

CRUISE FERRY SAIL YACHT

ANCONA, MAY 30-31, 2019
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ADRIATIC
SEA
FORUM

CRUISE
FERRY
SAIL &
YACHT

ANCONA, 2019
MAY 30-31

organised by
RISPOSTE  TURISMO

in partnership with
 Central Adriatic
Ports Authority

Ports of Pesaro, Falconara Marittima, Ancona, S. Benedetto, Pescara, Ortona

TWO DAYS OF MEETINGS, DISCUSSIONS AND BUSINESS NETWORKING OPPORTUNITIES

ADRIATIC SEA FORUM

CRUISE, FERRY, SAIL & YACHT



 Adriatic Sea Forum, the international, itinerant meeting dedicated to maritime tourism in the Adriatic Sea, will be going ashore in Ancona for its fourth edition. On May 30th and 31st, 2019, Ancona will be at the centre of the Adriatic maritime tourism sector as a whole.

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 and more generally in the tourism and maritime sectors, who operate partly or exclusively 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 common strategies and business cooperation.

It offers an opportunity to discuss the future development of the Adriatic: a chance to meet people working in the sectors the forum is aimed at, as well as stakeholders operating in different areas with whom new business and projects can be entered into or developed.

The attention Europe and the various European institutions have been devoting to the Adriatic and Ionian region, formally since the launch of the EUSAIR strategy, have helped to make Adriatic Sea Forum, in this sense, an opportunity for all those interested in the maritime and tourism sectors to update, create, share and spread information, projects, knowledge and relationships.

Attending Adriatic Sea Forum offers the chance:

- ~ to get and stay in touch with the operators who work in Adriatic maritime and tourism industries as a whole, whether they are actually based in the countries that look onto the Adriatic or not;
- ~ to establish contacts with important administrators and decision makers;
- ~ to attend conference sessions and also have enough time for business meetings;
- ~ to create new business relationships and strengthen the existing ones; for participants to each present their own projects and activities, results and perspectives;
- ~ to acquire the latest data and information on maritime tourism in the Adriatic area.

 Adriatic Sea Forum, međunarodni i putujući forum posvećen pomorskom turizmu na Jadranu, svoje treće izdanje imaće na obali Italije. Od 30. – 31. svibnja 2019, Ancona će biti u središtu Jadranskog pomorskog turizma šireg sektora.

Adriatic Sea Forum, zahvaljujući svojoj cijenjenoj formuli, ključno je mjesto susreta za sve operatore s interesima u krstarenju, trajektnom i nautičkom turizmu, te općenito u turizmu i pomorskom sektoru, za sve one koji rade samo ili i u Jadranskom kontekstu. Od 2013. godine forum iznimno pridonosi dijeljenju ideja, te olakšanju u procesu razvoja novih projekata, kao i u lansiranju strategija, suradnji i prijedloga.

To predstavlja priliku za zajedničku raspravu o budućnosti i razvoju Jadrana: mjestu gdje se susreću ljudi koji rade u spomenutim sektorima, forum je posvećen njima kao i novim sudionicima koji djeluju i rade u različitim područjima s kojima se produbljuju i razvijaju poslovanja i novi projekti. Zahvaljujući pozornosti koju Europa, sa svim svojim institucijama, posvećuje Jadranu i Jonskoj regiji, a službeno od pokretanja EUSAIR strategije, Adriatic Sea Forum je prilika za sve zainteresirane u pomorskom i turističkom sektoru da ažuriraju, stvore, podijele i prošire informacije, projekte, znanje i poznanstva koja imaju.

Sudjelovati na Adriatic Sea Forumu znači:

- ~ doći i ostati u kontaktu s cjelokupnim pomorskim i turističkim sektorom u Jadranskoj regiji, i njihovim operaterima, bilo da oni imaju sjedište u promatranom prostoru ili ne;
- ~ doći u kontakt s važnim posrednicima i izvršnim menadžmentom koji ima moć odluke;
- ~ prisustvovati predavanjima konferencije, a ujedno imati i dovoljno vremena za poslovne sastanke;
- ~ stvoriti nove poslovne odnose i jačati postojeće;
- ~ predstavljati vlastite projekte i tvrtku, rezultate i mogućnosti;
- ~ prikupiti najnovije podatke i informacije u vezi pomorskog turizma u jadranskom području;
- ~ biti dio uzbudljivog procesa poticanja jadranskog razvoja i biti spreman dijeliti dobrobiti i prednosti koje dolaze.

