

# GPH NEWS

**THE WORLD'S  
LARGEST CRUISE  
PORT OPERATOR**

## **INTERVIEW DUARTE CABRAL**

At the helm of an award winning terminal

## **GPH TERMINALS RETAIL & MORE**

Terminals focused on passenger experience and ease of operations

## **INTERVIEW BURAK GULAY**

GPH Ancillary Services Director dives into his experience



**GLOBAL PORTS  
HOLDING**

LA GOULETTE CRUISE PORT, **TUNISIA**



# SPOTLIGHT

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Terminals focused on best passenger experience

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FOSTERING COLLABORATIVE PARTNERSHIPS TO DRIVE SUCCESS AND DELIVER VALUE TO OUR STAKEHOLDERS



Meet Duarte Cabral, Lisbon Cruise Port General Manager, an experienced professional with a global background in the cruise industry. Having lived and worked in diverse countries such as Greece, Algeria, and China, Duarte's career has been shaped by adaptability and cultural fluency. As the General Manager of an award-winning cruise terminal, Duarte has played a pivotal role in its success through strategic location advantages and collaborative partnerships.

## **Can you tell us about how those experiences have influenced your career?**

I embarked on my international career in 2008, beginning with a move to Greece, followed by Algeria and later China. From 2016 until my tenure at GPH, I extensively traveled throughout Eastern Europe. These diverse journeys have enriched my professional growth, exposing me to wonderful experiences in each country where I worked. As a Portuguese individual, adaptability lies at the core of our cultural fabric, rooted in the legacy of pioneering navigators who braved the oceans. The ability to seamlessly adjust to varying realities, encompassing language, culture, and religion, has been ingrained in me.

## **As the General Manager of an award-winning cruise terminal, what are the key factors behind its success?**

The success of our award-winning cruise terminal can be attributed to several key factors. One crucial element is the terminal's strategic location, which plays a pivotal role in facilitating the vibrant cruise activity in Lisbon. The convenience our passengers experience, being able to effortlessly stroll to the city center and return without any hassle, sets us apart. While we provide additional tourist services like hop-on-hop-off buses and tuk-tuks, the unparalleled experience of exploring downtown on foot remains incomparable.

Running a world-class facility such as ours requires continuous dedication and a relentless pursuit of excellence. It entails maintaining seamless operations, optimizing passenger experiences, and ensuring the highest standards of safety and security. Our team is committed to delivering exceptional service, staying attuned to market trends, and adapting our offerings to meet the evolving needs of the cruise industry and our esteemed passengers.

In addition to the factors mentioned above being part of the Global Ports Holding network significantly contribute to the success of our award-winning cruise terminal. This partnership enables us to continuously share best practices, learn from other ports, and stay ahead of industry trends. We continue to benefit from economies of scale, engage in collaborative marketing efforts, and participate in sustainability initiatives, further enhancing our operational efficiency and brand visibility in the global market. Being part of this network empowers us to continually improve and provide exceptional service to our passengers.

## **What are the benefits and challenges of managing a travel retail area in a cruise port?**

Incorporating a retail area provides significant advantages to passengers seeking last-minute souvenirs. Our retail operator capitalizes on the demand for duty-free items, particularly popular ones like alcohol and tobacco. We maintain continuous communication with the retail operators to tailor their offerings to the passengers' needs, encompassing cosmetics, fashion clothes, and more. Furthermore, our management extends beyond the terminal, as we oversee additional retail spaces. Our objective is to foster community engagement by enticing the local residents to our concession area through captivating food and beverage experiences, exemplified by our exceptional 360° rooftop and the enticing restaurants nestled within our side buildings.

## **How do you tailor your retail strategy in a cruise port to benefit passengers and cater to their unique demographic?**

Having a retail area in a cruise port brings several benefits to cruise passengers. Firstly, it offers convenience, allowing them to conveniently shop for last-minute souvenirs without having to venture far from the terminal.

To cater to this unique customer demographic, we tailor our retail strategy in a way that enhances their experience. Understanding that cruise passengers prefer efficiency and ease of navigation, we ensure that our offerings are well-organized and easy to identify. Clear signage, attractive displays, and intuitive layout are all integral elements of our approach. We also focus on curating a diverse range of products, taking into consideration the preferences of different passenger segments.

Additionally, we recognize the importance of creating an engaging and immersive environment. In our retail area, we strive to provide more than just a shopping experience. We incorporate elements that appeal to the senses, such as local wine and other tasting experiences, to enrich the overall experience and make it memorable for passengers.



### How does the travel retail area contribute to enhancing the overall passenger experience?

While our duty-free shop is currently confined to its designated area, our collaboration with the operator has enabled us to enhance sales by crafting an immersive experience. Passengers can leisurely stroll through the shop, indulging in local wine tastings and other captivating sensory experiences. Additionally, we are actively adapting our space to cater to the needs of crew members, following the successful model set in Ege Port Kusadasi, ensuring a well-rounded and inclusive experience for all.



