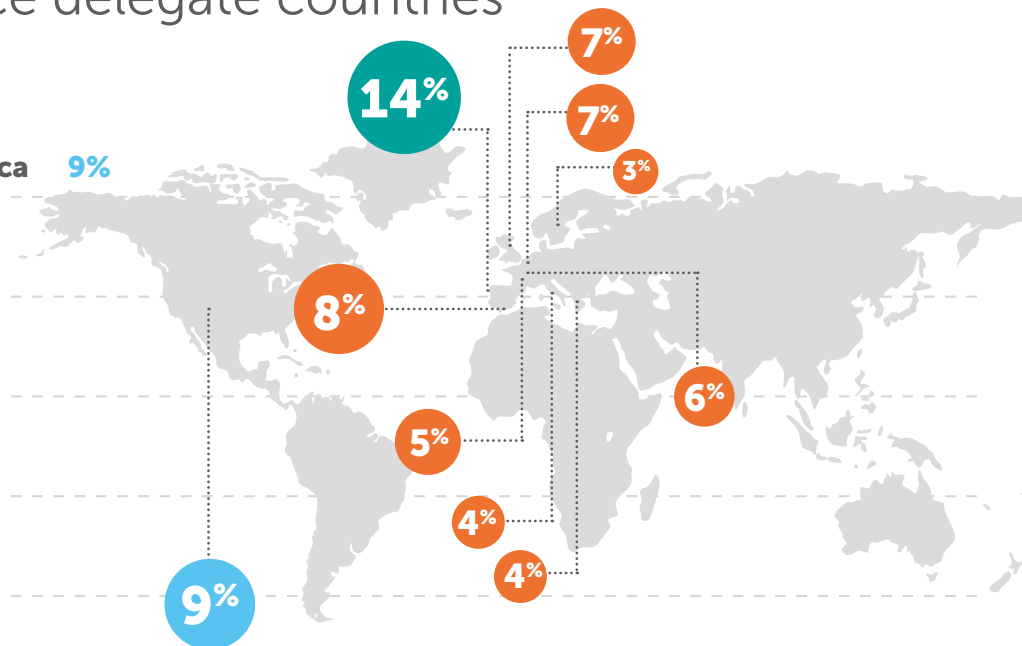
of delegates were  
satisfied with  
Seatrade Cruise  
Med 2018

**78%**

of delegates were  
likely to return  
to the show

### Top 10 conference delegate countries

1. **Portugal 14%**
2. **United States of America 9%**
3. **Spain 8%**
4. **United Kingdom 7%**
5. **Germany 7%**
6. **Netherlands 6%**
7. **Belgium 5%**
8. **Italy 4%**
9. **Greece 4%**
10. **Finland 3%**



