

# CRUISE FERRY SAIL YACHT

BUDVA, APRIL 27-28, 2017

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ADRIATIC  
SEA  
FORUM

CRUISE  
FERRY  
SAIL &  
YACHT

BUDVA, 2017  
APRIL 27-28

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RISPOSTE  TURISMO

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ADRIATIC CROATIA INTERNATIONAL CLUB

ADRIATIC SEA FORUM  CRUISE, FERRY, SAIL & YACHT

 Adriatic Sea Forum, the international, itinerant meeting dedicated to maritime tourism in the Adriatic Sea, will be going ashore in Montenegro for its third edition. On 27-28 April, 2017, Budva will be at the centre of the Adriatic maritime tourism sector as a whole.

Adriatic Sea Forum, thanks to its widely appreciated formula, is a crucial meeting point for all players with interests in the cruise, ferry and nautical areas and more generally in the tourism and maritime sectors, who operate partly or exclusively in the Adriatic. Since 2013, the forum has made an important contribution to sharing ideas and facilitating the development of new projects, as well as launching common strategies and business cooperation.

It offers an opportunity to discuss the future development of the Adriatic: a chance to meet people working in the sectors the forum is aimed at, as well as stakeholders operating in different areas with whom new business and projects can be entered into or developed.

The attention Europe and the various European institutions have been devoting to the Adriatic and Ionian region, formally since the launch of the EUSAIR strategy, have helped to make Adriatic Sea Forum, in this sense, an opportunity for all those interested in the maritime and tourism sectors to update, create, share and spread information, projects, knowledge and relationships.

Attending Adriatic Sea Forum offers the chance:

- ~ to get and stay in touch with the operators who work in Adriatic maritime and tourism industries as a whole, whether they are actually based in the countries that look onto the Adriatic or not;
- ~ to establish contacts with important administrators and decision makers;
- ~ to attend conference sessions and also have enough time for business meetings;
- ~ to create new business relationships and strengthen the existing ones; for participants to each present their own projects and activities, results and perspectives;
- ~ to acquire the latest data and information on maritime tourism in the Adriatic area;
- ~ to be part of an exciting process aimed at boosting the development of the Adriatic and be ready to share the benefits and advantages to come.

 Adriatic Sea Forum, međunarodni i putujući forum posvećen pomorskom turizmu na Jadranu, svoje treće izdanje imaće na Crnogorskoj obali. Od 27-28. aprila 2017. godine, Budva će biti u središtu Jadranskog pomorskog turističkog sektora. Zahvaljujući svojoj formuli, Adriatic Sea Forum je ključno mjesto susreta za sve operatore zainteresovane za krstarenje, trajektni i nautički turizam, te uopšteno za turizam i pomorski sektor, za sve one koji rade djelimično ili samo na Jadranu. Od 2013. godine forum isključivo doprinosi razmjeni ideja, te pomaže razvoj novih projekata, strategija, saradnji i predloga.

Forum je prilika za zajedničku raspravu o budućnosti i razvoju Jadrana: mjestu gdje se susreću ljudi koji rade u spomenutim sektorima. Namijenjen je kako njima tako i novim učesnicima koji djeluju i rade u različitim područjima s kojima se produbljuju i razvijaju poslovanja i novi projekti.

Zahvaljujući pažnji koju Evropa, sa svim svojim institucijama, posvećuje Jadranu i Jonskoj regiji, a službeno od pokretanja EUSAIR strategije, Adriatic Sea Forum je prilika za sve zainteresovane u pomorskom i turističkom sektoru da ažuriraju, stvore, podijele i prošire informacije, projekte, znanje i poznanstva koja imaju.