 Adriatic Sea Forum, incontro internazionale ed itinerante dedicato al turismo via mare in Adriatico, sbarca in Italia per la sua quarta edizione. I prossimi 30 e 31 maggio, Ancona sarà al centro del più ampio settore del turismo via mare in Adriatico. Adriatic Sea Forum, grazie alla sua apprezzata formula, è un appuntamento irrinunciabile per tutti gli operatori che hanno interessi nei comparti crociere, traghetti, nautica e più in generale nei settori turistico e marittimo, operanti solo o anche nel contesto adriatico. Dal 2013 il forum contribuisce in modo forte alla condivisione di idee ed a facilitare lo sviluppo di nuovi progetti, così come al lancio di strategie comuni e collaborazioni tra operatori.

Il forum rappresenta l'occasione per discutere assieme sul futuro sviluppo dell'Adriatico, conoscere chi opera nei settori cui il forum è dedicato così come nuovi stakeholder che svolgono la propria attività in diverse aree e con i quali approfondire e sviluppare nuovi business e progetti.

L'Europa e le istituzioni Europee prestano da tempo particolare attenzione alla macro regione Adriatico Ionica, grazie anche al formale lancio della strategia EUSAIR. Adriatic Sea Forum, un appuntamento di riferimento per aggiornarsi, creare, condividere e diffondere informazioni, progetti, conoscenze e relazioni, contribuisce ulteriormente a rafforzare e diffondere tra gli operatori interessati ai settori collegati al maritime tourism l'attenzione dell'Europa verso quest'area.

Partecipare ad Adriatic Sea Forum significa:

- ~ entrare e restare in contatto con l'industria marittima e turistica in Adriatico, rappresentata non solo da operatori che sono basati in quest'area;
- ~ conoscere rilevanti amministratori e decisori pubblici;
- ~ partecipare alle sessioni di discussione avendo sufficiente tempo per business meeting;
- ~ creare nuove relazioni produttive e consolidare quelle esistenti;
- ~ presentare la propria realtà, i propri progetti, risultati e prospettive;
- ~ acquisire gli ultimi dati e informazioni riguardanti il turismo via mare nell'area adriatica

Adriatic Sea Forum - cruise ferry sail & yacht supporting organisations:



Day 1, Thu. May 30 > 13.15 - 19.15
Day 2, Fri. May 31 > 09.00 - 15.00
Keynote speeches
Plenary and concurrent sessions
Interviews and face to face
Destinations' presentation
Adriatic Sea Tourism Report 2019
Debates, discussions, networking and more...
MOLE VANVITELLIANA
The venue

The venue of the event will be Mole Vanvitelliana, built in 1773 on an artificial island and located within the Port of Ancona. The building has a pentagonal shape connected to the mainland by a small bridge and today it is used to host exhibitions, conferences, cultural and musical events. It is located just outside of the ancient walls of the city and near the monumental entrance to the city called Porta Pia.

Mjesto održavanja konferencije bit će Mole Vanvitelliana, izgrađena 1773. na umjetnom otoku i nalazi se unutar Luke Ancona. Građevina je peterokutnog oblika povezana sa kopnom malim mostom i danas se koristi za izložbe, konferencije, kulturne i glazbene događaje. Nalazi se odmah izvan drevnih zidina grada i u blizini monumentalnog ulaza u grad koji se zove Porta Pia.

Sede dell'evento sarà la Mole Vanvitelliana, costruita nel 1773 su un'isola artificiale, è collocata all'interno del porto di Ancona. L'edificio a pianta pentagonale è collegato alla terraferma da un piccolo ponte ed oggi ospita mostre, conferenze ed eventi culturali e musicali. E' situato appena fuori le antiche mura della città e vicino a Porta Pia, l'entrata monumentale della città.