### What do you consider to be your biggest career accomplishment to date?

Upon joining Lisbon Cruise Port, I arrived at a crucial moment as the pandemic was nearing its end. My primary objective was to uplift and motivate my team after the challenging past two years. Additionally, we dedicated our efforts to supporting the cruise lines and their partners in the gradual resumption of activities. Given that many crew members were new and lacked experience, we diligently ensured their familiarity with safety and security procedures, as well as optimizing their utilization of the terminal facilities.

**WE CREATE AN IMMERSIVE RETAIL ENVIRONMENT THAT GOES BEYOND SHOPPING, ONE THAT LEAVES A LASTING IMPRESSION**



## REVOLUTIONIZING MARINE ENVIRONMENTAL MONITORING IN ZADAR

Zadar Cruise Port, the most awarded Croatian cruise port, has joined forces with SeaCras to revolutionize the monitoring of sea quality and the impact of cruise ships on the marine environment in the Zadar area. With rising concerns over eutrophication, biodiversity degradation, and harmful algal blooms, addressing these issues is crucial. Meeting the stringent criteria outlined by the EU Commission's Water Framework Directive and the European Green Deal calls for scalable digital solutions with low carbon emissions.

SeaCras offers an innovative all-in-one solution that integrates satellite and on-site data, employing advanced analysis techniques. This comprehensive approach provides users with real-time information on an intuitive platform. What sets SeaCras apart is its commitment to minimal carbon emissions and pollution, setting a remarkable example for sustainable practices.

Through this pioneering collaboration, Zadar Cruise Port and SeaCras aim to monitor and prevent various forms of pollution in aquatic ecosystems. From oil spills to black water tank and wastewater discharges, proactive measures will be taken to safeguard the marine environment. This groundbreaking partnership sets a new benchmark in port management, solidifying Zadar's position as a trailblazer in Croatia.



## VALLETTA WELCOMES MSC WORLD EUROPA ON MAIDEN CALL

Valletta Cruise Port (Malta) has welcomed MSC World Europa on her first call to Valletta as part of her inaugural 7-night West Mediterranean itinerary. MSC World Europa is the largest ship in MSC Cruises' fleet pushing the boundaries of ship building, design and technology to new levels, taking sustainability at sea to higher levels, representing a major step towards achieving net-zero emissions by 2050.

The lively tunes of a traditional brass band welcomed guests through Valletta Cruise Port's terminal and onto the Valletta Waterfront. The maritime tradition of a Crest Exchange to celebrate a ship's first visit to a destination took place on board between the Master of the Vessel Captain Dino Sagani and local authorities. The line also welcomed nearly 200 guests on board MSC World Europa, including Malta's Minister for Tourism Clayton Bartolo and other government officials, plus local tour operators and travel agents, to experience MSC Cruises' ninth vessel to be registered under Malta's maritime flag.

Angelo Capurro, Executive Director, MSC Cruises, said, "Malta has been an integral part of our operation for nearly 25 years, and we have brought hundreds of thousands of holidaymakers to visit this wonderful island. We will continue to bring even more guests to Valletta in the future, and we are very proud that MSC World Europa, an ultramodern metropolis at sea, will be a weekly visitor for at least the next 18 months at her port of registry."

Valletta has positioned itself as a significant port on the cruise map through a drive for excellence and close collaboration will all key players. Together with all stakeholders including the Ministry of Tourism, the Ministry of Transport and Infrastructure, the Malta Tourism Authority, Transport Malta, agents and all service providers, Valletta Cruise Port endeavours in the delivery of an outstanding service leading to the conferment of various awards during its 20 years of operation, following exceptional trade and passenger feedback.



## REDEFINING MALAGA'S RETAIL BRILLIANCE

Malaga Cruise Port is thrilled to unveil an exciting partnership with Terminales del Atlantico Medio S.L. (TAM) to oversee the management of the retail area within the cruise facilities until 2030. TAM, distinguished for its expertise in operating and developing duty-free spaces, will embark on a transformative journey to create an unparalleled shopping experience spanning approximately 700 square meters.

This ambitious collaboration aims to elevate the cruise traveler's journey, seamlessly blending the allure of Malaga's captivating destination with the terminal environment. The forthcoming refurbishment will be a testament to Malaga Cruise Port's commitment to excellence, sustainability, and the enrichment of each visitor's experience.

The space will be meticulously designed, employing sustainable materials and state-of-the-art technology to create an inviting and dynamic atmosphere. Flexible and adaptable layouts will ensure seamless integration with port operations, enhancing convenience and optimizing the flow of passengers.

Within the reimagined retail area, passengers will embark on a sensory journey through Malaga's essence. From the enticing aromas of authentic spices to the handcrafted souvenirs that capture the spirit of Malaga, every item will be carefully chosen to offer a unique and meaningful connection to the city.



## EMBARKING ON A SUSTAINABLE VOYAGE

Exciting developments are set to commence this summer as construction begins on the new cruise terminals of Santa Catalina in Las Palmas of Gran Canaria, Los Mármoles and Naos in Lanzarote, and Puerto del Rosario in Fuerteventura. With a significant investment of 40 million euros, these four cutting-edge terminals will embody sustainability and eco-efficiency at their core.