**58%**

Europe

**28%**

Rest of the World

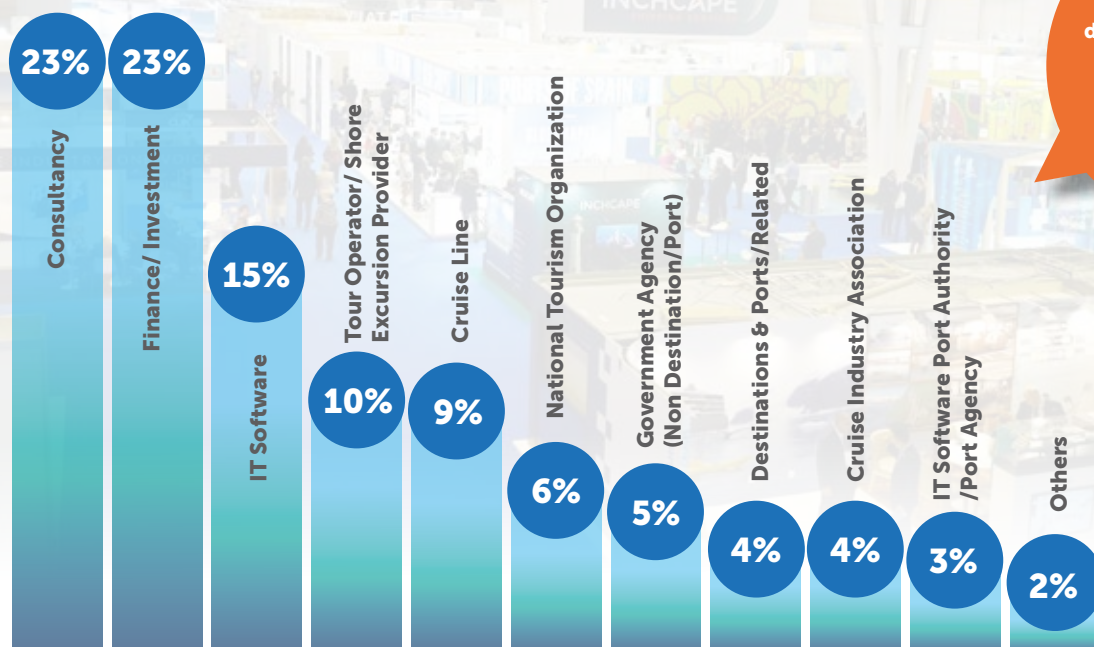
**14%**

Portugal



## CONFERENCE DELEGATES

### Industry Sectors



**49%**  
of conference delegates who attended were at senior level (including CEO, COO, President, Chairman, Managing Director, Sr. VP, EVP, VP, Director)

### Top Job Functions

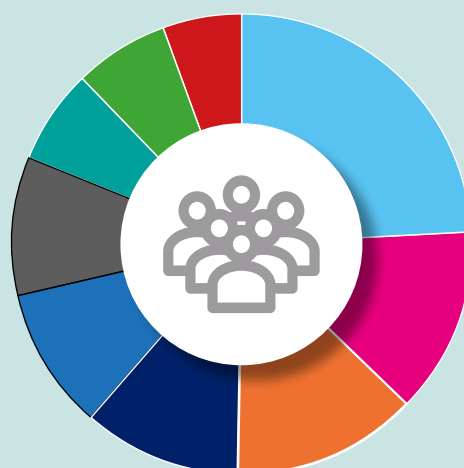
**Business Development/ Sales** 22%

**Buying/ Purchasing** 6%

**General Management** 12%

**Government Relations** 10%

**Health & Safety** 9%



**9%** **Marketing/ Public Relations**

**5%** **Operations**

**6%** **Project Management**

**12%** **Technical/ Engineering**

**68%**  
of conference delegates had a part to play in the purchasing journey

## EXHIBITION VISITORS

**74%**

of exhibition visitors  
thought it was important  
to attend Seatrade  
Cruise Med

**66%**

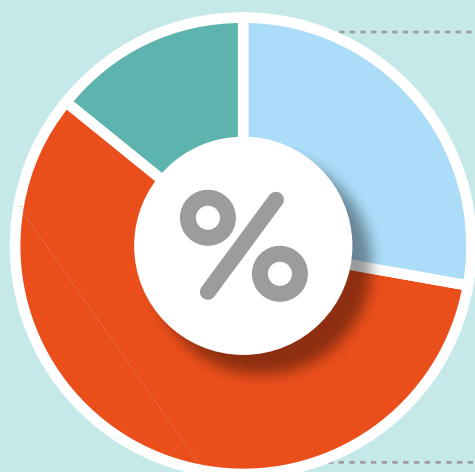
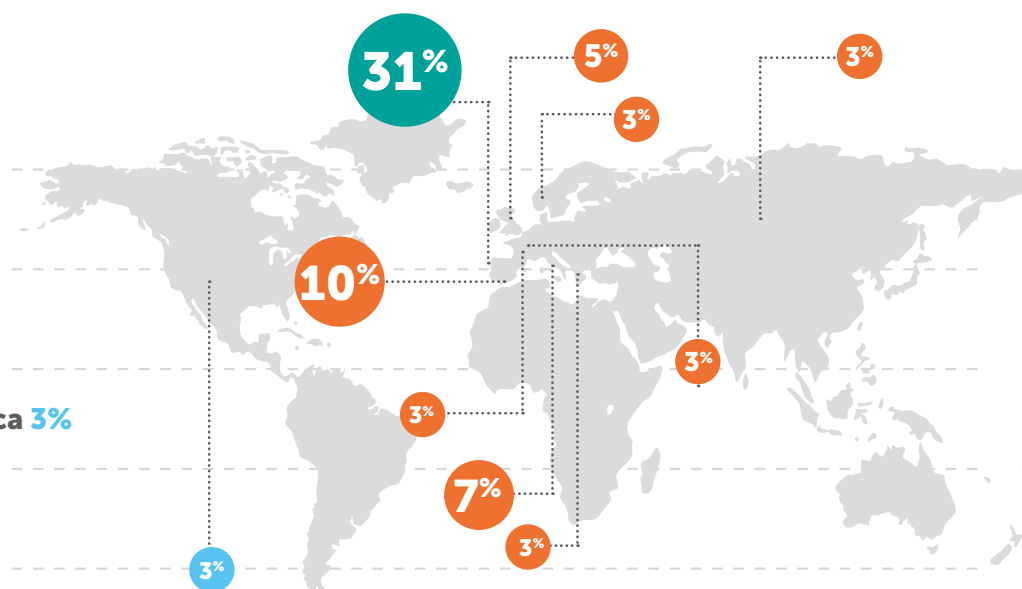
of exhibition visitors  
were satisfied with  
Seatrade Cruise  
Med 2018

