

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.

Trieste, January 2014

ADRIATIC SEA FORUM – cruise, ferry, sail & yacht

Why Adriatic Sea Forum

The Adriatic Sea Forum is an itinerant event created 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 motivation to create the event comes from the lack of a similar one that gathers in one occasion all types of maritime tourism in the Adriatic, on one side, and on the other, from the importance of the area as a strong tourism economic and productive arena due to more than 150 coastal destinations affected by the flow of tourists from the sea.

The main objective of the Forum is to contribute to assigning to the Adriatic the right role of leader in Europe as an area of great attraction and potential, dynamic in its maritime tourism traffic and the productive activities linked to it.

During the Adriatic Sea Forum topics of interest to seven 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 analyses 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 Adriatic Sea Forum consists of meetings, debates and business network opportunities and inspection visits during which all participants will have the opportunity to improve their knowledge, create new and strengthen existing relationships, and promote their own activities and projects.

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

- ~ acquire important information and ideas that can be applied to their professional goals;
- ~ learn about the latest data on investigated 'traffics' as well as the forecasts for the future of the various sectors;
- ~ update knowledge and information on the European plans and funds to support the Adriatic tourism economy;
- ~ 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, where necessary or appropriate, its strengths and weaknesses;
- ~ strengthen their networking by making contact with new operators at an international level;
- ~ initiate new areas of cooperation, provision of goods and services, and business in general, discuss new projects;
- ~ learn about what others are doing or planning and consequently if, and how, this is changing the competitive context in which they operate;
- ~ introduce their company or organisation, projects and services to others;
- ~ 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 they operate.

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2013 edition: 21 and 22 March, Stazione Marittima congress centre in Trieste

The first edition of the Adriatic Sea Forum, organised in cooperation with TurismoFVG, regional agency for the development of tourism of the Friuli Venezia Giulia Region, will take place on Thursday 21 and Friday 22 March at the Stazione Marittima congress centre in Trieste.

The event will have 6 sessions (two plenary and four concurrent) on various solutions for travel and maritime tourism in the Adriatic, from cruises to ferries, sailboats to motor yachts.

In the morning of Thursday 21 March the opening plenary session will take place - "Promoting the Adriatic: many places, one unique destination" - a momentum for meeting and discussion on tourist destinations of the Adriatic region, analysed in their double role of competitors and elements of one unique destination.

The afternoon starts with a face to face on the present and future of the cruise sector in the Adriatic between Robert Ashdown, Secretary General of CLIA Europe, and Stavros Hatzakos, President of MedCruise; an important keynote speech by Cinzia De Marzo of the Tourism Unit of the European Commission, on the strategy of the Commission for the development of maritime tourism, will follow. Later some results of the first edition of Adriatic Sea Tourism Report will be shown, the first comprehensive research report for the cruise, ferry and nautical sectors in the Adriatic, realized by Risposte Turismo.

To follow two parallel sessions dedicated to the distribution of maritime tourist products in the Adriatic and to the future scenario for maxi yachts in the area. In the first one the representatives of some of the most important companies involved in the production and distribution will discuss the real commercial appeal, current and future, of these types of products within the Adriatic area, and will present news and future programmes.

In the second parallel session the representatives of shipyard companies, charters and port and marina operators will clarify the role of the maxi yacht sector in the Adriatic and its real development potential, according to demand and conditions of use.

During the event the new nautical portal of the Friuli Venezia Giulia Region created by TurismoFVG will be presented.

The second day of the Forum will open with two parallel sessions dedicated to regattas and other events as a moving force for the promotion of tourism and the nautical sector in the Adriatic and to the perspectives of development of ferry passenger traffic in the area.

The Adriatic Sea Forum will conclude its first edition with a closing plenary session - "Working and operating in the Adriatic: comparing the costs and taxes of the different countries" - where fiscal and cost differences among the countries of the Adriatic area will be discussed.

**B&P****Barabino & Partners**

Consulenza di direzione in Comunicazione d'Impresa

for



The 2013 edition of the Adriatic Sea Forum, carried out in partnership with TurismoFVG and in cooperation with Promotrieste and Trieste Terminal Passeggeri, with the patronage of Antonio Tajani, Vice-President of the European Commission, the Province of Trieste and the Municipality of Trieste.