Designed to provide professional services, these state-of-the-art terminals will offer visitors a comfortable and innovative experience, ensuring the highest standards of safety, security, and service quality in line with the renowned Global Ports Holding.

Leading the pack is Las Palmas Cruise Port, a bustling port renowned as one of Spain's busiest, boasting an impressive total area of 14,000 square meters. This terminal will stand as a shining example of smart and sustainable design, utilizing reused building materials in its construction.

With an unwavering commitment to sustainability, the Santa Catalina terminal will achieve a remarkable feat by producing net-zero carbon emissions. Leveraging renewable sources such as wind and solar photovoltaic, it will even become an energy producer, attaining complete self-sufficiency.

Furthermore, the construction of these terminals will embrace the concept of an intelligent building, empowered by IoT (Internet of Things) technology. Equipped with a cutting-edge Management System, it will enable meticulous monitoring and management of water consumption and energy usage, ensuring optimal efficiency and resource management.

The transformation of these cruise terminals in the Canary Islands signifies a significant milestone in sustainable infrastructure development. It showcases the region's commitment to pioneering solutions and sets a new standard for eco-friendly and technologically advanced cruise facilities. As these projects take shape, the future of cruise tourism in the Canary Islands promises an extraordinary and responsible voyage for all travelers.



## IMMERSE YOURSELF IN CAGLIARI'S CULTURAL HERITAGE

Following a comprehensive evaluation of the product offerings at Cagliari Cruise Port in 2022, the current season kicked off with the exciting opening of the expanded retail space. This newly enhanced area showcases an array of local, high-quality products that perfectly capture the essence of Sardinia. Visitors can now immerse themselves in the vibrant flavors of Cagliari by exploring a wide selection of local wines, cheeses, and handicrafts. The aim is to provide a truly authentic and enriching experience, allowing guests to take home a piece of Sardinia's cultural heritage. Moreover, for avid sports enthusiasts, the cruise port proudly offers Cagliari Calcio merchandise, giving fans the opportunity to support and learn more about the renowned local football club.



## EXPLORE CATANIA WITH EASE FROM THE TERMINAL

Catania Cruise Port has taken significant strides to enhance the guest experience and offer even more convenience and exploration opportunities. In collaboration with a trusted local Tour Operator, the Guest Information Center now provides exceptional support, ensuring that visitors have access to all the necessary information and assistance. Adding to the convenience, the port has introduced hop-on/hop-off buses that depart directly from the Terminal premises. This convenient transportation option allows guests to effortlessly discover the wonders of Catania, hopping on and off at their preferred attractions. Additionally, after careful planning and consideration, the taxi service will soon be available directly from the port's parking space, providing travelers with seamless and efficient transportation options upon arrival.



## CURATED DELIGHTS IN CROTONE

As a relatively young terminal, Crotona Cruise Port has actively utilized the lessons learned from previous seasons to enhance its offerings and elevate the guest experience. Recognizing the importance of a well-curated retail area, the port has made substantial improvements to maximize the use of the available space. By carefully selecting and showcasing local products that have proven particularly appealing to international guests, Crotona Cruise Port ensures that visitors can immerse themselves in the authentic flavors and craftsmanship of the region. The refined retail area offers a delightful treasure trove of captivating souvenirs, allowing guests to take home a piece of Crotona's unique charm and create lasting connections to their memorable visit.



## TREASURES AWAIT YOU IN TARANTO

With the increasing prominence of Costa Crociere homeporting operations, Taranto Cruise Port has undergone significant expansion and transformation to meet the growing demands of visitors. Notably, the retail area has been relocated and expanded, offering an even wider variety of products to cater to diverse tastes and preferences. Whether seeking unique souvenirs, exquisite local crafts, or delightful mementos, the expanded retail area provides an enticing shopping experience. Visitors can now indulge in a leisurely exploration of the offerings, discovering treasures that reflect the rich cultural heritage of Taranto and creating lasting memories of their time spent in the port.



## UNVEILING PRINCE RUPERT



Prince Rupert Cruise Port, the first North American Port for GPH, began its 2023 cruise season with back-to-back calls on May 3rd and 4th. The first call of the season was by Carnival Miracle, which allowed Prince Rupert to welcome 2,018 passengers sailing on a 14-day Alaskan itinerary. The inaugural call was marked with a plaque exchange ceremony attended by Port GM Kevin D'Costa, Captain Roberto Costi, Indigenous leader Hereditary Chief Alex Campbell, Prince Rupert Port Authority representatives, and other key officials.

Prince Rupert, nestled in The Great Bear Rainforest, is a captivating gem located in the pristine waters of British Columbia, Canada. Known for its breathtaking natural beauty and rich Ts'msyen cultural heritage, this island serves as a tranquil haven for both locals and visitors alike. With its lush forests, rugged coastline, and majestic mountains, Prince Rupert Island offers a myriad of outdoor adventures, from hiking and kayaking to wildlife spotting and fishing. The island is home to diverse wildlife, including bears, eagles, and whales, adding to its allure. Steeped in Indigenous history, the island carries a deep spiritual significance and is dotted with ancient totem poles and cultural sites. The warm and welcoming community embraces visitors, offering a glimpse into their vibrant traditions and vivacious arts scene.

