

ADRIATIC
SEA
FORUM



CRUISE
FERRY
SAIL &
YACHT
ANCONA, 2019
MAY 30-31

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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.com

Venice, May 2019



ADRIATIC SEA FORUM - CRUISE, FERRY, SAIL & YACHT

The history and the reason for the event

An International event

Now in its fourth edition, **the Adriatic Sea Forum is an itinerant event** conceived by **Risposte Turismo** – research and consulting 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 (sail & yacht) 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 joint strategies and collaborations among the professionals.

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 on the 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 get and stay in touch** with the operators who work in the Adriatic maritime and tourism industries, 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;
- 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 2019 edition following the first three events held in **Trieste (2013)**, **Dubrovnik (2015)** and in **Budva (2017)**.

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 the 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 2019 edition: May 30th and 31st, Ancona**

Date and location

The 2019 edition of the Adriatic Sea Forum is organised in partnership with the Central Adriatic Ports Authority and it will take place **Thursday the 30th and Friday the 31st of May at Mole Vanvitelliana**, a building designed by Luigi Vanvitelli and built in 1773 on an artificial island with the port of Ancona.

A specific section of the Mole Vanvitelliana is dedicated to conference activities and hosts meetings of national and international importance during the year, in addition to those more related to the topicalities of the territory.



The programme

The confirmed structure of the event consists of plenary discussion **sessions and thematic insights on specific areas of interest** that alternate with **presentations, interviews and face to face**, this year completed by **three technical tables** discussing the priorities to be assigned that would facilitate the growth of each of the Forum's three sectors.

Among the topics that will be discussed at the round tables are the sharing of **choices and actions that could accelerate the growth of the Adriatic sea through maritime tourism, the intervention and investment priorities that the area port authorities identify**, with reference to the different aspects of passenger traffic, the possibility of pursuing **economic growth and environmental protection, the important setbacks for the territories generated by the giga yacht tourism, the competitiveness of ferries in a changed framework of mobility and transport offer, the novelties that could characterize Adriatic the cruise industry in the near future.**





The event, which will take place in **three languages** (Italian, English and Croatian), will also allow all participants – through dedicated speeches by other prestigious speakers - **to keep up to date with the European programs dedicated to the area and with the EUSAIR strategy five years after its launch, to learn more about the characteristics, demands and expectations of customers interested in the Adriatic tourist offer, and to learn about actualities outside the Adriatic area that have excelled in maritime tourism.**

Adriatic Sea Forum 2019 will once again host Alumni@ASF, a project that allows 50 students or recent graduates under 30 from universities and master's courses in the countries that face onto both sides of the Adriatic to take part in the event, follow the proceedings and make contact with the operators present (to apply: <http://www.adriaticseforum.com/alumniasf-2019-applications/>).

Adriatic Sea Tourism Report

In the opening section of the Forum, the new edition of the **Adriatic Sea Tourism Report** will be presented - the research conducted by Risposte Turismo since 2013 which analyses the flows, dimensions, nature and directions of tourist sea movements (cruise, ferry and nautical sectors – sail&yacht)



Supporting organisation

The supporting organisations of the event are: Adriatic Ionian Euroregion, Adriatic & Ionian Initiative, Assomarinas, Assoportori, CEI – Central European Initiatives, EBI - European Boating Industry, FIAVET Italian Federation of Travel and Tourism Associations, Forum of the Adriatic and Ionian Chambers of Commerce, INSULEUR, The International Propeller Club - Ancona, UFTAA United Federation of Travel Agents Associations, UHPA Association of Croatian Travel Agencies, UCINA Confindustria Nautica, UNIADRION, YoungShip.



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

Risposte Turismo is a research and consulting company at the service of the tourism macro-industry. It has been operating for over 15 years on the Italian and European territory and specializes in providing design and operational solutions to organisations and companies belonging to the tourism sector.

Risposte is involved in consulting, training and direct management of ad hoc events and initiatives.



Over the years, the company has established itself as the **leading Italian research and consulting company with expertise in sea tourism** in its various forms.

Risposte Turismo has carried out numerous research and in-depth studies on behalf of individual Port Authorities, Regional Administrations, shipping companies and other private entities.

The events conceived and organised

Since 2011 it has organised the Italian Cruise Day, the annual national forum on the cruise industry (ninth edition will be on the 18th of October 2019 in Cagliari) during which it presents the results of the Italian Cruise Watch – the research report of reference in Italy for the cruise sector.

In 2013, it launched the Adriatic Sea Forum, a biennial international event dedicated to sea tourism in the Adriatic – cruise, ferry, nautical sector (sail & yacht) and **since 2016 it has organized Shopping Tourism. This Italian forum** is the first ever event dedicated to the phenomenon of the shopping tourism in Italy.

The profile of the president Francesco di Cesare

The president of the company is **Francesco di Cesare**. He 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.

Among them: “La produzione crocieristica” (The cruise production) (G. Giappichelli Editor, 1997; co-author), “A Venezia dal mare” (To Venice from the sea) (Marsilio Editore, 2012; co-author) and “Economia e Gestione delle Imprese Turistiche” (Economy and Management of Tourist Enterprises) (Heopli, 2015, contribution).



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
Organised by:	Risposte Turismo
Topics discussed:	sea tourism in the cruise, ferry and nautical (sail & yacht) sectors
Countries involved:	Albania, Bosnia-Herzegovina, Croatia, Greece, Italy, Montenegro, Slovenia

Adriatic Sea Forum 2019

In partnership with:	Central Adriatic Ports Authority
Dates of the events:	Thursday the 30th (start at 14.00) and Friday the 31st of May 2019 (start at 9:00)
City:	Ancona
Location:	Mole Varvitelliana, Banchina Giovanni da Chio 28
Official languages:	Italian, English, Croatian
Sponsor:	Global Ports Holding, MedCruise
Thanks to:	ACI Club
Supporting organizations:	AdriaticIonian Euroregion, Adriatic&IonianInitiative, Assomarinas, Assoport, CEI – Central European Initiative, EBI - European Boating Industry, FIAVET Italian Federation of Travel and Tourism Business Associations, Forum of the Adriatic and Ionian Chambers of Commerce, INSULEUR, The International Propeller Club - Ancona, UFTAA United Federation of Travel Agents Associations, UHPA Association of Croatian Travel Agencies, UCINA Confindustria Nautica, UNIADRION, YoungShip.
Participation:	upon registration
Website:	www.adriaticseaforum.com/it/
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