Adriatic competitiveness new berths and marinas presentations
key issues in nautical tourism ferry passenger traffic development
European projects coastal destinations Adriatic Ionian strategy
 regattas and boat shows new maritime tourism regulations
charter opportunities port investments safety and sustainability
 economic and work-related impacts sustainable cruising
 tourism promotion of the area shipyards competitiveness


ADRIATIC SEA TOURISM REPORT

 Adriatic Sea Tourism Report is the research study realised by Risposte Turismo to analyse flows, dimensions, nature and directions of maritime tourism movements in the Adriatic area (cruise, ferry and boating), affecting the seven countries that face onto the Adriatic Sea.

From the last edition highlights:

- ~ more than 5 million cruise passengers movements and about 17.5 million ferry passengers in 2016;
- ~ more than 330 marinas mapped for approximately 80 thousands berths;
- ~ positive and optimistic forecasts for interviewed marinas and charter companies demand;
- ~ Adriatic Sea coastal tourism areas hosted more than 30 million of tourists and over 160 million of overnights.

 Adriatic Sea Tourism Report je istraživačka studija koju priprema Risposte Turismo s ciljem analize kretanja, obima, prirode i smjerova nautičkog turizma na području Jadrana (kružna putovanja, trajektni prijevoz, nautika), a koja zahvaćaju sedam država koje se nalaze na Jadranu.

Zanimljivosti sa posljednjeg izdanja:

- ~ više od 5 milijuna putnika na kružnim putovanjima i oko 17.5 milijuna putnika u trajektnom prijevozu u 2016. godini;
- ~ više od 330 mapiranih marina i otprilike 80 tisuća vezova;
- ~ očekivani pozitivni i optimistični trendovi za marine te potražnju u sektoru charter kompanija;
- ~ Turistička područja Jadranskog mora ugostila su više od 30 milijuna turista i imala preko 160 milijuna noćenja.

 Adriatic Sea Tourism Report è il rapporto di ricerca realizzato da Risposte Turismo per analizzare flussi, dimensioni, natura e direzioni dei movimenti turistici nell'area adriatica (crociere, traghetti e nautica) che influenzano i sette paesi affacciati sul Mare Adriatico.

Evidenze dall'ultima edizione:

- ~ oltre 5 milioni di crocieristi movimentati e circa 17,5 milioni i passeggeri su ferry nel 2016;
- ~ oltre 330 le marine turistiche individuate nell'area per un totale di quasi 80 mila ormeggi;
- ~ andamento positivo e segnali di ottimismo per la domanda di marine e charter;
- ~ Le aree turistiche costiere del Mare Adriatico hanno ospitato oltre 30 milioni di turisti e oltre 160 milioni di pernottamenti.

**Adriatic Sea Tourism Report 2019 will be presented
in Ancona next May 30-31 during ASF**

ADRIATIC SEA FORUM 2019 PROGRAMME

Day One: Thursday, May 30th

h. 13.15 - 14.00

ADRIATIC SEA FORUM 2019: OPENING AND REGISTRATION

h. 14.00 Welcome speeches

h. 14.20 Presentation

Ancona host city of the 2019 edition

After the previous editions held in Trieste (2013), Dubrovnik (2015) and Budva (2017), the forum calls Ancona, the capital of Marche region and at the very geographical center of Adriatic Sea.

h. 14.30 Presentation

Adriatic Sea Tourism Report 2019

As for the past edition of the forum, in this too Risposte Turismo will provide delegates with updated info and evaluations about maritime tourism in Adriatic, pointing out data about cruise, ferry and nautical dynamics in the recent years alongside forecasts for the next months. News about investments, newcomers, UE funded projects and more complete the report's contents.

h. 14.45 Round table

Growing together

Maritime tourism embraces different businesses with many common elements, and each one of them presents wide opportunities to grow, fostering economy and employment in the Adriatic countries. During the round table managers belonging to the cruise, ferry and boating industries together with representatives of Adriatic territories and destinations will debate to understand which choices and directions can be taken to reach better results in the years to come.