Učestvovati na Adriatic Sea Forumu znači:

- ~ stupiti i biti u kontaktu s cjelokupnim pomorskim i turističkim sektorom u Jadranskoj regiji i njihovim operaterima, bilo da oni imaju sjedište u posmatranom prostoru ili ne;
- ~ stupiti u kontakt s važnim posrednicima i donosiocima odluka;
- ~ prisustvovati predavanjima, a ujedno imati i dovoljno vremena za poslovne sastanke;
- ~ stvoriti nove poslovne odnose i jačati postojeće;
- ~ predstavljati vlastite projekte i kompanije, rezultate i mogućnosti;
- ~ prikupiti najnovije podatke i informacije u vezi pomorskog turizma u jadranskom području;
- ~ biti dio uzbudljivog procesa podsticanja jadranskog razvoja i biti spreman dijeliti dobiti i prednosti koje dolaze.

 Adriatic Sea Forum, incontro internazionale ed itinerante dedicato al turismo via mare in Adriatico, sbarca in Montenegro per la sua terza edizione. I prossimi 27 e 28 aprile 2017, Budva sarà al centro del più ampio settore del turismo via mare in Adriatico. Adriatic Sea Forum, grazie alla sua apprezzata formula, è un appuntamento irrinunciabile per tutti gli operatori che hanno interessi nei comparti crociere, traghetti, nautica e più in generale nei settori turistico e marittimo, operanti solo o anche nel contesto adriatico. Dal 2013 il forum contribuisce in modo forte alla condivisione di idee ed a facilitare lo sviluppo di nuovi progetti, così come al lancio di strategie comuni e collaborazioni tra operatori.

Il forum rappresenta l'occasione per discutere assieme sul futuro sviluppo dell'Adriatico, conoscere chi opera nei settori cui il forum è dedicato così come nuovi stakeholder che svolgono la propria attività in diverse aree e con i quali approfondire e sviluppare nuovi business e progetti.

L'Europa e le istituzioni Europee prestano da tempo particolare attenzione alla macro regione Adriatico Ionica, grazie anche al formale lancio della strategia EUSAIR. Adriatic Sea Forum, un appuntamento di riferimento per aggiornarsi, creare, condividere e diffondere informazioni, progetti, conoscenze e relazioni, contribuisce ulteriormente a rafforzare e diffondere tra gli operatori interessati ai settori collegati al maritime tourism l'attenzione dell'Europa verso quest'area.

Partecipare ad Adriatic Sea Forum significa:

- ~ entrare e restare in contatto con l'industria marittima e turistica in Adriatico, rappresentata non solo da operatori che sono basati in quest'area;
- ~ conoscere rilevanti amministratori e decisori pubblici;
- ~ partecipare alle sessioni di discussione avendo sufficiente tempo per business meeting;
- ~ creare nuove relazioni produttive e consolidare quelle esistenti;
- ~ presentare la propria realtà, i propri progetti, risultati e prospettive;
- ~ acquisire gli ultimi dati e informazioni riguardanti il turismo via mare nell'area adriatica;
- ~ essere parte di un entusiasmante processo di valorizzazione dello sviluppo adriatico ed essere pronti a cogliere benefici e vantaggi che ne deriveranno.

**Day 1, Thu. April 27 > 13.45 - 18.45**

**Day 2, Fri. April 28 > 09.30 - 16.30**

**Keynote speeches**

**Plenary and concurrent sessions**

**Interviews and face to face**

**Destinations' presentation**

**Adriatic Sea Tourism Report 2017**

**Debates, discussions, networking and more...**

**SPLENDID CONFERENCE & SPA RESORT 5\***

**The venue**

Venue of the event will be the luxury Splendid Conference & SPA Resort 5\*. Located in the small town of Becici, 3 km from Budva, it stays on the sea front and has its own private beach. Splendid Conference & SPA Resort is the largest conference venue in Montenegro. The hotel's conference zone can accommodate events for up to 700 people.


Događanje će se održati u luksuznom Splendid Conference & SPA Resort 5\*. Događaj će se održati u luksuznom Splendid Conference & SPA Resort 5\*. Smješten u malom mjestu Bečići, 3 kilometra od Budve, nalazi se na samoj obali i ima svoju privatnu plažu. Splendid Conference and Spa Resort posjeduje najveći konferencijski prostor u Crnoj Gori. Konferencijski kapaciteti hotela mogu da prime događaje sa preko 700 učesnika.

