

PRESS RELEASE

ADRIATIC SEA FORUM: The Adriatic Sea Forum – cruise, ferry, sail & yacht today came to a successful conclusion.

40 international speakers from the 7 countries that face onto the Adriatic played an active part in the 6 discussion sessions and the other events featured during the two-day forum held this year in Dubrovnik.

An economic area within which the various forms of maritime tourism and the production processes connected with them – able to engage and encourage numerous types of tourist and non-tourist activities, investments and business activities – can act as a driver for wider social and economic development and occupation, while maintaining a sustainable approach, and not only to the environment.

An area with enormous potential that can only be exploited to the full if the countries that look onto it, alongside private operators, are able to work together to promote its identity as a single tourist destination.

In short, these were the main messages that emerged from the second edition of the Adriatic Sea Forum – cruise, ferry, sail & yacht, the travelling international event devised and organised by Risposte Turismo this year in partnership with the Dubrovnik Port Authority, the City of Dubrovnik and with the support of Dubrovnik Tourist Board and ACI.

The event, held in the Importanne Resort in Dubrovnik, was attended by operators, including tour operators, travel agents, shipbuilding companies, maritime agencies, port terminals and airports, marinas and harbours, nautical charter companies, shipyards, public administrations, local tourism promotion consortia and many others.

On the closing day of the forum the issues covered regarded the development and management of the marinas, of primary importance for the growth of nautical tourism in the area, and the contribution the cruise industry has made and can continue to make for the operators and the local areas involved, thanks to an inclusive, widespread business management model.

The forum was brought to a close with a session given over to discussing the future development of the area, in keeping with an approach sustainable not only in the classical environmental sense of the term, but also from a more complex perspective, comprising economic, business, social and political aspects.

During the session, participants once more emphasised the need for greater cooperation among the countries that look onto the area, with several speakers using different points of view to remind listeners of the extent to which economic development in the areas is able to generate and safeguard sustainability rather than having a negative impact on it.

Mention was also made once more of the specific strategies being used by the European Commission to implement actions for the development of the Adriatic-Ionian macro-area and more generally, of policies to support maritime tourism.

The 2015 edition of the forum provided, coherently with the aim of the initiative, a further opportunity to discuss and launch new commercial and cooperation initiatives. One example is the start-up of a project involving the marinas in the Adriatic, in the front line of which are the associations Assomarinas (for Italy) and ACI (for Croatia). This project will act as a platform for future agreements that may bring in other associations and individual operators, in order to organise and promote nautical tourism in the area more effectively.

ADRIATIC SEA FORUM



CRUISE
FERRY
SAIL &
YACHT
DUBROVNIK, 2015
APRIL 23-24

“At the end of this second edition of the Adriatic Sea Forum,” said Francesco di Cesare, President of Risposte Turismo, “we have reason to feel more than satisfied with the impressive international attendance. Once again, the forum hosted leading cruise, ferry and yachting operators from the world of business and from the most important international organisations in the sector, as well as the main tourism-linked institutions operating in the countries concerned and beyond”.

“This result,” continued di Cesare, “demonstrates the importance of a project that began in 2013, with the aim of promoting the Adriatic area as one large, single tourist destination, encouraging cooperation among the 7 countries, 25 regions and over 150 tourist resorts that look onto it. This project extends well beyond the days devoted to the Forum, which is only one of the steps able to set the pace of the constant commitment invested in these issues through individual projects, new areas of further study and constant support for the dialogue among the most influential public decision-makers in the area”.

“Here at Risposte Turismo,” di Cesare went on, “we will be getting straight down to work on the organisation of the third edition of the event, which will assign to the host city – for the duration of the Forum lasts – the role of maritime tourism capital in the Adriatic”.

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