h. 16.00

COFFEE BREAK

h. 16.30 Round table

Setting priorities

Adriatic Port Authorities high-representatives will discuss to point out which passenger traffic (cruise, ferry, boating) needs more investments and efforts and why. Starting with presenting their own recent choices, the discussion will benefit of the recent available traffic data to share opinions, interpretations, points of view about maritime tourism in Adriatic.

h. 17.30 Outside the range

Learning from outside: Barcelona

Within the Med, Barcelona represents a case of excellence for more than just a single component of the maritime tourism. With the contribution of the President of the Barcelona Cluster Nautic, the forum's delegates will understand how a different area sets itself as leader in nautical tourism and what can be learned from it.

h. 17.45 Round table

When environment matches with growth

Facing environmental issues means not only engaging ourselves in a question which can no longer be put off but also finding new ways to reduce costs and increase operational efficiency. The round table will dive into this intriguing combination of goals through examples coming from different kind of companies involved in the maritime tourism.

h. 18.30 Technical sessions

Cruise - Ferry - Sail&Yacht

3 concurrent focus groups (with 5 to 6 participants plus possible audience) to discuss one or more themes of crucial importance for the future of the 3 sectors in the Adriatic.

Day Two: Friday, May 31st

h. 09.00 Results **Cruise - Ferry - Sail&Yacht priorities**

Recap of the recommendations and priorities identified during the technical sessions for each of the sectors through focus groups.

h. 09.30 Round table **The Adriatic as a GigaYacht hot spot**

CONCURRENT SESSIONS

GigaYachts are more and more in the spotlight, because of their outstanding standards, excellence, as well as lifestyle profiles of their owners or users. Many companies and operators are setting new goals for this specific luxury segment which brings relevant advantages to the involved destinations, and the round table will be the occasion to understand if the Adriatic is already a well-equipped destination or requires new investments to fill the gap.

Round table **Are ferries still a competitive business in the Adriatic?**

In a context widely changed, with so many available options for tourists to move and to reach destinations, is it worth to deepen which can be the role of the ferries within the maritime tourism phenomenon. From being a basic means of transport to set and present itself as a piece of a holiday or pleasure journey, it seems compelling how this product may maintain its centrality in the Adriatic passenger traffic.

h. 10.30 Round table **Cruising in the Adriatic: thinking out of the box**

CONCURRENT SESSIONS

Adriatic is a strategic area for cruise ships' deployment, with so many attractive destinations and improved infrastructures and facilities which in some cases are state of the art. But to keep a high level of attention from the potential demand it's mandatory to build and propose new products, options and experiences. Managers representing ports, shore excursions organizers and cruise companies, the debate will unveil the possible news for this business in Adriatic.

Round table **Exploiting port cultural sites for tourists**

In order to make natural and maritime cultural heritage a leverage for territorial development, Adriatic ports cultural sites can foster new opportunities of growth. The round table will be also the occasion to discuss the recently launched "REMEMBER" project among the EU Interreg Italy-Croatia CBC Programme.

h. 11.30 COFFEE BREAK

h. 12.00 Keynote speech **Who wants the Adriatic?**

Why clients should prefer the Adriatic in the global market competition? Is the area known and perceived as a whole or do single cities and territories prevail in terms of awareness and attractiveness? Is maritime tourism a dominant component in the wider available tourism offer in the area? Should the area - thus, the companies and professionals together with the public administrations - focus on specific targets and, eventually, which ones? A top manager of a leading international tour operator will share data and insights about these and other strategic questions.

h. 12.15 Keynote speech **The EU sustain to the Adriatic future**

5 years after the launch of the EUSAIR strategy, an update on what has been reached and what should be done in the years to come. From the thematic pillars to the new cooperation programmes launched, the forum delegates will get new info about the opportunities (funds, facilitation, ideas) the EU is offering.

h. 12.30 Debate **Calling the Adriatic**

Ports, itineraries, ships: which will be the future Adriatic map with regards to cruise tourism? Where the ships will go? Which could be the opportunities as well as the obstacles the companies involved in the business may deal with? Relevant cruise industry stakeholders will converse on these interesting subjects.

h. 13.15 LUNCH

RISPOSTE TURISMO

The organiser

Risposte Turismo is a research and consulting company experienced in providing strategic and operational solutions to organisations and companies in the tourist macroindustry. It engages in consulting, training, direct event management, and ad hoc initiatives. It has been monitoring for years the international tourism sectors, including maritime tourism. **Risposte Turismo** has been organising Italian Cruise Day, since 2011 and since 2013 the Adriatic Sea Forum.