Prince Rupert Cruise Port GM Kevin D'Costa expressed excitement for the season, emphasizing the overwhelming community response as he looks ahead to a very promising 2023 season.



THE GRAND  
OPENING

## A GATEWAY TO BAHAMIAN CULTURE

Revitalizing the maritime landscape, Nassau Cruise Port (NCP) and Global Ports Holding (GPH) have successfully transformed the downtown cruise port in Nassau, The Bahamas. Following a remarkable \$300 million investment and a four-year revitalization project, the cruise port, in the heart of historic downtown Nassau, is the jewel in a transformed waterfront. The ambitious redevelopment introduces a new berth and the refurbishment of all piers, enabling NCP to accommodate up to six ships simultaneously, including three Icon-class vessels.

Enhancements include a modern arrivals plaza, an immersive Junkanoo museum, authentic Bahamian retail offerings, unique and exciting culinary outlets, organized ground transportation facilities, a state-of-the-art amphitheater, a full-service pharmacy, a Bahamas Ministry of Tourism Welcome Center, advanced security technology, an art gallery and wine bar, and new green spaces. NCP focuses on promoting Bahamian culture and locally produced goods, offering visitors an array of unique experiences and products that pay homage to the nation's traditions. As a prominent landmark in downtown Nassau, the transformed port serves as a captivating destination for cruise passengers, stopover guests, and locals alike.

Nassau Cruise Port anticipates upcoming enhancements forecasted for 2024, with the addition of a signature restaurant, along with further family-friendly attractions. NCP aims to welcome over four million cruise visitors by year-end with close to five million passengers expected for 2024.



# A NEW GOLDEN AGE NASSAU CRUISE PORT



The Nassau Cruise Port celebrated its grand opening with great fanfare and excitement. The event marked a significant milestone in the development of the port, positioning it as a premier destination for cruise passengers from around the world. Ushering in a new Golden Age, attendees were greeted by an elegant champagne bar, an impressive fashion exhibition and a strikingly adorned Arrivals Plaza, complete with a red carpet. The grand opening festivities included a ribbon-cutting ceremony, a junkanoo rush-out, dance performances, an all-Bahamian concert, a 250-drone aerial display, a VIP Bacardi lounge and mouthwatering cuisine representing the island's culinary delights. The excitement was capped off by the appearance of celebrity guests, including "Blackish" actor Anthony Anderson, model Tyson Beckford, and actors Melissa Roxburgh and JR Ramirez from the hit Netflix series "Manifest". Nassau Cruise Port's grand opening heralds a new era of travel and tourism for the island of New Providence and NCP showcases the warm hospitality and unforgettable experiences that await every visitor stepping foot on this tropical paradise.





# BAHAMAS ON THE CELEBRITY MAP



## VIGO: A SEAFOOD HEAVEN

Vigo, Spain is a coastal paradise renowned for its delectable seafood offerings, and one dish that stands out among the culinary treasures is the celebrated "centollo" or spider crab. This local delicacy showcases the freshest spider crabs, caught from the surrounding waters, transformed into a culinary masterpiece that tantalizes the taste buds.

This exquisite delicacy exemplifies Vigo's strong connection to its coastal roots and rich culinary traditions. The locals hold the centollo dear to their hearts, considering it a true gem of their gastronomic heritage. As a visitor, immersing yourself in Vigo's seafood culture would be incomplete without savoring this remarkable dish. Numerous restaurants throughout the city proudly offer their own unique interpretation of centollo, each showcasing the skill and creativity of local chefs in preparing this seafood delight.

Furthermore, the influence of the spider crab extends beyond the realm of cuisine and into the very identity of Vigo itself. Vigo Cruise Port has taken inspiration from this majestic creature in the design of its logo. Reflecting the importance of the sea and its bountiful offerings, the logo pays homage to the vibrant marine life that thrives in the waters surrounding Vigo. Just as the spider crab symbolizes the city's rich culinary heritage, it now serves as a visual representation of the connection between Vigo's cruise port and the breathtaking marine environment that surrounds it.

When visiting Vigo, indulge in the flavors of the centollo as a culinary enthusiast. Allow your taste buds to embark on a delightful journey, immersing yourself in the coastal traditions that have shaped Vigo's reputation as a seafood haven.



## ENHANCING SHOPPING DELIGHTS IN ANTIGUA



Antigua Cruise Port has been overseeing the management of the esteemed Heritage Quay Shopping Centre since 2019, solidifying its position as the country's premier mall. Nestled conveniently near the cruise port, this vibrant shopping destination has been a beloved hub for both tourists and locals alike for over three decades. Continuing its commitment to enrich landside experiences, Heritage Quay welcomes the renowned Effy Jewelry and the stylish clothing boutique known as JCB<sup>2</sup>.

