

ADRIATIC SEA FORUM



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

PRESS KIT



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Barabino & Partners

for

ADRIATIC
SEA
FORUM

CRUISE
FERRY
SAIL &
YACHT
DUBROVNIK 2015
APRIL 23-24

PRESS KIT

ADRIATIC SEA FORUM - CRUISE, FERRY, SAIL & YACHT

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The press kit is available on the website www.barabino.it. The download can be executed in the area "ufficio stampa online". Please find also here the relative press releases and pictures. The press kit is also available on the website www.adriaticseaforum.it.

Dubrovnik, April 2015

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ADRIATIC SEA FORUM - CRUISE, FERRY, SAIL & YACHT

Why Adriatic Sea Forum

An international event

The Adriatic Sea Forum is an itinerant event conceived by Risposte Turismo – research and consultancy company, operating within the tourism macro-industry, founded and led by Francesco di Cesare – and **dedicated to maritime tourism and passenger traffic in the Adriatic, from cruises to ferries and the nautical sector (sailboats and motor boats).**

The European Union and the European Commission, by launching the EU-SAIR strategy, showed to highly consider and prioritise the development of new productive activities in the Adriatic – Ionic area, as it already happened for other maritime areas.

Adriatic Sea Forum is a fundamental meeting point for whoever is interested in the makings the Adriatic has, of developing new touristic marine traffics (cruising, ferries and navigation) with all the related activities.

A unique appointment to increase one's knowledge, technical information, personal and professional relationships and to introduce and promote one's entity and projects. One of the key points of Adriatic Sea Forum is to favour the promotion of the whole Adriatic area through fitting choices and strategies and to enhance the collaboration among different countries (7), regions (25) and destinations (more than 150) facing onto the Adriatic sea.

This will widen business chances and provide useful results for all the operators involved in the sectors aimed by the discussion.

Countries involved

During the Adriatic Sea Forum topics of interest to **7 nations** (Albania, Bosnia and Herzegovina, Croatia, Greece, Montenegro, Italy and Slovenia), and a total of **25 regions situated on both sides of the Adriatic**, will be discussed.

The event is an **occasion for meetings, discussions and in-depth analysis** among all the operators and those interested in the various sectors (shipping companies, cruise and ferry terminals, marinas and ports, maritime agencies, tour operators, travel agencies, charter companies, shipyards, public administration, local tourism boards) and for all those who want to get a better insight into the characteristics and the dynamics involved.





The format

The Adriatic Sea Forum consists of **meetings, debates and business network opportunities** during which all participants will have the opportunity to improve their knowledge, to create new relationships and strengthen the existing ones, and to promote their own activities and projects.



Adriatic Sea Forum: reasons for being there

By participating in the event conceived by Risposte Turismo all the operators from the cruise, ferry and boating sectors will have the opportunity to:

- to **strengthen one's own networking** by making contact with new operators on an international level;
- to **initiate new areas of collaboration and business** in general, to discuss new projects;
- to learn about the latest data on investigated 'traffics' as well as the forecasts on the future of different sectors;
- to **introduce one's own company** or organization, projects and services to others;
- to **learn about what others are doing or planning** and, as a result, if and in what way this is changing the competitive context in which one operates;
- to **update knowledge and information** on the European plans and funds to support the Adriatic tourism economy;
- to **acquire important information and ideas** that can be applied to one's own professional goals;
- to **gain an understanding of the ways to interpret the advantages and the problems associated with the different forms of tourism and travelling by sea**, comparing strengths and weaknesses;
- to **contribute to the communication and highlighting of the priorities and criticalities that need to be tackled and resolved** in order to create a brighter future for the sector in which one operates.



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APRIL 22-24

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The numbers of
the first edition

The first edition of the Forum was held in Trieste on 21st and 22nd March 2013, in partnership with Turismo FVG, the regional agency for the development of tourism in Friuli Venezia Giulia.

The event started off on the right foot, being able to attract a significant number of participants, delegates and international speakers as well as a large attention from the media. About 300 operators - including entrepreneurs, managers, public administrators, researchers and representatives of European projects - and more than 40 speakers from the cruise, ferry, sail & yacht sectors participated in the six sessions of the first edition of the forum.





ADRIATIC SEA FORUM - CRUISE, FERRY, SAIL & YACHT

The 2015 edition: 23 and 24 April, Importanne Resort - Dubrovnik

Data and location

The second edition of Adriatic Sea Forum, organised in partnership with Dubrovnik Port Authority and Municipality of Dubrovnik, will be held on April 23-24 at the facilities of Importanne Resort in Dubrovnik, the pearl of the Adriatic.

The programme

The event is divided into **6 discussion sessions** (2 plenary and 4 concurrent) dedicated to the important issues of sea tourism in the Adriatic area and to specific topics of interest, from cruises to ferries, sailing boats to motor boats. The Forum's programme will be completed with presentations and keynote speeches of wide interest.

On the morning of Thursday 23 April the opening plenary session, entitled "The Adriatic: one sea, one destination, one brand", will be held, an opportunity to meet and discuss the potential of the Adriatic area to be considered and promoted as a single destination. To be followed by two parallel sessions dedicated to, respectively, the realization of new ferry connections and the future of boating in the area.

On the second day of activities another two parallel sessions will take place: one will be dedicated to the leadership role of the cruise industry for the development of the Adriatic area, and the second session will be divided into two parts, one dedicated to the marinas of the east and west coasts of the Adriatic, and the other to the shipbuilding industry.

The Adriatic Sea Forum will conclude with a plenary session entitled "The sustainable economic growth of the Adriatic"

Adriatic Sea Tourism Report

In the afternoon of the first day of activities there will be an exclusive preview of the new edition of the Adriatic Sea Tourism Report, the research report produced by Risposte Turismo with the objective of analysing flows, dimensions, nature and direction of the movement of tourists in the Adriatic area (cruises, ferries and boating), which affect the seven countries facing onto the Adriatic Sea.