Sede dell'evento sarà il lussuoso Splendid Conference & SPA Resort 5\*. Situato nella piccola città di Becici, a 3 km da Budva, si trova sulla riva del mare e dispone di una propria spiaggia privata. Splendid Conference & SPA Resort è l'area conferenze più grande del Montenegro, in grado di accogliere eventi per 700 persone.

**Adriatic competitiveness** new berths and marinas presentations  
**key issues in nautical tourism** ferry passenger traffic development  
**European projects** coastal destinations Adriatic Ionian strategy  
 regattas and boat shows **new maritime tourism regulations**  
**charter opportunities** port investments safety and sustainability  
 economic and work-related impacts **sustainable cruising**  
**tourism promotion of the area** shipyards competitiveness




**ADRIATIC SEA TOURISM REPORT**

 Adriatic Sea Tourism Report is the research study realised by Risposte Turismo to analyse flows, dimensions, nature and directions of maritime tourism movements in the Adriatic area (cruise, ferry and boating), affecting the seven countries that face onto the Adriatic Sea.

From the 2016 edition highlights:  
 ~ more than 4.7 million cruise passengers movements and about 17.5 million ferry passengers in 2015;  
 ~ +3.6% and +1.9% respectively for cruise and ferry movements estimated as variation 2016 on 2015;  
 ~ more than 300 marinas mapped for approximately 77 thousands berths;  
 ~ positive and optimistic forecasts for interviewed marinas and charter companies demand.

 Adriatic Sea Tourism Report je istraživačka studija koju priprema Risposte Turismo s ciljem analize kretanja, obima, prirode i smjerova nautičkog turizma na području Jadrana (kružna putovanja, trajektni prevoz, nautika), a koja obuhvataju sedam država koje se nalaze na Jadraniu.

Zanimljivosti iz izdanja za 2016. godinu:  
 ~ više od 4.7 miliona putnika na kružnim putovanjima i oko 17.5 miliona putnika u trajektnom prevozu u 2015. godini;  
 ~ procjena od +3.6% u kretanjima kružnih putovanja i +1.9% u trajektnom prevozu 2016. godine u odnosu na 2015;  
 ~ više od 300 mapiranih marina i otprilike 77 hiljada vezova;  
 ~ očekivani pozitivni i optimistični trendovi za marine te potražnju u sektoru charter kompanija.

 Adriatic Sea Tourism Report è il rapporto di ricerca realizzato da Risposte Turismo per analizzare flussi, dimensioni, natura e direzioni dei movimenti turistici nell'area adriatica (crociere, traghetti e nautica) che influenzano i sette paesi affacciati sul Mare Adriatico.

Evidenze dall'edizione 2016:  
 ~ oltre 4,7 milioni di crocieristi movimentati e circa 17,5 milioni i passeggeri su ferry nel 2015;  
 ~ +3,6% e +1,9% rispettivamente per traffico passeggeri crociere e traghetti, stimata come variazione 2016 rispetto al 2015;  
 ~ oltre 300 le marine turistiche individuate nell'area per un totale di quasi 77 mila ormeggi;  
 ~ andamento positivo e segnali di ottimismo per la domanda di marine e charter.

**Adriatic Sea Tourism Report 2017 will be presented in Budva next April 27-28 during ASF**



# ADRIATIC SEA FORUM

CRUISE FERRY SAIL & YACHT  
BUDVA, 2017  
APRIL 27-28

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in partnership with



## ADRIATIC SEA FORUM 2017 PROGRAMME

### Day One: Thursday, April 27<sup>th</sup>

**h. 13.15** ADRIATIC SEA FORUM 2017: OPENING AND REGISTRATION

**h. 14.00** Welcome speeches

**Pavle Radulovic** - Minister, Ministry of Sustainable Development and Tourism  
**Vladan Radonjic** - Director General, Directorate General of Maritime Transport - Ministry of Transport and Maritime Affairs  
**Dragoljub Markovic** - Deputy director Coastal Zone Management Company  
**Kristijan Pavic** - President, MedCruise

