



PRESS RELEASE

ADRIATIC SEA FORUM: two days of analysis, comparisons and debate dedicated to the various forms of maritime tourism were successfully concluded yesterday.

More than 250 operators from the cruise, ferry, sail & yacht sectors participated in the six sessions of the first edition of the international itinerant Forum created and organised by Risposte Turismo in partnership, this year, with TurismoFVG.

The Adriatic Sea as a single tourist destination to be valued collectively among all the countries that face onto it, in virtue of its strong potential for growth and development.

This was, to summarise, the general orientation that emerged from the Adriatic Sea Forum—cruise, ferry, sail & yacht, the new annual international itinerant event dedicated to maritime tourism in the Adriatic related to the cruise, ferry and boating (sail and motor) sectors created by [Risposte Turismo](#) – a research and consultancy company serving the macro tourist industry, founded and directed by Francesco di Cesare – and organised, this year, in partnership with TurismoFVG with the collaboration of Promotrieste and Trieste Terminal Passeggeri.

The event, which took place at the Stazione Marittima congress centre in the capital of the Friuli Venezia Giulia Region, gathered together more than 250 operators, from Albania, Croatia, Greece, Italy, Montenegro and Slovenia, from shipping companies, cruise and ferry terminals, marinas and small ports, charter companies, tour operators, shipyards and travel agents and all those who, in various ways, are interested in the topics of the sector.

On the concluding day of the Forum the topics discussed were related to the role of regattas and other events as a driving force for the promotion of boating in the Adriatic, the prospects of development of ferry passenger traffic in the area and the comparison between the coasts and the diverse forms of taxation in the countries which face onto it.

In particular, in the closing plenary session the speakers shared the general spirit of the Forum, highlighting the importance of working for, and cooperating in, the promotion of the Adriatic on an international level, though aware of the differences that exist between the individual countries.

In addition, everyone highlighted the importance of approaching, as a system, the promotion of the area as a large focal point of attraction for foreign investments.

“The appraisal of this first edition of the Forum”, commented Francesco di Cesare, “cannot but leave us satisfied, both as regards the international participation on the part of the operators and for the presence of the Italian and foreign press who followed the two days of work and discussions”.



“The positive results obtained”, continued di Cesare, “are witness to the validity of the intuition to dedicate an event to Adriatic tourism by and of the sea, and they provided us with the starting point necessary to work on the 2014 edition that, given the international nature of the event, could take place on the eastern shores of the Adriatic”.

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