

PRESS RELEASE

RISPOSTE TURISMO: 2016 edition of the Adriatic Sea Tourism Report presented – more than 4.9 million cruise passengers are expected at Adriatic Sea ports by the end of the year (+3.6% on 2015), as well as about 17.9 million ferry passengers (+1.9% on 2015).

There are 327 marinas in the area, with more than 76,000 moorings.

More than 4.9 million cruise passengers are expected by the end of the year (+3.6% on 2015) and 3,460 cruise calls (+8.3%), with Venice as the most popular location with 1.55 million passengers (-2.1%) and 529 calls (+1.5%), followed by Dubrovnik with 880,000 passengers (+8.3%) and 629 calls (+4.3%).⁽¹⁾

Furthermore, for 2016, about 17.9 ferry passengers are expected (+1.9% on 2015), with Split as the most popular port, with its 4.48 million passengers (+2.3%), followed by Zadar (2.23 million, +2.1%).⁽²⁾

Lastly, we register the presence of 327 marinas (accounting for more than 76,000 moorings in the area). 63% of the marinas are located in the northern Adriatic Sea.

These are some of the key facts and figures presented in the new edition of the Adriatic Sea Tourism Report, the research report realised by Risposte Turismo – a research and consulting company serving the tourism macroindustry. The report analyses the flows, sizes, directions and behaviour patterns of maritime tourist movements in the Adriatic area (cruises, ferries and boating) impacting the seven Adriatic seaboard countries (Albania, Bosnia-Herzegovina, Croatia, Greece, Italy, Montenegro and Slovenia).

As Francesco di Cesare, the President of Risposte Turismo, put it, “the figures we have included in the new edition of the Adriatic Sea Tourism Report confirm the importance of maritime tourism, in the Adriatic, and the opportunities presented to the regions bordering upon the area for optimally capitalizing their advantageous geographic position by investing material and immaterial resources to enhance facilities and services and to adjust these to the *desiderata* of an increasingly global demand which, as to choices, has shown itself also to be increasingly mature”.

Over and above forecasts for this year, the Adriatic Sea Tourism Report also provides the definitive data on cruise and ferry passenger traffic recorded during 2015.

With reference to cruise numbers, the top 3 ports in the ranking account for 63.6% of all passengers (if we consider the top 5 and 10 ports, the figure rises to 80.7% and 95.1% respectively).

Furthermore, among the Adriatic seaboard countries, Italy was the top country in 2015, with a traffic flow of more than 2.3 million cruise passengers (48.4% of the total), followed by Croatia (1.28 million, 26.8% of the total) and Greece (slightly more than 650,000 passengers, accounting for 13.6% of the total).

Turning instead to the ferries sector, the top 3 ports in the ranking handled 50.9% of the total number of passengers in 2015 (if we consider the top 5 and 10 ports, the figure rises to 65.8% and 81.9% respectively).

¹ The forecasts concerning ferry passenger traffic were obtained from information collected from 16 ports, representing 83.5% of the cruise passenger traffic handled in 2015, and from information concerning cruise calls, collected from 19 ports, representing 79.3% of the total number of calls recorded in 2015.

² The forecasts concerning ferry passenger traffic were obtained from information collected from 15 ports, representing 57.3% of the passenger traffic handled in 2015.

³ The 2016 panel relied on dialogue with 59 marinas of the Adriatic Sea and 24 charter companies.

Considering the ferries sector by Adriatic seaboard country, Risposte Turismo's report confirmed Croatia's leading position also in 2015, thanks to its approx. 9.3 million passengers handled (53.1% of total traffic) and the more than 43,000 calls (54.8% of the recorded total for calls).

Among the runners up, Greece positions itself with about 4.4 million passengers handled (25.1% of the total) and more than 25,000 calls (31.8% of the total). Italy ranks third with its approx. 2.8 million passengers handled (15.9% of the total) and more than 8,400 calls (10.7% of the total).

Apart from ferries and cruise ships, the Adriatic Sea Tourism Report once more provides an analysis of the boating sector. Within this ambit, the 2016 report edition proceeded along the lines of its survey, which began in 2013, of existing port infrastructures and of operators active within their respective geographic areas. We thus mapped 327 marinas in the area, accounting for more than 76,000 moorings (for a mean value of 234 moorings per infrastructure).

Among the Adriatic seaboard countries, Italy has most of the marinas and moorings (180, i.e. 55% of the total, and more than 47,000, i.e. 62% of the total, respectively).

The report also provides forecasts for 2016, for the boating sector, concerning business turnover trends monitored in sampled Adriatic marinas and charter companies.⁽³⁾ Both sample groups displayed highly encouraging data. The trend may be seen as mainly stable or positive this year. More specifically, concerning marinas, 96% of the interviewees foresee stability (55%) or growth (41%) in client numbers.

Turning, instead, to charter companies, 87% of the sample group foresee stability (33%) or growth (54%) in sailing client numbers. Motor boating data regarding client numbers is as follows: 83% of the charter companies interviewed foresee stability (25%) or growth (58%).

Francesco di Cesare added "thanks to the vision we sustain, according to which the three sectors are considered together (and not, as is all too often the case, separately, as independent entities), we managed to uncover some surprising developments, alongside confirmed data and trends regarding specific aspects. We note, for example, the significance of ferry ship traffic in the area, making for a mean value of 221 calls per day to Adriatic ports. About boating, we note an increase in domestic marina clients, with respect to the total. This latter item of information should provide an incentive to those responsible for promotional policies targeting areas away from the Adriatic, and to those responsible for policies and measures to be implemented in order to foster enjoyment of the Adriatic Sea on the part of an international client base".

Adriatic Sea Tourism Report 2016 can be downloaded free of charge from the www.adriaticseaforum.com site. Francesco di Cesare – the President of Risposte Turismo – will present the report at the 1st Forum of the EU Strategy for the Adriatic and Ionian Region organised by the European Union scheduled for today and tomorrow in Dubrovnik.

The Adriatic Sea Tourism Report was launched in 2013 in Trieste on the occasion of the first edition of Adriatic Sea Forum – cruise, ferry, sail & yacht (an itinerant international event dedicated to maritime tourism in the Adriatic). The second edition was hosted by Dubrovnik in 2015.

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