Among the supporting organisations of this edition are: Assomarinas, Assonautica, Assoport, CEI - Central European Initiative, UCINA - Italian Marine Industry Association, MedCruise, UHPA - Association of Croatian Travel Agencies.

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Risposte Turismo: an overview

Risposte Turismo is a research and consultancy company active for more than 10 years and specialised in providing planning and operational solutions to organisations and companies in the tourist macro-industry that are dealing with strategic and management issues.

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

Risposte Turismo has been following for many years the international tourism industry, and has established itself as the main research and consulting entity in Italy with competences in the cruise sector, and paying special attention to maritime tourism in all its variations, and implemented research and consultancy activities in these topics for various entities. In the last 10 years it has carried out research activities and in-depth analysis for individual port authorities, regional authorities, associations and public authorities, as well as private entities.

Counting on a network of many years standing in the sector, in 2011 Risposte Turismo launched the Italian Cruise Day, the first national forum dedicated to the cruise industry that had its second edition in Genova in 2012. On that occasion Risposte Turismo presented the results of the Italian Cruise Watch, a complete research report dedicated to the sector, containing data that, for detail and accuracy, no other source is at present able to guarantee.

Starting in 2012 its Speciale Crociere (Cruise Special) is a publication by the National Tourism Observatory, the Office for Tourism Policies (Department of Regional Affairs, Tourism and Sport of the Presidency of the Council of Ministers) and distributed in exclusive preview on the website of the NTO (www.ontit.it).

The president of the company is Francesco di Cesare. Since 1997 he has combined 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 text and contributions on tourism marketing in general, congress tourism, cultural production and relations between cinema tourism and territory, there are numerous articles and papers dedicated to maritime 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 in 2012 (the volume “A Venezia dal mare” (To Venice from the sea), of which he is co-editor, Marsilio editore).



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TurismoFVG: an overview

Friuli Venezia Giulia is a unique and fully-fledged destination at the heart of the renewed European context. The mission of TurismoFVG, is to develop the regional tourist system providing the guidelines and cooperating with all active participants in order to make promotional activities consistent and increase resources, focusing all efforts.

In an increasingly demanding market sector, TurismoFVG is a destination management organization which pursues its objectives, planning and organizing the offer through specific tourist products.

Territorial design and quality plans, publicity, information for the media, fairs, websites, market researches and analyses, training, a vast array of publishing products and a coordinated reception are only a few of the TurismoFVG tools, thanks to which promo-marketing activities become materially important.

Sea, mountains and hills. Wine and food products, culture and events. Cities of art and history. Active tourism, discovery and wellness. These are the added-value aspects of a region that is rich and multifaceted. To enhance them is part of the mission of TurismoFVG.

The worldwide web is a critical channel through which TurismoFVG pursues its strategy to offer utmost interactivity and knowledge to help choose a customized vacation.

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Event at a glance

Name:	Adriatic Sea Forum – cruise, ferry, sail & yacht
First edition:	2013
Place:	itinerant
Created by:	Risposte Turismo
Organised by:	Risposte Turismo
Analysed sectors:	cruise, ferry, sail & yacht
Countries involved:	Albania, Bosnia and Herzegovina, Croatia, Greece, Italy, Montenegro, Slovenia

Adriatic Sea Forum 2013

In partnership with:	TurismoFVG
Dates of the event:	21 and 22 March 2013
City:	Trieste
Location:	Stazione Marittima congress centre
Under the patronage of:	Vice-President of the European Commission, Province of Trieste, Municipality of Trieste,
Supporting organizations:	Assomarinas, Assonautica, Assoport, CEI - Central European Initiative, UCINA – Italian Marine Industry Association, MedCruise, UHPA - Association of Croatian Travel Agencies
Media supporters:	Adriatic Sea Network, International Cruise and Ferry Review, Porto & Diporto, Ship2Shore, Val Navtika, Yacht Capital
Participation:	upon registration
Web:	www.adriaticseaforum.com