Effy Jewelry is a distinguished brand renowned for its exquisite handcrafted jewelry created with the finest materials, including sterling silver, gold, and stunning gemstones such as tanzanite, sapphires, and their personal favorite: diamonds. With a dedication to offering unique and beautiful pieces that cater to a wide range of customers, Effy Jewelry is poised to captivate shoppers with its unparalleled craftsmanship and luxurious designs. As the store prepares for its grand inauguration, we eagerly anticipate leveraging Effy's established reputation to attract new customers, an endeavor that fills us with excitement.

Introducing JCB<sup>2</sup>, a chic boutique catering to both men and women with the latest fashion trends infused with timeless style. JCB<sup>2</sup> takes pride in curating a collection of luxurious and fashionable pieces that capture the essence of modern-day island living. Whether it's an evening soiree, a casual lunch at the marina, or any occasion in between, JCB<sup>2</sup> offers an array of clothing options that cater to diverse tastes and preferences. Complementing the fashionable apparel, the boutique also showcases accessories, handbags and shoes to jewelry, ensuring customers have everything they need to make a bold fashion statement.

With the addition of these exciting new tenants, Antigua Cruise Port's commitment to enhancing the shopping experience at Heritage Quay remains steadfast. We invite shoppers to explore the expanded offerings of Effy Jewelry and JCB<sup>2</sup>, reveling in the opportunity to discover stunning jewelry pieces and fashionable attire that embody the spirit of Antigua's vibrant island lifestyle. At Heritage Quay, shopping becomes an immersive experience filled with style, elegance, and personalized service, leaving visitors with unforgettable memories and a desire to return.



## WHERE FESTIVITIES FLOURISH AND MEMORIES BLOSSOM

The Valletta Waterfront located within walking distance from the Valletta Cruise Port quays offered additional flair during Colour Fest, a two-month annual celebration held every weekend from April to May. Amidst the picturesque backdrop of honey-hued limestone buildings and the vibrant coloured doors of the Waterfront, guests of all ages revelled in the festivities. Street performers, artists, live music, and interactive activities captivated attendees, while the Malta International Fireworks Festival illuminated the night sky, creating a magical atmosphere.

The waterfront also embraced art and culture with the Convivium exhibition, showcasing the vibrant works of G Luigi Rossi in the historic Sagrestia Vault annexed to the late Baroque Chapel beautifully located on the Valletta Waterfront. Additionally, the Llantrisant Adult Male Choir's captivating performance on Mother's Day left a lasting impression on visitors, filling the air with harmonious voices.

For thrill-seekers, the VOOMQUEST Powerboat Championship offered an adrenaline-fueled spectacle, while foodies delighted in the waterfront's gastronomic offerings, with a range of restaurants serving delectable international, Mediterranean and local cuisines.

Valletta Waterfront stands as a vibrant destination that caters to diverse interests and ages. Whether it's immersing in art, enjoying thrilling experiences, or savoring culinary delights, the waterfront offers an unforgettable experience for all who visit.



## THRIVING SEASON AT LA GOULETTE CRUISE PORT

La Goulette Cruise Port is thriving this season with over 23,000 passengers and growing each week, offering an exceptional experience to visitors. A new flyer provides essential information, including a port map, activities, and attractions. With dedicated staff and comfortable facilities, La Goulette ensures a seamless and enjoyable stay. The maiden call ceremony of MSC Grandiosa, attended by esteemed guests, showcased the port's commitment to service.

La Goulette expects more visitors to enjoy its markets, pristine waters, and picturesque scenery. Don't miss the UNESCO World Heritage site, the Medina of Tunis, with its rich history, vibrant markets, and remarkable architecture. Tunisia's gem is a must-see for culture and history enthusiasts.

Mr. Sami Debliche, La Goulette Cruise Port GM commented: "I am delighted to see the number of visitors grow year after year. I am confident that this new cruise season will be a great success, and I look forward to witnessing its growth and prosperity in the years to come. We will continue to provide our business partners with the best services while taking all necessary precautions for their health and safety."

As the season continues, La Goulette Cruise Port is expecting even more visitors, and the port is ready to provide them with an exceptional experience. Whether it's exploring the local markets, taking a dip in the crystal-clear waters of the Mediterranean, or simply relaxing and taking in the beautiful scenery, there's something for everyone in La Goulette.

BE LOCAL  
BE IMMERSIVE  
BE DELIBERATE  
BE ORIGINAL



## CREATING UNFORGETTABLE EXPERIENCES FOR PASSENGERS

Introducing Burak Gulay, the Ancillary Services Director at Global Ports Holding, who has been an integral part of the company for over six years. With an impressive track record of over two decades across diverse sectors, Burak brings a unique perspective to the ports operated by Global Ports Holding.

His wealth of experience and innovative approach have played a vital role in shaping the company's success in providing exceptional ancillary services a wide range of offerings, including travel retail and duty-free shopping, food and beverage services, guest services, and more.

### **You have extensive experience in product management & ancillary services. What inspired you to pursue a career in this field?**

I have always been fascinated by the intersection of business strategy, customer experience, and innovation. Throughout my career, I have gained extensive experience in various industries, including telecom, aviation, and maritime. My strong operational and professional skills in marketing management, account management, product marketing, and product development have provided me with a solid foundation in understanding customer needs and developing solutions that drive business growth.