Risposte Turismo je tvrtka koja bavi istraživanjem, a specijalizira pružanje projektnih i operativnih rješenja organizacijama i tvrtkama iz turističke makro-industrije. **Risposte Turismo** nudi savjetovanja, obuke, kao i organizaciju događanja te ad hoc inicijativa. Prati međunarodnu turističku industriju već godinama, uz poseban naglasak na određene teme i sektore, među kojima se ističe pomorski turizam. Od 2011. godine organizator je događanja Italian Cruise Day, od 2013. godine događanja Adriatic Sea Forum.



Risposte Turismo è una società di consulenza e ricerca specializzata nel fornire soluzioni progettuali ed operative ad organizzazioni ed imprese appartenenti alla macroindustria turistica. È impegnata nell'attività di consulenza, in quella di formazione, nonché nella gestione diretta di eventi e iniziative ad hoc. Segue da anni l'industria turistica internazionale, privilegiando alcuni temi e comparti, tra i quali il turismo del mare. Dal 2011 organizza Italian Cruise Day e dal 2013 Adriatic Sea Forum.

ANCONA HOSTS ADRIATIC SEA FORUM 2019

The partner - Central Adriatic Ports Authority

Besides Ancona, the Central Adriatic Ports Authority manages other 5 ports of national importance on the central Italian Adriatic coast: included in the port system are Pesaro, Falconara Marittima, San Benedetto del Tronto, Pescara and Ortona.

The six ports represent an increasingly integrated system, with some particularly dynamic elements of specialization, such as the development of niche cruise lines, passenger traffic on fast lines to the Croatian coast, shipbuilding and storage. Ortona is the second call of the port system for cargo handling and sea highways. The Abruzzo call included along with Pesaro in the cruise itineraries is exploring the Italian Adriatic coast promoted by extremely well-maintained small boats directed towards a selected clientele, while the passenger traffic on fast boats enriches the tourist offer of the Pesaro port in the summer months. Having been relaunched in Pesaro with a significant private investment in 2017, the shipbuilding industry is undergoing strong development in San Benedetto del Tronto and Ortona as well.



The host city - Ancona

With its rich history, monuments, museums, beaches, untouched nature and caves easily reachable from the port, Ancona represents one of the most interesting and diverse destinations in the Adriatic. In order to offer the best possible experience of the city, an initiative called "Welcome to Ancona" has been welcoming passengers since 2005, giving them personal assistance and tourist information.

The multi-functionality of the port makes Ancona a reference port for the central Italian territory. It is also one of the main shipbuilding and marine centres in the country.

Ancona's irresistible charm and its position make it an ideal destination both for tourists who come from inland and those who arrive from the sea.



We look forward to meeting you in Ancona!

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REGISTRATIONS

To register, please visit the official Adriatic Sea Forum website at adriaticseaforum.com/registrations

Delegate fee for registration:
150 € + VAT (if due)

PRIJAVE

Kako biste se prijavili, molimo posjetite web stranicu Adriatic Sea Forum adriaticseaforum.com/registrations

Cijena sudjelovanja:
150 € + PDV (ako je primjenjiv)

ISCRIZIONI

Per iscriversi vi preghiamo di visitare il sito di Adriatic Sea Forum all'indirizzo adriaticseaforum.com/registrations

Quota di partecipazione:
150 € + IVA (se dovuta)

Previous editions

Trieste 2013, Dubrovnik 2015 & Budva 2017

+ 40 **qualified speakers**
+ 250 **participants attending**
+ 200 **articles on newspapers**



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