



# Bahrain for cruise lines

## ✦ Make Bahrain a must-visit destination for your passengers

The Middle East and Arabia – and specifically Bahrain – offers an experience quite unlike that of traditional cruise markets such as the Mediterranean or Caribbean.

With its rich 4,000-year history, vibrant cultural heritage and wealth of events, Bahrain provides exceptional shore excursions and attractions that meet consumer demand and fit perfectly with any regional cruise itinerary.

It is therefore natural that Bahrain is a popular stop for cruise ships – and increasingly so. In the 2015-2016 season alone, there were 32 calls from prestigious lines carrying 68,000 passengers.

This makes Bahrain a popular port within the GCC (Gulf Cooperation Council).

### How many calls?

Visits to Bahrain are growing significantly this year, with further calls projected:

<b>2015</b>	32
<b>2016 (scheduled)</b>	38
<b>2017 (projected)</b>	40

## ✦ Developing Bahrain's cruise sector

Bahrain is committed to the growth of cruise tourism within the GCC, and at home.

There has been steady growth in the number of cruise passengers visiting Bahrain. It is clear to cruise ship operators as well as local authorities that the cruise industry has great potential for further growth throughout the region.

### Our brand. Your future.

Our tourist brand expresses the essence of Bahrain and its people, and is at the heart of our strategy to grow our visitor numbers – and your business.



It's for this reason that Bahrain has recently become part of the Cruise Arabia Alliance. Bahrain joins Abu Dhabi, Dubai, Sharjah, Qatar and Oman in an initiative designed to ensure region-wide levels of service and standards for the comfort of cruise passengers and staff.



At the same time, the Alliance brings together tourism organisations, port authorities, tour operators and other entities to promote the Middle East and Arabian Gulf as a world-leading choice for winter cruises.

Bahrain itself is investing more than USD 30 billion in large-scale projects, many of which focus on tourism infrastructure. The country's tourism sector is also developing tailored tour packages for cruise lines that enable passengers to enjoy the full breadth of our offering – from luxury spas and resorts, to historic sites, colourful souqs and modern retail malls.

### Who's landing?

Vessels from these high-profile lines are among those visiting and due to visit Bahrain in the period from 2015-18:

TUI Cruises	TUI Thomson
Noble Caledonia	MSC Cruises
AIDA	The World
HapagLloyd	
Phoenix Reisen	
Azamara Cruises	

### ✦ Excellent facilities for ships and passengers

Bahrain boasts the Shaikh Khalifa Bin Salman Port. Opened in 2009, it is designed to cater for every type and size of visiting cruise liner, and provides up-to-date facilities, including a range of attractive duty-free outlets.

### Shaikh Khalifa Bin Salman Port – quick facts:

<b>Channel depth:</b>	15 m
<b>Area:</b>	300 m <sup>2</sup>
<b>Vessel length (2014):</b>	360 m

Managed by the world's largest operator, APM Terminals, the port takes advantage of Bahrain's well-developed infrastructure to offer quick access to the capital, Manama and to the city of Muharraq.

### On the right lines

From its strategic position in the Arabian Gulf, Bahrain is a convenient distance from key locations:

Dubai – 290 NM

Abu Dhabi – 240 NM

Doha – 140 NM

Muscat – 550 NM



### Learn more

The Bahrain Economic Development Board promotes investment into the Kingdom. We offer no-cost practical advice, consultation and information to help you set up your business quickly and smoothly.

#### CONTACT US

For all investment enquiries, please email us at: [investorenquiries@bahrainedb.com](mailto:investorenquiries@bahrainedb.com) or visit [www.bahrainedb.com](http://www.bahrainedb.com). You can also call us on +973 175 89 956 for general enquiries. Business hours: Sunday to Thursday, 8am to 4pm (GMT +3hrs).