**h. 14.30** Video

**Montenegro host country of Adriatic Sea Forum 2017**

**h. 14.45** Outside the range

**How to build a brand**

**Simone Masé** - Chief Marketing Officer, Publicis Communications and Managing Director, Publicis Italia

**h. 15.00** Opening round table

**Tackling the Adriatic challenge together**

PLENARY

Made up of different countries, each one with its own particular distinctive characteristics, the Adriatic area requires greater cooperation within it in order to grow and work towards developing the tourist industry in the area. In addition, the maritime tourism industry needs to take a moment to discuss how to promote the area as a whole and how it can be developed in order to obtain the significant role the Adriatic deserves to play at international level. How can the Adriatic become an authentic brand, a recognisable name able to encourage potential tourists to visit it? What further benefits for the area can derive from the development and management of a dedicated strategy that seeks to give the Adriatic a central role within international tourist flows? Once again this year, the opening session of the forum offers the opportunity to listen to the managers of the tourist boards in the Adriatic area discussing how this challenge for the area can be tackled.

**Ardit Collaku**  
Director, Albania National Agency of Tourism

**Roberta Milano**  
Marketing Manager, Italian Agency of Tourism

**Maja Pak**  
Director General, Slovenian Tourist Board

**Zeljka Radak-Kukavcic**  
Director, Montenegro National Tourism Organisation

**h. 16.30** COFFEE BREAK

**h. 16.45** Presentation

**Adriatic Sea Tourism Report 2017**

**Francesco di Cesare** - President, Risposte Turismo

**h. 17.00** Keynote speech

**The future of the Adriatic: the cruise companies' vision**

**Tom Fecke** - Secretary General, CLIA Europe

**h. 17.15** Dialogue

**Planning cruise routes within the Adriatic**

**Michel Nestour** - Vice President Global Port & Destination Development Euromed, Carnival Corp.

**Luigi Pastena** - Worldwide Port Operations Director, MSC Cruises

**Carla Salvadó** - Director of Cruise Marketing, Global Ports Holding

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**h. 09.30 Round table 1**

CONCURRENT

**The ferry route to discovering destinations in the Adriatic: from the sea to the land**

To what extent do tourists see ferries as an ideal option for reaching destinations in the Adriatic area? How much importance do those destinations place on tourism traffic generated by ferry passengers, with a view to directing and focusing tourism promotion? Is there still scope for ferry traffic to grow, or for ferries to be rediscovered, as an alternative for those wishing to travel in the Adriatic area? The round table discussion will focus on the potential of ferry traffic, on the prospects for development in terms of passengers, on the challenges already met and those still to be tackled, and will pay particular attention to visitors and leisure passengers compared to other segments of passengers on board, important though these are.

**Emil Bilić**

*General Manager, Port of Zadar*

**Matteo Della Valle**

*Business Development Manager, GNV*

**Rodolfo Giampieri**

*President, Autorità di Sistema Portuale del Mar Adriatico Centrale*

**Andreas Ntais**

*President and Managing Director, Igoumenitsa Port Authority*

**Joško Stella**

*Head of Tourism Department, Split Dalmatia County*

**Round table 2**

CONCURRENT

**From maxi yachts to small boats: how can Adriatic guide the Mediterranean?**

Nautical tourism is undoubtedly one of the cornerstones of the tourist sector in the Adriatic area. However, during the round table, a broader look will be taken at the prospects for the segment. The discussion will focus on the potential of the Adriatic in the wider context of the Mediterranean. To what extent will the Adriatic be able to develop traffic and the economy linked to the nautical sector? What are its strengths and where is there room for improvement to acquire advantages over other nautical tourism areas? These are only a couple of the questions the discussion will revolve around and for which the speakers will attempt to provide an answer.

