

CRUISE FERRY SAIL YACHT

BARI, OCTOBER 6-7, 2022

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ADRIATIC
SEA
FORUM

CRUISE
FERRY
SAIL &
YACHT

BARI, 2022
OCTOBER 6-7

TWO DAYS OF MEETINGS, DISCUSSIONS AND BUSINESS NETWORKING OPPORTUNITIES

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ADRIATIC SEA FORUM | CRUISE, FERRY, SAIL & YACHT



 Adriatic Sea Forum, the international, itinerant meeting dedicated to maritime tourism in the Adriatic Sea, will go ashore in Puglia for its fifth edition. On October 6-7, 2022, Bari 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 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 present their own projects and activities, results and perspectives;
- to acquire the latest data and information on maritime tourism in the Adriatic area;
- to be part of an exciting process aimed at boosting the development of the Adriatic and be ready to share the benefits and advantages to come.

 Adriatic Sea Forum, incontro internazionale ed itinerante dedicato al turismo via mare in Adriatico, sbarca in Puglia per la sua quinta edizione. I prossimi 6 e 7 ottobre 2022, Bari 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. 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;
- essere parte di un entusiasmante processo di valorizzazione dello sviluppo adriatico ed essere pronti a cogliere benefici e vantaggi che ne deriveranno.

Organised since 2013 by



2022 edition in partnership with



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Day 1, Thursday October 6 | 01:45 - 06:00 p.m.
Day 2, Friday October 7 | 09.00 a.m. - 04.00 p.m.
Keynote speeches
Plenary and concurrent sessions
Interviews and face to face
Destinations' presentation
Adriatic Sea Tourism Report 2022
Debates, discussions, networking and more...

TERMINAL CROCIERE - BARI

The venue

Venue of the event will be Bari Terminal Crociere

The Port of Bari is traditionally considered the door of Europe towards the Balkan Peninsula and the Middle East. Opened in 2003, in its spaces all the activities regarding cruise traffic take place, beside being arranged to host events and conferences.

Il luogo

Sede dell'evento sarà il Terminal Crociere dell'Autorità di Sistema Portuale del Mar Adriatico Meridionale

Il porto di Bari è tradizionalmente considerato porta dell'Europa verso la penisola Balcanica ed il Medio Oriente. Inaugurato nel 2003, al suo interno si svolgono tutte le attività legate al traffico crocieristico, oltre ad essere predisposto per ospitare eventi e convegni.

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



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 2019 EDITION HIGHLIGHTS:

- more than 5 million cruise passengers movements and about 19.7 million ferry passengers in 2018;
- +8% and +2.4% respectively for cruise and ferry movements estimated as variation 2018 on 2017;
- more than 300 marinas mapped for approximately 75 thousand berths;
- positive and optimistic forecasts for interviewed marinas and charter companies demand.

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'EDIZIONE 2019:

- oltre 5 milioni di crocieristi movimentati e circa 19,7 milioni i passeggeri su ferry nel 2018;
- +8% e +2,4% rispettivamente per traffico passeggeri crociere e traghetti, stimata come variazione 2018 rispetto al 2017;
- oltre 300 le marine turistiche individuate nell'area per un totale di circa 75 mila ormeggi;
- andamento positivo e segnali di ottimismo per la domanda di marine e charter.

Adriatic Sea Tourism Report 2022 will be presented in Bari next October 6-7 during ASF

ADRIATIC SEA FORUM 2022

DAY 1 & 2 TOPICS

Welcome speeches

Presentation

Adriatic Sea Tourism Report 2022

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.

Who will be the tourists in Adriatic in the next future?

What can we expect from maritime tourism in the Adriatic? Who will be the tourists who will arrive? What are the profiles and characteristics? What can push them to take a holiday in the Adriatic? How ready are the area and its destinations to welcome them?

How far is nautical tourism from reaching its potential?

With two coasts equipped with numerous nautical marinas and many facilities, the numbers of nautical tourism in the Adriatic, even before the pandemic, seem not to correspond to the expectations and possible attractiveness of this area. What has been missing so far? What are the possible obstacles? On which fronts should action be taken to see a change of pace?

Will crews and human resources management be the new critical issue in maritime tourism?

The current complex scenario for the economies of many countries is recording, among other critical issues, also a difficulty for some companies to find professionals to provide their services. A problem that, in certain terms, is also emerging for maritime traffic and tourism. How are companies trying to manage this issue? How much, on the contrary, can the sector offer job opportunities for a professional growth?

Is there anyone who is struggling to innovate and restart the growth of ferry traffic in Adriatic?

An industry that has always guaranteed mobility between the two coasts of the Adriatic, as well as connections with the islands, essential for facilitating tourist flows, for years has not seemed to find the key for a change of scenery. Is the brake in supply or demand? What could be done to increase or improve the links? And is this a real need for operators, destinations and tourists? Or should we expect to have the same current status quo in ten years?

