



A ship-shape new role for John at Cruise Liverpool

Liverpool City Council has appointed a 'Head of Cruise Operations' to help 'skipper' Cruise Liverpool's ambitious plans for the future, following an impressive 2021 season.

John Mawer has officially taken on the role of 'Head of Cruise Operations' at the Cruise Terminal.

John has been responsible for the cruise terminal's day-to-day running since 2017.

During the pandemic, when all cruise activity was suspended, he took on various projects to help the city and the council through the first few months of lockdown.

Following the return of cruises earlier this year attention is now focused on the industry's recovery from the pandemic.

Cruise Liverpool has already expanded its offering, delivering a turnaround facility for operators including Disney, MSC and Fred Olsen over the summer, helping to deliver a bumper 2021 season, despite the challenges.

John will play a prominent role in building on this momentum, with the aim of giving passengers an even bigger and better offering in 2022, whether they're visiting Liverpool, or starting, or ending their journeys in the city.

With the cruise sector already playing a key role in boosting the city's economy, John will also be involved in longer-term plans to deliver a new cruise terminal, which are currently on hold whilst designs are re-assessed in light of Covid health and safety requirements.

John will also work with operators to devise opportunities to minimise the environmental impact of cruise ships going forward.

John Mawer, Head of Cruise Operations, said:

Following a really busy, successful 2021 season, facilitating the safe return of cruise operations, Cruise Liverpool is set to have an even stronger 2022, with 100+ cruise operations already scheduled. I look forward to continuing Cruise Liverpool's growth as well as the delivery of a new, larger, turnaround facility for Liverpool in the near future. We look forward to working with cruise operators and ports to devise opportunities to reduce the environmental impact of cruise, whilst balancing the need for the economic benefits and the positive promotion of Liverpool all over the world".

Angie Redhead, Divisional Manager City Assets, Cruise, City Halls & TICs, said:

I am delighted for John who works extremely hard, every day to give operators and visitors alike a fantastic experience in Liverpool. I know he is excited as I am for this opportunity to further develop Liverpool's cruise offer, helping us to take full advantage of the economic and cultural benefits it will bring us. The sea's the limit for John!"