**Zoran Brkić**

*CEO, Adriatic Sailing*

**Srećko Favro**

*President, Adriatic Expert*

**Piero Formenti**

*President, European Boating Industry*

**Vittorio Impallomeni**

*Board Consultant, Assomarinas*

**Kristijan Pavić**

*President, ACI Club*

**Ivana Petrović**

*Senior Adviser II, Maritime Safety Department - Montenegro Ministry of Transportation*

**h. 10.45**

COFFEE BREAK

**h. 11.15 Outside the range**

**Managing the cruise tourism: the choice of Santorini**

**Anastasios Konidaris** - *Cruise Department Manager, Municipality Port Fund of Thira - Santorini*

**h. 11.30 Round table**

PLENARY

**Cruise destinations in the Adriatic: challenges, opportunities and strategies**

This round table will be dedicated to cruise destinations in the Adriatic. The representatives of the cities where cruise tourism has a role to play will be discussing how each one of those cities is handling the challenges, potential and critical issues liable to emerge as a result of the cruise phenomenon there. It is clear that the public authorities in charge of the cities must take a cautious approach to this phenomenon, which can bring advantages for the area, but which can also cause problems that must be dealt with and solved. The representatives of the cruise cities in the Adriatic will be presenting their own cases and discussing the points that emerge from them.

**Giacomo Costantini**

*Tourism Counsellor, Municipality of Ravenna*

**Vladimir Jokić**

*Mayor, Municipality of Kotor*

**Vlaho Margaretić**

*Head of Tourism Department, Municipality of Dubrovnik*

**Konstantinos Nikolouzos**

*Mayor, Municipality of Corfu*

**Zoran Srzentić**

*Mayor, Municipality of Bar*

**Jana Tolja**

*Mayor's Advisor for International Affairs, Municipality of Koper*

**h. 13.00 Keynote speech**

**The sustainable tourism within the EU Strategy for the Adriatic and Ionian Region**

**Christos Economou** - *Head of Unit "Sea-basin strategies, Maritime Regional Cooperation and Maritime Security" Directorate General for Maritime Affairs and Fisheries - European Commission*

**h. 13.15**

LUNCH BREAK

**h. 14.30 Outside the range**

**Hosting and serving hundred thousands of passengers**

This short discussion with one of the top Mediterranean passenger traffic port will contribute to focusing the attention of the audience on how to deal with passenger traffic, to smoothly combine and develop different types of traffic (cruise and ferry), to guarantee efficient shipping lines and contribute to the development of tourism in the area concerned.

**Joan Gual de Torrella** - *President, Port Authority of Balears*

**h. 15.00 Closing round table**

PLENARY

**The present and future of maritime tourism: Montenegro as a strength for the Adriatic**

The concluding session of Adriatic Sea Forum 2017 is dedicated to a reflection on the current situation of maritime tourism in the Adriatic and the prospects for the future, with a particular focus on the role of Montenegro, a country whose potential has not yet been fully explored, within the wider Adriatic context. Representatives of associations, public organisations and international bodies of various kinds linked to the world of maritime tourism and tourism in general, will first and foremost attempt to describe the current situation, providing the audience of stakeholders attending the forum with ideas, advice and tips on the strategies to adopt to become and remain competitive and on future developments in the area.

**Introduced by**

**Marko Petričević** - *Head of Directorate for Tourism Destination Management, Montenegro Ministry of Sustainable Development & Tourism*

**Aleksandar Bozovic**

*Adviser, Environmental Protection Agency of Montenegro*

**Marco Digioia**

*Director Governmental Affairs, CLIA Europe*

**Nikola Dobroslović**

*President, Adriatic Ionian Euro Region*

**Linda Haydon**

*Group Tourism Manager, ETOA*

**Christos Lampridis**

*Secretary General Ports, Port Policy and Maritime Investments Hellenic Ministry of Shipping Maritime Affairs & Insular Policy*

**Thanos Pallis**

*Secretary General, MedCruise*

**Boris Zgomba**

*Vice President, ECTAA*

# RISPOSTE TURISMO

## The organiser

**Risposte Turismo** is a research and consulting company experienced in providing strategic and operational solutions to organisations and companies in the tourist macroindustry. It engages in consulting, training, direct event management, and ad hoc initiatives. It has been monitoring for years the international tourism sectors, including maritime tourism. Risposte Turismo has been organising Italian Cruise Day, since 2011 and since 2013 the Adriatic Sea Forum.