How much local companies are really involved in the supply chains?

In ship supplies, passenger assistance, technical operations related to cruise, ferry and nautical traffic, in recent years there has been a tendency to rely on global players, able to offer certain standards and fulfill specific requests. How much has this entailed a reduction in opportunities for local operators? Is a switch back to local an option?

ADRIATIC SEA FORUM 2022

DAY 1 & 2 TOPICS

LNG and SSE in Adriatic: something in sight?

LNG and SSE are the solutions that are being most focused on to reduce the environmental impacts of maritime transport, but today in the Adriatic there is no port in which one or the other of them is already available. Who is investing in this direction? What are the short-term prospects? To what extent will making these options available be fundamental for the competitiveness of the Adriatic as a maritime tourism destination?

Will cruise industry in Adriatic have a bright and stable future?

For various reasons, the Adriatic has undergone a series of slowdowns in recent years that have compromised a more linear evolution in the international cruise scenario. Geopolitical tensions, the Venice case, the effects of the pandemic, have contributed to making the planning of investments and itinerary choices more complex, as well as to reach certain levels of traffic. When will it be possible to put all this behind us? Which critical issues should be resolved first? How much is under the control of the operators and how much escapes them in an attempt to address the dynamics in the right way?

How easy is it to reach the Adriatic and move around it?

The infrastructural conditions are fundamental for the tourist growth of an area. Having connections by air, by train and by road to reach a destination, and subsequently move within it, is essential to convince tourists to travel, as well as to destinations to distribute the flows within them. What is the status quo in the Adriatic? What progress has been made in recent years? What investments are planned for the next ones? And is there a general plan that helps governments, local public administrations and businesses to orient themselves on the investments to be activated?

Where Puglia is going to with the maritime tourism?

Puglia is one of the best examples in the Mediterranean in which all forms of maritime tourism are expressed. The session will start with the state of the art of cruise, ferry, sail and yacht sectors, then looking at the opportunities to keep growing and leading, with different perspectives of the key stakeholders and operators of the region.



The organiser

RISPOSTE TURISMO



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.

BARI HOSTS ADRIATIC SEA FORUM 2022



Southern Adriatic
Ports Authority

Bari, Brindisi, Manfredonia, Barletta, Monopoli, Termoli



Puglia
PROMOZIONE
Agenzia Regionale del Turismo

The partners

Southern Adriatic Ports Authority

With the D.lgs n. 169/2016 on the reform of the Italian Port Authority System, the Southern Adriatic Ports Authority (AdSPMAM) has been established. It includes the major Apulian ports located on the Adriatic coast (Bari, Brindisi, Monopoli, Barletta and Manfredonia) creating a unique and innovative offer with 5 ports and more than 3.000 mt quays. The port of Termoli has been annexed to the Southern Adriatic Ports Authority with Decree Law approved by the Council of Minister on 16th June 2022.

Pugliapromozione - Regional Tourist Board

Pugliapromozione is the Regional Tourism Board (ARET) engaged daily in implementing the Puglia Regions' policies for promoting the unified image of the region, and local tourism. Pugliapromozione has organizational, administrative, asset, accounting, management and technical autonomy, inspired by principles of transparency and economy, as well as criteria of efficiency and effectiveness.

REGISTRATIONS / ISCRIZIONI

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

Delegate fee for registration: **200€ + VAT (if due)**

EARLY BIRD & TEAMS

REGISTER WITHIN SEPTEMBER 15TH FOR 100€ + VAT

AND FOR TEAMS: 2 REGISTRATIONS GET 3 PASSES

The host city

The sea, cradle of trade and dreams, gateway to the Mediterranean, outlet towards the Balkans. Bari lives in symbiosis with the surrounding Adriatic sea, which since ancient times has meant everything: fishing livelihoods, goods in transit, crusaders and pilgrims travelling to the Holy Land.

Bari has also always been a favourite destination for nautical tourism. Indeed, it boasts the largest sea front in Italy, with a unique view of the theatres, the old town, the marina, and the imposing institutional buildings surrounded by endless blue and the clearest sky. As soon as you disembark, it's like a journey back in time that begins in the Basilica of San Nicola and continues through alleys, stately palazzi, the fragrance of freshly baked focaccia, fried fish, and much more. Bari also captivates with its international culture, experienced through exhibitions and events staged in the breathtaking beauty of this regional capital.

PREVIOUS EDITIONS

Trieste 2013
Dubrovnik 2015
Budva 2017
Ancona 2019

+ **40**
Qualified
speakers

+ **250**
Participants
attending

+ **200**
Articles on
newspapers



We look forward to meeting you in Bari!



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