

ADRIATIC SEA TOURISM REPORT

2023 EDITION

EXECUTIVE SUMMARY

NEW CHALLENGES FOR MARITIME TOURISM IN THE ADRIATIC SEA

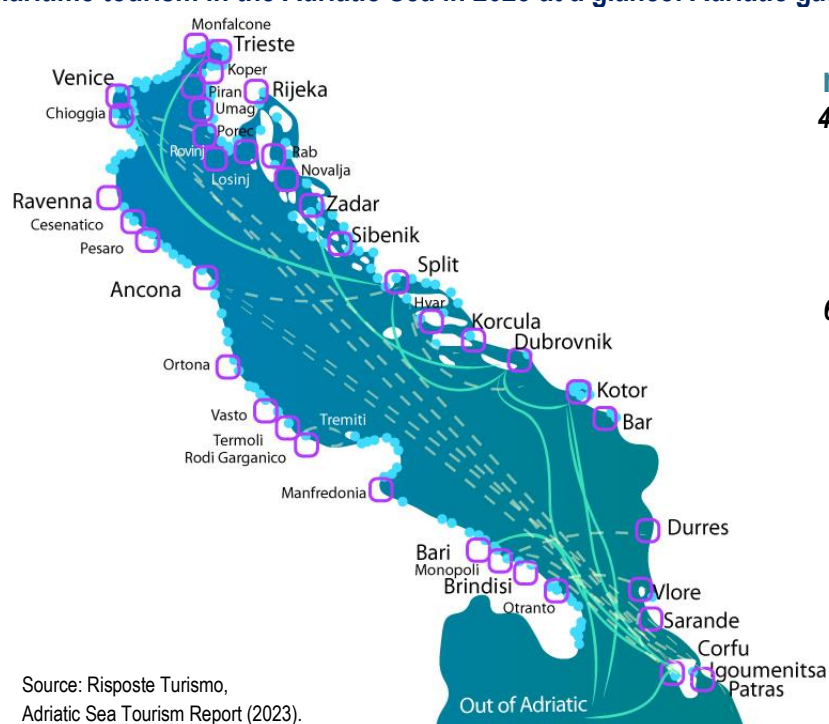
The 2023 edition of Adriatic Sea Tourism Report (ASTR) continues the series of analysis and description of maritime tourism in the Adriatic Sea, with information and data that have been updated since 2013. This report provides in-depth quantitative and qualitative information on the three sectors of maritime tourism in the Adriatic Sea: cruise, ferry and sail and yachting tourism.

This report is the result of information and data collection directly carried out by Risposte Turismo thanks to extensive dialogue with several Adriatic stakeholders who collaborated. Among these, ports and marinas (individual and networks), passenger terminals, charter operators, navigation and tourism companies, national institutes of statistics, tourism destinations, public administrations and tourism boards.

The 2023 edition of the report maintains the same structure as the previous report, with a first chapter dedicated to highlighting different aspects, each of them able to provide information on data, traffic and investments. The following chapters contain information on the three sectors the forum – and the research contribution – is devoted to: cruise, ferry, and sail & yacht. With regard to sail & yacht, a survey on the nautical sector was conducted in the summer among both marinas and charter companies.

As in previous years, the infrastructural and product offer in maritime tourism in the Adriatic remains consistent. As can be seen from the map, there are more than 30 cruise ports, more than 40 from which ferries depart and arrive, well over 300 marinas and more than 80,000 berths. In this area, there are many cruise companies that deploy their ships to offer internationally requested itineraries and holiday solutions with very different characteristics; ferry operators continue to work to facilitate the movement of people, including tourists, from one coast to another; charter operators allow customers, mainly European, to take a holiday aboard, sailing or by motor vehicle. 2022 recorded traffic data that brings the goal of bridging the gap with pre-pandemic volumes even closer, and the forecasts presented in the report suggest that recovery will be completed.

Maritime tourism in the Adriatic Sea in 2023 at a glance: Adriatic gates and routes



Source: Risposte Turismo,
Adriatic Sea Tourism Report (2023).

more than 30 cruise ports
4.5 million passenger movements
and 3,000 cruise calls

more than 40 ferry ports
19.3 million passengers,
6 of them on international routes

341 structures
for boat tourism
almost 80,000 moorings

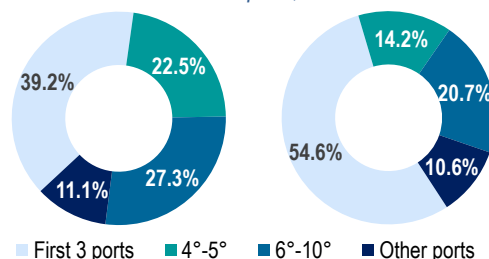
Cruise traffic by country, absolute values and % share, 2022

PORTS	2022		Share % on total	
Country	Pax. mov.	Calls	Pax. mov.	Calls
ITALY*	1,367,046	927	44.3%	32.4%
CROATIA	900,404	995	25.5%	33.5%
GREECE*	560,282	415	15.2%	14.3%
MONTENEGRO	415,000	453	12.4%	15.1%
SLOVENIA	76,389	94	2.1%	2.9%
ALBANIA	56,280	44	0.5%	1.8%
TOTAL	3,375,402	2,928	100%	100%

Note (*): both for Italy and Greece, only their Adriatic ports are considered.