My interest in ancillary services specifically sparked when I joined Global Ports Holding (GPH) as the Ancillary Services Director. GPH offered a unique opportunity to enhance the overall cruise passenger experience by providing supplementary services that complement the core offerings. This inspired me to further delve into the field of ancillary services and apply my expertise to maximize their impact on the customer experience.

### **Can you explain what is an ancillary services and how they differ from core services at a cruise port?**

Ancillary services are additional products or services offered alongside the core offerings of a company. While core services are the primary offerings that form the foundation of a business, ancillary services are secondary offerings that provide added value or convenience to customers.

In the context of the cruise industry, core services typically include accommodation, dining, and onboard entertainment. Ancillary services, on the other hand for the cruise ports encompass a wide range of supplementary offerings such as retail, duty-free operations, passenger-related services, parking facilities, real estate development, and shoreside services. These ancillary services enhance the overall cruise experience by providing additional options and personalization for passengers.



### How does Global Ports Holding strategically leverage ancillary services to enhance the cruise passenger experience?

Ancillary services play a pivotal role in Global Ports Holding's overarching strategy to elevate the cruise passenger experience. By carefully curating a diverse range of supplementary offerings, we aim to provide passengers with personalized and memorable experiences that go beyond the core services offered at our cruise ports.

Our approach is centered around a deep understanding of our target market, extensive market research, and a keen awareness of emerging trends in the industry. Through close collaboration with cross-functional teams, we identify opportunities to introduce ancillary services that align with passenger preferences and expectations. By leveraging our expertise in operations, marketing, and finance, we ensure the seamless integration of these services into the overall cruise experience. Continuous monitoring of performance indicators, customer feedback, and market dynamics allows us to adapt and refine our offerings to cater to evolving customer demands. Our ultimate goal is to create an exceptional journey for every passenger and foster long-term customer loyalty.

When selecting and implementing ancillary services that align with core offerings, following best practices is crucial. Key steps include thorough market research, competitive analysis, feasibility assessment, collaboration with cross-functional teams, testing and piloting, monitoring performance indicators, gathering customer feedback, and adapting to market dynamics for long-term success.

FOCUS ON  
ENGAGEMENT &  
POSITIVE EXPERIENCES  
OF THE PASSENGERS!





### Could you elaborate on key pillars of your retail and destination services strategy?

Our retail and destination services strategy revolves around four key pillars: "Be Local," "Be Immersive," "Be Deliberate," and "Be Original." Let me summarize each of these pillars for you.

"Be Local" is about creating an authentic sense of the destination's culture. In the case of Barcelona, we emphasize elements such as Catalan and Spanish culture, tapas, Barcelona Football Club, arts, crafts, designer culture, and local artisans. By showcasing these aspects, we aim to immerse passengers in the vibrant local culture and provide a memorable experience.

"Be Immersive" focuses on utilizing the physical space to engage passengers. We make use of the check-in hall to captivate and entertain passengers while they wait. This can involve transforming the walls, ceiling, and flooring into visually appealing displays, complemented by appropriate music. By doing so, we aim to create an environment that sparks curiosity and encourages passengers to explore the retail offerings.

"Be Deliberate" involves a strategic approach to branding, signage, promotion, and communication. We aim to provide clear and concise information to passengers, guiding them throughout their journey. This includes educating and orienting them during debarkation, so they are aware of the retail options available upon their return. By being deliberate in our communication, we ensure passengers can make informed choices and fully enjoy their shopping experience.

Lastly, "Be Original" emphasizes the importance of uniqueness and interaction. We strive to engage passengers by providing live music performances, opportunities to meet local artisans, and organizing special, short-term exhibitions. By showcasing original and one-of-a-kind products specific to the destination, we enhance the sense of discovery and encourage passengers to explore and engage with the local culture.

In summary, our retail and destination services strategy focuses on creating an immersive, authentic, and original experience that reflects the local culture, engages passengers throughout their journey, and offers unique products and interactions to ensure an unforgettable retail experience at cruise ports.

### What are some of the newly introduced ancillary services into the cruise industry by Global Ports Holding (GPH)?

Recently, Global Ports Holding (GPH) has introduced several innovative ancillary services into the cruise industry, including the following:

Digital Guest Experience Platform (Cruise Genie) GPH has developed and implemented advanced digital guest experience platforms that offer seamless and personalized experiences for cruise passengers.

Enhanced Retail and Dining Experiences: GPH has revamped and expanded its retail and dining offerings across various cruise ports, offering unique shopping experiences.

Guest Information Centers: GPH has implemented Guest Information Centers that provide comprehensive information and tickets for the destination to the passengers. These centers serve as a one-stop resource for passengers, offering guidance on local attractions, tours, transportation, and cultural experiences. The dedicated staff at these centers assist guests in planning their excursions, ensuring they have a seamless and enjoyable time ashore.

These newly introduced ancillary services by GPH reflect our commitment to innovation, guest satisfaction, and the continuous improvement of the cruise passenger experience. By offering a range of services and amenities, we aim to provide a comprehensive and enriching journey for our guests, ensuring they have an unforgettable cruise experience.