**Risposte Turismo** je kompanija koja se bavi istraživanjem, a specijalizovana je za pružanje projektnih i operativnih rješenja organizacijama i kompanijama iz turističke makro-industrije. Risposte Turismo nudi savjetovanja, obuke, kao i organizaciju događaja te ad hoc inicijative. Prati međunarodnu turističku industriju već godinama, uz poseban naglasak na određene teme i sektore, među kojima se ističe pomorski turizam. Od 2011. godine organizator je događaja Italian Cruise Day, od 2013. godine događaja Adriatic Sea Forum.

**Risposte Turismo** è una società di consulenza e ricerca specializzata nel fornire soluzioni progettuali ed operative ad organizzazioni ed imprese appartenenti alla macroindustria turistica. È impegnata nell'attività di consulenza, in quella di formazione, nonché nella gestione diretta di eventi e iniziative ad hoc. Segue da anni l'industria turistica internazionale, privilegiando alcuni temi e comparti, tra i quali il turismo del mare. Dal 2011 organizza Italian Cruise Day e dal 2013 Adriatic Sea Forum.



## REGISTRATIONS

To register, please visit the official Adriatic Sea Forum website at [adriaticseaforum.com/registrations](http://adriaticseaforum.com/registrations)

Delegate fee for registration:  
150 € + VAT (if due)

## PRIJAVE

Kako biste se prijavili, molimo posjetite web stranicu Adriatic Sea Forum [adriaticseaforum.com/registrations](http://adriaticseaforum.com/registrations)

Cijena učestvovanja:  
150 € + PDV (ako je primjenjiv)

## ISCRIZIONI

Per iscriversi vi preghiamo di visitare il sito di Adriatic Sea Forum all'indirizzo [adriaticseaforum.com/registrations](http://adriaticseaforum.com/registrations)

Quota di partecipazione:  
150 € + IVA (se dovuta)

## MONTENEGRO HOSTS ADRIATIC SEA FORUM 2017

### The partners



**National Tourism Organisation of Montenegro**  
Nacionalna turistička organizacija Crne Gore  
Ente Nazionale del Turismo del Montenegro



**Ministry of Sustainable Development and Tourism**  
Ministarstvo održivog razvoja i turizma  
Ministero dello sviluppo economico e del turismo



**Public Enterprise for Coastal Zone Management**  
JP za upravljanje morskim dobrom Crne Gore  
Ente per la gestione delle coste del Montenegro

### The host country

Bordered by the clear sea, covered with white rocks, sunlit by the Mediterranean sun, **Montenegro** is one of the last European oases to which one can flow from the dynamic tempo of civilization and rest by the soft sound of the waves, the song of crickets and the intoxicating scents of miscellaneous vegetation. However you reach Montenegro, through whichever "door" you enter, you will encounter intact nature and be welcomed by hospitable, proud and friendly people.

### The host city

Situated in the central part of the Montenegrin coast, **Budva** is one of the most beautiful destinations of the Adriatic. Set among sandy beaches and rural hinterland, the Budva Riviera boasts a perfect combination of old and new. Modern and dynamic architecture offers top-quality tourism and hospitality services in the midst of old-world charm. Here you can find antiquities, cultural events and entertainment, or simply leisure and a good time. This truly earns the riviera its title as the metropolis of Tourism. Budva city can be reached from the airports of Podgorica (1 hour), Dubrovnik (2 hours) and Tivat (40 min).

## Previous editions

Trieste 2013 & Dubrovnik 2015

+ 40 **qualified speakers**  
+ 250 **participants attending**  
+ 200 **articles on newspapers**

**EARLY BIRD**  
Register within April 7th  
for 100€ + VAT



# We look forward to meeting you in Budva!

ADRIATIC SEA FORUM  
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## Contacts

ASF Organisation  
Risposte Turismo  
Giudecca, 624 - 30133 Venice - Italy  
@ contact@adriaticseaforum.com  
+39 041 3093260  
risposte.turismo  
Adriatic Sea Forum  
@AdriatiSeaForum

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