



## **PRESS RELEASE**

**ADRIATIC SEA FORUM: the first edition of the Adriatic Sea Forum - cruise, ferry, sail & yacht, started today in Trieste. An international itinerant event dedicated to maritime tourism in the Adriatic.**

**The Adriatic Sea Tourism Report was presented: in 2012 there were almost 5 million passenger movements in Adriatic cruise ports (+0.9% more than 2011) and more than 16 million relative to ferry traffic (-9.3% fewer than 2011) for the ports taken into consideration. From an initial survey carried out, 240 tourist marinas and 80,000 berths were identified, part of a wider and more complex offer.**

This morning in Trieste, at the Stazione Marittima congress centre, the first edition of the Adriatic Sea Forum - cruise, ferry, sail & yacht was opened. It is an international itinerant event dedicated to maritime tourism conceived by Risposte Turismo, a research and consultancy company for the tourism macro industry, founded and directed by Francesco di Cesare.

The Forum, organised this year in partnership with TurismoFVG, an agency appointed by the Region of Friuli Venezia Giulia dedicated to the development of tourism, and with the collaboration of Promotrieste and Trieste Terminal Passeggeri, has the main objective of discussing and comparing the present situation and possible development strategies for the Adriatic as a unique tourist destination of excellence.

After introducing, in this order, Federica Seganti, Councillor for Productive Activities of the Region of Friuli Venezia Giulia; Franco Napp, Director of Trieste Terminal Passeggeri; Marina Monassi, President of the Trieste Harbour Board; Giovanni Caracciolo di Vietri, Secretary General of the Central European Initiative; Olivera Brajović, Vice Minister for Tourism Development of Montenegro and Serdo Kos, Dean of the Faculty of Maritime Studies of Rijeka, the presentation of the new proposals for maritime tourism of the Region of Friuli Venezia Giulia was made by TurismoFVG and Promotrieste.

This was followed by an opening plenary session entitled, "The promotion of the Adriatic, many places, one destination", a discussion and comparison of Adriatic tourist localities analysed in their double role of competitors and elements of a single large tourist destination.

The vision to work on a joint future promotional project for the Adriatic, in particular for overseas markets, emerged from this session.

In the afternoon, Robert Ashdown, Secretary General of CLIA Europe – European division of CLIA – the world's largest cruise industry organization, and Maria de Larratea, Secretary General of MedCruise, the association that unites Mediterranean cruise ports, discussed the present and future of the cruise industry in the Adriatic, a strategic and central sector for the area.

The importance of continuing this dialogue in order to maintain the strong points that characterise the cruise industry in the Adriatic area emerged from this discussion.

The day continued with a keynote speech by Cinzia De Marzo of the European Commission's Tourism Unit, which focussed on the key elements of the European maritime tourism strategy: competition, innovation and sustainability.

Francesco di Cesare then presented the first edition of the Adriatic Sea Tourism Report, the Report of the research carried out by Risposte Turismo with the objective of bringing together in one publication the main figures related to maritime tourism in the Adriatic.

The Report has the main aim of analysing the flow, dimensions, direction and behaviour of tourists and tourism in the area (cruises, ferries and boating) that interest the seven countries that face onto this Sea.

With regard to cruise traffic, according to the study carried out by Risposte Turismo, in Adriatic cruise ports about 5 million passengers were moved in 2012 (+0.9% more than 2011) and 3,550 calls were made (-1.3% fewer than 2011). Although contained, the growth rate of passenger movements in the area appears to be significant, in a year in which the sector, on a worldwide level, suffered stagnation in line with the general trend of the economy.

On the level of individual ports, Venice occupies the first place and closed 2012 with more than 1.7 million passengers (equal to 35.6% for the total area), followed by Dubrovnik with 975,000 and Corfu with about 655,000.

The first forecasts for 2013 elaborated by Risposte Turismo for 12 ports (Venice, Dubrovnik, Corfu, Bari, Split, Ancona, Ravenna, Trieste, Sibenik, Brindisi, Igumenitsa and Rijeka), which represent 80.1% of passenger traffic movements in 2012 and about 79% of ship calls registered last year, show decided growth estimated in the order of +9.3% for passenger movements and +1.9% for ship calls.

Moving on to the ferry sector, the report documents passenger movements and ship calls for more than 30 of the main Adriatic ports. In 2012 passenger movements in these ports were 16,325,000, a decided decline with respect to the previous year (-9.3%). While ship calls in these ports were about 80,000, a reduction of -1.9% with respect to 2011.

Taking into consideration ten of the most important ports for ferry traffic in the Adriatic (Split, Zadar, Igumenitsa, Corfu, Ancona, Bari, Durres, Brindisi, Dubrovnik and Venice), the analysis of the historic series of data relative to the decade 2003–2012 highlighted that, in terms of passenger movements, there has been a return to the starting point with the total for 2012 (about 14.2 million, only slightly better than the value registered in 2003 (about 13.2 million).

Lastly, with regard to boating, the 2013 edition of the Adriatic Sea Tourism Report, given the lack of up to date data for all the countries that face onto the Adriatic, has begun work on a survey of operators and port structures and, more in general, of the existing berths in the area, mapping in this first edition of the Report 243 marinas and more than 82,000 berths.



The first day of the Forum will proceed with two parallel sessions dedicated to the commercial potential of the various Adriatic maritime tourism products and the development potential of the maxi yacht sector respectively.

“The objective of the Adriatic Sea Forum”, Francesco di Cesare stated, “is to value the Adriatic as a single tourism destination of excellence and not only as a collection of independent localities competing with each other. The international participation of speakers from the entire Adriatic area”, continued di Cesare, “and the results related to tourism of and by the sea presented today with the Adriatic Sea Tourism Report, show the area’s great potential for tourist attraction.

The Forum concludes tomorrow with three discussion and debating sessions. The detailed programme of the event is available at [www.adriaticseaforum.com](http://www.adriaticseaforum.com).

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