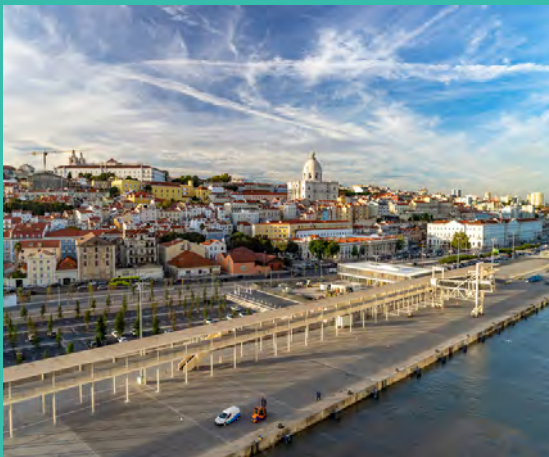
## EMBRACING SUSTAINABILITY, CELEBRATING LISBON

Lisbon Cruise Port is dedicated to sustainability and is actively implementing projects to reduce its environmental impact. One notable initiative is the onshore power supply project in cooperation with Port of Lisbon, set to be fully operational by 2026 that aims to provide ships with clean power while docked, reducing emissions and minimizing air pollution. Additionally, the port is making strides in renewable energy with the development of a solar panel project which will have cover 65% of the terminal's energy requirements, further contributing to a greener and more sustainable operation.

As part of its commitment to transparency and accountability, LCP is set to release the results of its air and water quality monitoring in 2023. By monitoring these crucial aspects, the port ensures that it maintains high environmental standards and continuously works towards improving the quality of the surrounding air and water.

In March, Lisbon Cruise Port had the privilege of hosting the Cruise Europe gala dinner in collaboration with the Port of Lisbon. This prestigious event provided an excellent platform for showcasing the highlights of Lisbon as well as the advantages of the terminal to cruise lines. It served as an opportunity to highlight the city's rich cultural heritage, stunning architecture, and warm hospitality, solidifying Lisbon's reputation as an attractive and welcoming cruise destination.

In summary, Lisbon Cruise Port remains steadfast in its commitment to sustainability, with ongoing projects aimed at reducing environmental impact. Lisbon Cruise Port continues to evolve and innovate, ensuring a sustainable and enjoyable experience for all.



## LEADING THE WAY IN CRUISE OPERATIONS

Ege Port Kusadasi is at the forefront of sustainable practices in the cruise industry, with a strong commitment to environmental stewardship and energy efficiency. Holding an ISO 14001 Environmental Management System Certificate since 2005, alongside the 9001 and 45001 certifications, the port demonstrates its dedication to maintaining high environmental standards.

In 2015, Ege Port Kusadasi was honored with the Green Port Certificate, awarded by the Ministry of Transportation & Infrastructure. This prestigious recognition further acknowledges the port's efforts in promoting sustainability and reducing its ecological footprint. Kusadasi also prioritizes waste management practices to align with the national "Zero Waste" policy, continually monitoring water and electricity usage. In line with its practices, the port is expanding its Waste Reception Facility to enhance waste treatment capacity in compliance with Marpol Annex 5.

In 2023, the port will invest in a Solar Power Plant to become self-sufficient in energy. With a completed LED conversion for its illumination system and solar-powered equipment for on-pier and ground area lighting, Ege Port Kusadasi will reduce electricity consumption and promote renewable energy sources. Ege Port Kusadasi's dedication to sustainability and responsible practices sets a commendable example for the cruise industry, striving for a greener and more efficient future.



## ELEVATING LUXURY AND ANTICIPATING RECORD-BREAKING CRUISE SEASON

Barcelona Cruise Port is gearing up for a remarkable surge in tourism, with the city expecting its highest number of visitors since 2019. To accommodate the influx of cruise passengers, the port has been diligently preparing to provide exceptional service and meet the needs of every traveler. Among the latest additions is the exquisite Global Portier, a unique and luxurious shopping destination located at the World Trade Centre Terminal South. This exclusive shop offers a wide selection of opulent accessories, including necklaces, rings, watches, and other exquisite items, ensuring a reliable and convenient source of luxury for all visitors.

The Terminal South has been making significant strides in expanding its services in recent seasons. Last year, it proudly served as the homeport for the renowned Valiant Lady throughout the entire summer season. This partnership brought about a remarkable transformation in the terminal, elevating its standards to meet the expectations of top-notch cruise ships like the Valiant Lady. The success of this venture has motivated Barcelona Cruise Port to continuously seek ways to enhance the customer experience, and as a result, they are now opening new doors within the port.

Barcelona Cruise Port remains committed to providing exceptional service and continuously improving its facilities. With the upcoming surge in tourism, they are determined to ensure that every visitor receives a memorable and satisfying experience. From the exquisite Global Portier to the ongoing enhancements within the terminal, Barcelona Cruise Port is dedicated to offering an unparalleled journey for all those who choose to embark on their cruise adventure from this remarkable port.