ADRIATIC SEA TOURISM REPORT

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Patronage

Adriatic Sea Forum 2015, organised in partnership with the Dubrovnik Port Authority and the Municipality of Dubrovnik, obtained the patronage of Karmenu Vella, European Commissioner for Environment, Maritime Affairs and Fisheries.

Supporter and supporting organisation

Thanks for the support to Venezia Terminal Passeggeri, Assoport e Trieste Yacht Berths. Supporting Organisations of the 2015 edition of the event are: Assomarinas, Assonautica, Assonave, Assoport, ATA - Albanian Tourism Association, CLIA Europe, CCIV - Istrian-Venetian Chamber of Commerce, European Boating Industry, Forum AIC - Forum of Adriatic and Ionian Chambers of Commerce, HATTA - Hellenic Association of Travel and Tourist Agencies, Med Cruise, UFTAA - United Federation of Travel Association, UHPA - The Association of Croatian Travel Agencies.

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ADRIATIC SEA FORUM - CRUISE, FERRY, SAIL & YACHT Risposte Turismo: an overview

The attention to maritime tourism in the international scenario

Risposte Turismo is a research and consultancy company servicing the tourism macro industry, which has been active for nearly 15 years on an Italian and European level, specialised in providing project and operational solutions to organisations and companies involved in the tourist macro-industry that are dealing with strategic or management issues.

Risposte Turismo is engaged in consulting and educational activities, as well as direct management of events and ad hoc initiatives.



In the last 10 years it carried out research activities and in-depth analysis for single Port Authorities, public administrations, cruise companies as well as other private entities

The events conceived and organised

Since 2011 it has organised Italian Cruise Day, the event that has become the point of reference for the Italian cruise sector (the fifth edition will be held on 2nd October 2015, in Civitavecchia) during which it presents the results of **Italian Cruise Watch**, a complete research report dedicated to the sector. **In 2013 Risposte Turismo launches Adriatic Sea Forum**.

The profile of the President Francesco di Cesare

Francesco di Cesare combines his commitments to teaching, research and consultancy on the main topics of the macro-industry of travel and tourism and cultural production, publishing as author or co-author numerous articles and reviews, with operative interventions also in the organisation of big events.



Besides texts and contributions about tourism marketing in general, congress tourism, cultural production and relations between cinema tourism and territories, there are numerous articles and papers dedicated to maritime and cruise tourism, of which he is author, co-author or editor, from the first one in 1997 (the book "La produzione crocieristica" (The cruise production), of which he is the author, Giappichelli editore) to the most recent ones (the volume "A Venezia dal mare" (To Venice from the sea), of which he is co-editor, Marsilio Editore, 2012, and "Le imprese crocieristiche" in *Economia e Gestione delle Imprese Turistiche*, edited by Roberta Garibaldi, Hoepli, 2015).



ADRIATIC SEA FORUM - CRUISE, FERRY, SAIL & YACHT Dubrovnik Port Authority - an overview

Dubrovnik Port Authority is an unprofitable organisation (government institution) whose purpose is planning and managing activities and subjects in the port territory.

Among its main activities there are the **management**, the **development** and the **usage** of Dubrovnik passenger port, open both to domestic and international traffics.

In its ongoing **project** of development and **modernization of the passenger port of Dubrovnik**, the Port Authority is aiming to create optimal business conditions as well as to achieve a competitive package of services and a controlled combination of price and quality.

It cites one of its main challenges is to continually identify requirements, needs and expectations of its customers, mostly cruise passengers, through open communication and constant monitoring of user attitudes and satisfaction.



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ADRIATIC SEA FORUM - CRUISE, FERRY, SAIL & YACHT

Event at a glance

Name:	Adriatic Sea Forum - cruise, ferry, sail & yacht
First edition:	2013
Place:	itinerant
Conceived by:	Risposte Turismo
Organised by:	Risposte Turismo
Analysed sectors:	cruise, ferry, sail & yacht
Country involved:	Albania, Bosnia-Erzegovina, Croazia, Grecia, Italia, Montenegro, Slovenia

Adriatic Sea Forum 2015

In partnership with:	Dubrovnik Port Authority, Municipality of Dubrovnik
With the support of:	Dubrovnik Tourist Board and ACI Marina Dubrovnik
Dates of the event:	Thursday 23rd (10.30 - 17.15) and Friday 24th (09.00 - 12.45) April 2015
City:	Dubrovnik
Location:	Importanne Resort
Official Languages:	Italian, Croatian, English
Under the patronage of:	Karmenu Vella, European Commissioner for Environment, Maritime Affairs and Fisheries
Thanks to:	Venezia Terminal Passeggeri, Assoparti e Trieste Yacht Berths
Supporting organisation:	Assomarinas, Assonautica, Assonave, Assoparti, ATA - Albanian Tourism Association, CLIA Europe, CCIV - Istrian-Venetian Chamber of Commerce, European Boating Industry, Forum AIC - Forum of Adriatic and Ionian Chambers of Commerce, HATTA - Hellenic Association of Travel and Tourist Agencies, Med Cruise, UFTAA - United Federation of Travel Association, UHPA - The Association of Croatian Travel Agencies.
Media supporter:	Adriatic Sea Network, Babele Magazine, International Cruise & Ferry Review, L'Agenzia di Viaggi, More, Nautica, Porto&Diporto, Ship2Shore, tipTravel magazine, Val Navtika
Participation:	upon registration
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LinkedIn:	AdriaticSea Forum
Twitter:	@AdriatiSeaForum