



## **PRESS RELEASE**

**RISPOSTE TURISMO: On 27 and 28 April, Budva, in Montenegro, will be hosting the third edition of Adriatic Sea Forum – cruise, ferry, sail & yacht, the itinerant international event devised by Risposte Turismo.**

**Over 200 participants are expected to attend the two-day opportunity for discussion, business networking and in-depth study, which has become a benchmark event for all the players in the cruise, ferry and nautical sectors that operate in the Adriatic area.**

The event offers an opportunity to come together and discuss the future development of the Adriatic, allowing operators to play a part in the process to promote the area and help the various stakeholders to grasp the benefits and advantages that can be derived from it.

It also offers the chance to share ideas and knowledge, facilitate the development of new common projects and strategies and create opportunities for all the players in the cruise, ferry and nautical sectors operating in the Adriatic area to meet with one another.

In summary, these are the main objectives of [Adriatic Sea Forum – cruise, ferry, sail & yacht](#), the international travelling event devised by Risposte Turismo – a research and consulting company in the tourism macro-industry – scheduled for Thursday 27 and Friday 28 April in Budva (Montenegro) at the facilities of the Splendid Conference & Spa Resort, the largest conference facility in Montenegro.

Since 2013, the event has been a benchmark for maritime tourism 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.

Following on from the success of the previous two editions, held in Trieste (2013) and Dubrovnik (2015) respectively, which involved a total of over 500 delegates and almost 100 international speakers, this year Adriatic Sea Forum is organised in partnership with the National Tourism Organisation of Montenegro, the Ministry of Sustainable Development and Tourism and the Public Enterprise for Coastal Zone Management.

The appointment is designed to offer an opportunity for dialogue, networking and study, engaging all those operating in the sector the event is dedicated to, from tour operators and travel agents to shipbuilders, maritime agents and port and airport terminals, as well as marinas and harbours for pleasure boats, nautical charter companies, shipyards, public administrations and local tourist promotion consortia.

The structure of the forum comprises plenary and parallel discussion sessions dedicated to the major maritime tourism issues in the area, as well as a more in-depth look at specific matters of interest, alternating with keynote speeches and presentations by reference speakers from the sector the forum deals with.



The main topics discussed in the three official languages of the event (English, Montenegrin and Italian) will be the promotion of the Adriatic as a single tourist destination ("Facing together the Adriatic challenge"), the present and future of maritime tourism and the potential of Montenegro, ferry traffic as a driver to explore the inland areas, the prospects for the development of the nautical industry, cruise itineraries in the Adriatic area and the management of cruise destinations.

The event – the only one that brings together all forms of maritime tourism in the Adriatic – will also allow all those attending to acquire information on the European programmes dedicated to the area, including Interreg MED and ADRION and the Cross-Border Cooperation programmes Italy-Croatia and Italy-Albania-Montenegro.

Participants will also be looking forward to the new edition of Adriatic Sea Tourism Report, the research conducted by Risposte Turismo, which for five years now has been offering an analysis of the flows, dimensions, nature and directions of tourist movements in the Adriatic area as regards the cruise, ferry and nautical sectors in the seven countries that face onto the Adriatic Sea.

Young people will also be playing a part in the forum, with 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.

For how to register for the forum, see [www.adriaticseaforum.com](http://www.adriaticseaforum.com). Updates will be published on the [Twitter](#) and LinkedIn pages of the forum.

Risposte Turismo is a research and consulting company at the service of the tourism macro-industry. It has been operating for over 15 years at European level.

Founded and chaired by Francesco di Cesare, Risposte Turismo has been dealing with maritime tourism-related issues for years now, and is one of the leading research and consulting firms in this sector of the tourist industry.

Since 2011, it has been organising Italian Cruise Day, the event that has become a benchmark for the Italian cruise sector, this year in its seventh edition (scheduled for 6 October in Palermo), since 2013, Adriatic Sea Forum - cruise, ferry, sail & yacht, and since 2016, Shopping Tourism. Il forum italiano, the first event dedicated to the shopping tourism phenomenon in Italy.

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