

ADRIATIC
SEA
FORUM



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

PRESS KIT



B&P

Barabino & Partners

for

ADRIATIC
SEA
FORUM

CRUISE
FERRY
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YACHT
BUDVA, 2017
APRIL 27-28

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ADRIATIC SEA FORUM - CRUISE, FERRY, SAIL & YACHT

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The press kit is also available on the website www.adriaticseaforum.it

Venice/Budva, April 2017



ADRIATIC SEA FORUM - CRUISE, FERRY, SAIL & YACHT **The history and the reason for the event**

An International event

Now in its third edition, **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 in the Adriatic Sea**.

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. An area that each year sees some 5 million cruise passengers handled, as well as 17 million ferry passengers in over 40 ports, and, as regards the nautical industry, has coasts offering more than 300 marinas with room for a total of about 80,000 boats.

Since 2013, the forum has made an important contribution to sharing ideas and facilitating the development of new projects, as well as launching strategies, businesses and proposals.

Countries involved

During the Adriatic Sea Forum topics of interest to 7 nations (Albania, Bosnia and Herzegovina, Croatia, Greece, Montenegro, Italy and Slovenia), 25 regions and more than 150 destinations 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 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 introduce one's own company** or organization, projects and services to others;
- **to acquire the latest data** and information on maritime tourism in the Adriatic area;
- **to create new business relationships** and strengthen the existing ones; for participants to each present their own projects and activities, results and perspectives;
- to attend conference sessions and also have **enough time for business meetings**;
- **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.



The previous editions

Adriatic Sea Forum returns this year with the 2017 edition, following on from the first two held in **Trieste (2013)** and **Dubrovnik (2015)** respectively.

The previous editions were a great success: in addition to the large number of participants and speakers, the content that emerged from the various debates proved especially stimulating for those taking part. Over 200 operators – including entrepreneurs, managers, figures from the public administration, researchers and representatives of European projects – took part in each edition, making an active contribution to the discussions and debates, as well as developing new business relationships.





ADRIATIC SEA FORUM - CRUISE, FERRY, SAIL & YACHT **The 2017 edition: 27 and 28 April, Budva**

Date and location

The 2017 edition of Adriatic Sea Forum is organised in partnership with Montenegro National Tourism Organisation, Montenegro Ministry of Sustainable Development and Tourism and Public Enterprise for Coastal Zone Management. It **will take place on Thursday 27 and Friday 28 April at the Splendid Conference SPA & Resort 5*** on the magnificent Bečići peninsula, close to Budva.

The programme

The event will take the form of **5 round-table discussions** (3 of them plenary and the remaining 2 taking place in parallel with one another) dedicated to the issues regarding **maritime tourism in the Adriatic**, touching upon both specific segments and products (from cruises and ferries to sailing boats and motor yachts) and more general aspects (from the promotion of the entire area to how to organise the offer).

The Forum programme will be completed by **presentations, speeches and keynote speeches of great interest.**

On the afternoon of Thursday 27 April, the **plenary opening session, “Tackling together the Adriatic challenge”**, will offer participants a chance to meet and discuss the potential for the Adriatic to be considered and promoted as a single destination. Before and after this session, there will be a presentation of Montenegro as a destination, the new data from the Adriatic Sea Tourism Report, and a number of speeches focusing on the cruise segment. Day two will begin with **two parallel round-table discussions, one dedicated to the potential for the development of ferry traffic** as a driver for tourism in the Adriatic, **and another on nautical tourism in the Adriatic** in the Mediterranean context.

The morning will continue with a **round-table discussion on how to manage the cruise phenomenon on the part of the destinations in the Adriatic** involved, **followed by a keynote speech on the commitment of the European Commission to maritime tourism.**

In the afternoon, following a discussion on the challenges involved in managing ports with a high volume of passenger traffic, **the forum will conclude with the round-table discussion entitled “Present and future of maritime tourism: Montenegro as a strength for the Adriatic”**, with the participation of important representatives of international organisations.



A new element introduced for the **2017** edition will be the speeches “**outside the range**”, i.e. from operators outside of the traditional confines of the Forum, in terms of geographical location or sector, who will be bringing their particular experiences and competences to the Forum.

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).



ADRIATIC SEA TOURISM REPORT

Supporter and supporting organisation

The event is sponsored by Global Ports Holding; thanks to: Budva Tourism Organisation, Luka Kotor and ACI Croatia. Supporting Organisations of the event are: Assomarinas, Assonat, Assonautica, Assoport, CLIA Europe, European Boating Industry, Forum AIC, Insuleur, MedCruise, UFTAA, UHPA, Venice Yacht Pier, Venezia Terminal Passeggeri, ZTAS.



ADRIATIC SEA FORUM - CRUISE, FERRY, SAIL & YACHT

Risposte Turismo: a brief profile

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.



Over the years, the company has earned the position of **leading Italian research and consulting company in the maritime tourism sector** in its various aspects. 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 seventh edition will be held on 6th October 2017, in Palermo) 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**. Risposte Turismo also conceived and has launched in 2016 the **Shopping Tourism. Il forum italiano**, the first forum dedicated to the phenomenon of shopping tourism in Italy.

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 **Budva: a splendid location on the Adriatic coast**

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 (1h15min), Dubrovnik (2 hours) and Tivat (45 min).

The venue of ASF 2017 will be the Splendid Conference & SPA Resort 5* (85315 Bečići, Budva, Montenegro).

The hotel, located in the small town of Becici, just 3 km away from Budva, is on the sea front and has its own private beach.

Standard rooms, suites and apartments are available for guests, as well as the four bars, the three restaurants and the spa.





ADRIATIC SEA FORUM - CRUISE, FERRY, SAIL & YACHT

Adriatic Sea Forum at a glance

Name:	Adriatic Sea Forum - cruise, ferry, sail & yacht
First edition:	2013
Place:	Adriatic area, itinerant
Conceived by:	Risposte Turismo
Organized by:	Risposte Turismo
Sectors involved:	Cruise, ferry, sail & yacht
Countries involved:	Albania, Bosnia-Erzegovina, Croazia, Grecia, Italia, Montenegro, Slovenia

Adriatic Sea Forum 2017

In partnership with:	Montenegro National Tourism Organisation, Montenegro Ministry of Sustainable Development and Tourism and Public Enterprise for Coastal Zone Management
Dates of the event:	Thursday 27th (h. 14.15) e Friday 28 (h. 09:30) April 2017
City:	Budva
Location:	Splendid Conference & SPA Resort 5* (Bečići bb - 85310 Budva)
Official languages:	English, Italian, Montenegrin
Sponsor:	Global Ports Holding
Thanks to:	Budva Tourism Organisation, Luka Kotor and ACI Croatia
Supporting organizations:	Assomarinas, Assonat, Assonautica, Assoport, CLIA Europe, European Boating Industry, Forum AIC, Insuleur, MedCruise, UFTAA, UHPA, Venice Yacht Pier, Venezia Terminal Passeggeri, ZTAS
Participation:	upon registration
Website:	www.adriaticseaforum.com/it/
LinkedIn:	AdriaticSea Forum
Twitter:	@AdriatiSeaForum