## ENCHANTING BEAUTY OF THIEN CUNG CAVE

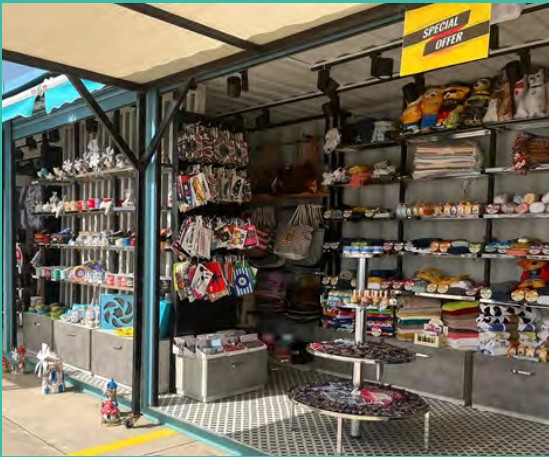


Nestled within the captivating Ha Long Bay in Vietnam, Thien Cung Cave, also known as Heavenly Residence Grotto, stands as a testament to nature's artistry. This extraordinary cave system comprises three grand chambers, with the largest chamber reaching a height of over 30 meters. Stepping into this mesmerizing underground wonderland, visitors are greeted by a captivating display of stalactites and stalagmites, illuminated by vibrant lighting that bathes the formations in a surreal and ethereal glow.

Embarking on a guided tour of Thien Cung Cave allows visitors to immerse themselves in its enchanting realm. As you traverse the chambers, each step unveils a tapestry of intricate formations, showcasing the extraordinary geological history of the cave. Knowledgeable guides share captivating stories and insights, deepening your appreciation for the unique beauty that has been shaped over thousands of years.

Thien Cung Cave is a true gem of Ha Long Bay, captivating the hearts of all who venture within. Its surreal ambience, adorned with nature's masterpieces, offers an awe-inspiring experience that showcases the unrivaled natural beauty of Vietnam's remarkable landscape. Don't miss the opportunity to witness the breathtaking Heavenly Residence Grotto and create lasting memories of wonder and amazement in Ha Long Bay.

Additionally, while exploring Ha Long Bay, be sure to marvel at the iconic Kissing Rocks, distinctive islets that resemble a flock of chickens gathered together amidst the emerald waters. These unique rock formations add another layer of fascination to the already awe-inspiring scenery, further enhancing your experience in this magnificent UNESCO World Heritage Site.



## GLOBAL PORTIER BODRUM IS NOW OPEN

Bodrum, an enchanting jewel among Turkey's renowned tourist destinations, has embarked on a remarkable season with a surge in cruise ships and bustling turnaround operations. Standing out among the coveted destinations, Bodrum has been exclusively chosen by Virgin Voyages, and their majestic ship, Resilient Lady, will grace the Bodrum skies a remarkable 16 times this year.

In an effort to enhance the passenger experience, Bodrum Cruise Port proudly presents Global Portier, a captivating addition catering to the discerning shoppers. Nestled within a spacious 40 sqm kiosk, Global Portier beckons passengers with a captivating array of souvenirs and specialized products meticulously curated to meet their desires.

Beyond offering convenient essentials like talismanic evil eye charms, exquisite souvenirs, sumptuous towels, stylish hats, clothing, and trendy bags, Global Portier ensures a voyage of discovery with a delightful selection of local treasures. Indulge in the tantalizing aroma of Turkish coffee, immerse your senses in the vibrant spices, savor the velvety richness of olive oil, and treat yourself to the traditional delight of Turkish delight.

Immerse yourself in the vibrant tapestry of Bodrum, where cruising adventures and unique shopping encounters intertwine to create memories that will be cherished forever.



## KALUNDBORG: A CAPTIVATING DANISH TOWN

Nestled on the enchanting west coast of Zealand, Denmark, Kalundborg beckons with its idyllic landscapes and captivating historic sites. This picturesque destination is a treasure trove of beauty and cultural heritage, inviting travelers to explore its hidden gems.

One of the must-visit attractions in Kalundborg is Lerchenborg Castle. This magnificent estate has witnessed the passage of time under the ownership of esteemed noble families. Immerse yourself in its grandeur as you wander through the castle's halls, admiring its awe-inspiring architecture and remarkable art collection. The castle's meticulously manicured gardens offer a serene escape, including a mesmerizing rose garden and a captivating grotto that exudes romance and tranquility.

For a mesmerizing coastal experience, venture to the iconic Rosnaes Lighthouse. Perched on the rugged coastline, this historic landmark offers breathtaking vistas of the sea and the picturesque countryside. Ascend to the lighthouse's summit and be rewarded with panoramic views that will leave you in awe. Discover the rich maritime history as you delve into the stories of its role as a vital navigational aid for sailors throughout the years.

Kalundborg's allure lies not only in its natural beauty but also in its rich cultural and architectural heritage. Lerchenborg Castle and Rosnaes Lighthouse serve as beacons, offering visitors a captivating glimpse into the region's past. Whether you're a history enthusiast, an architecture lover, or simply a traveler seeking unforgettable experiences, these remarkable destinations in Kalundborg should be at the top of your itinerary.

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