**73%**

of exhibition visitors  
were likely to return  
to the show

### Top 10 exhibition visitor countries

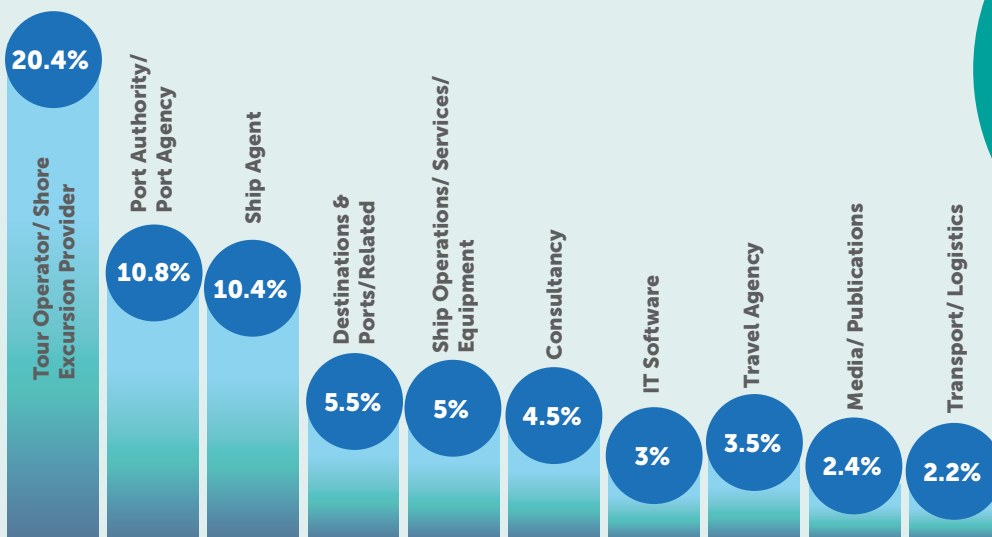
1. **Portugal 31%**
2. **Spain 10%**
3. **Italy 7%**
4. **United Kingdom 5%**
5. **Norway 3%**
6. **Greece 3%**
7. **France 3%**
8. **United States of America 3%**
9. **Russia 3%**
10. **Germany 3%**



**57%** Europe  
**31%** Portugal  
**12%** Rest of the World

## EXHIBITION VISITORS

### Industry Sectors



**73%**

of exhibition visitors had a part to play in the purchasing journey

**46%**

of exhibition visitors who attended were at senior level (including CEO, COO, President, Chairman, Managing Director, Sr. VP, EVP, VP, Director)





# Want to exhibit at Seatrade Cruise Med in 2020 in Malaga?

Take a look below at some of the key reasons why you should exhibit...

## The power of exhibitions

Think exhibitions aren't worth the investment? Think again...

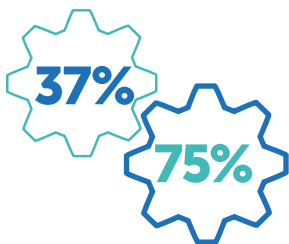
### Seeing is believing

Visitors who encounter you at live events think your brand, product or service is 28% more innovative than they did before they attended.



### Trade events:

are a sound investment and offer a guaranteed ROI



### Live events change minds

Before an event 37% of people thought they would make new contacts and 38% thought attending an event would make buying easier. This doubled to 75% and 76% respectively following the event.

### Watch sales rocket



**76%** of visitors at B2B exhibitions make new purchasing decisions and have existing ones reinforced.

### Live events are good for your image



**21%** Perception of the quality and value of your brand or service is improved by 21% after visitors experience you at a show.

### Not being at an event can damage your brand!

The perception of a brand that is not represented at an event actually deteriorated by 5%. This is true even for extremely well-known or global brands.



### Live events leave a lasting impression

**69%** of visitors surveyed two weeks after attending live events said they had already recommended or would be recommending brands they had seen at the event.



### Your next opportunity is waiting

To discover more about exhibitor opportunities at Seatrade Cruise Med, get in touch with:



**Victoria Philpot**

Sales manager, Seatrade Cruise Events

Email: [victoria.philpot@ubm.com](mailto:victoria.philpot@ubm.com) Phone: +44 120 6201566

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