MARKET CONCENTRATION (PORTS TRAFFIC)

Concentration of cruise and ferry passenger movements in Adriatic ports, 2022



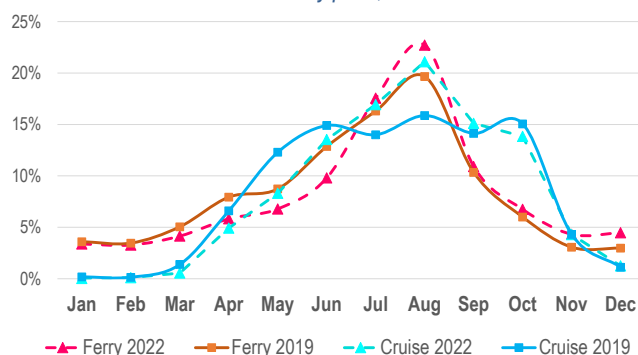
Ferry, hydrofoil and fast catamaran passenger movements by country, absolute values and % share, 2022

PORTS	2022		Share % on total	
Country	Pax. mov.	Calls	Pax. mov.	Calls
CROATIA	9,208,898	37,645	51.3%	52.2%
GREECE **	4,504,179	24,017	25.1%	33.3%
ITALY **	2,839,342	6,280	15.8%	8.7%
ALBANIA	1,367,188	3,933	7.6%	5.4%
SLOVENIA	20,000	300	0.1%	0.4%
MONTENEGRO	0	0	0%	0%
TOTAL	17,939,607	72,175	100%	100%

Notes: Where not available, some values (pax. movements or calls) were estimated with multi-year dataset trend; (**): for Italy only the Adriatic ports were considered, for Greece only Corfu, Igoumenitsa and Patras.

SEASONALITY (CRUISE AND FERRY)

Monthly share of cruise and ferry passenger movements of Adriatic cruise and ferry ports, 2019 and 2022



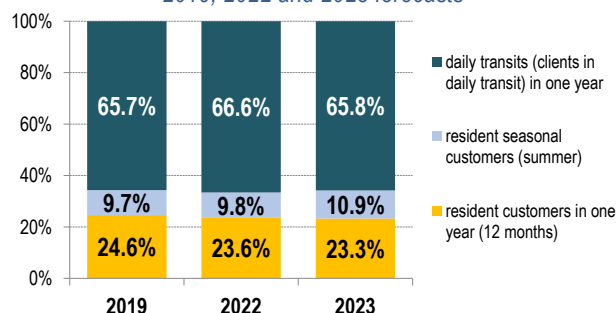
Values and shares of berths and structures in Adriatic by country, 2023

	Berths		Structures		Avg. berths per structure**
	value	% share	value	% share	
ITALY*	49,207	61.6%	192	56.3%	256
CROATIA	20,736	26.0%	126	37.0%	165
MONTENEGRO	3,550	4.5%	8	2.3%	444
SLOVENIA	3,521	4.4%	8	2.3%	440
GREECE*	2,647	3.2%	6	1.8%	441
ALBANIA	200	0.3%	1	0.3%	200
TOTAL	79,861	100%	341	100%	234

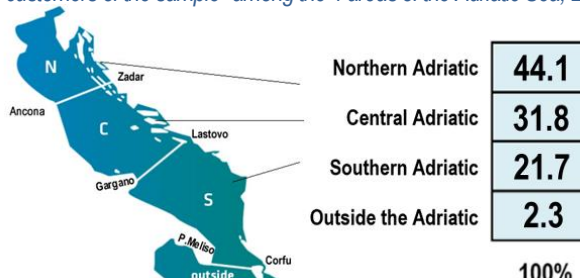
Notes: (*) both for Italy and Greece, only their Adriatic ports have been considered; (**) the values are rounded either up or down to whole numbers.

BOATING CLIENTS IN ADRIATIC

Distribution of the type of clients of the sample of marinas, 2019, 2022 and 2023 forecasts



The distribution of the itineraries chosen by the charter companies' customers of the sample* among the 4 areas of the Adriatic Sea, 2023



Note: (*) the 2023 panels count on 78 marinas and 25 charter companies.

Berths, structures and the average of berths per structure in the Adriatic areas, 2023

	Berths % share	Structures % share	Avg. berths per structure
NORTH	56.4%	58.1%	227
CENTRE	20.0%	19.4%	242
SOUTH	23.6%	22.6%	245
TOTAL	100%	100%	234

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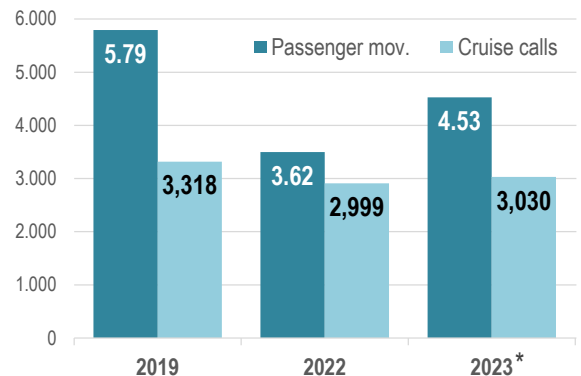
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2023 CRUISE FORECASTS			Variations 2023 on 2022	
	Pax. mov.	Calls	Abs. Pax	Abs. Calls
Corfu	615,712	373	88,712	-19
Venezia	550,000	243	308,076	-11
Dubrovnik	518,921	347	141,916	33
Bari	500,000	150	89,154	-35
Kotor	440,000	455	21,826	23
Trieste	425,000	132	469	-51
Split	360,000	314	81,897	42
Ravenna	280,000	96	86,500	-10
Zadar	150,600	159	5,526	13
Koper	116,000	80	43,247	15
Brindisi	110,000	46	22,247	-16
Monfalcone	90,000	28	-5,599	-
Ancona	70,000	52	-3,026	12
Chioggia	60,000	35	43,630	24
Rijeka	40,000	25	25,415	7
Bar	39,000	19	23,338	10
Sibenik	37,195	96	13,509	35
Hvar	27,883	n.a.	9,771	n.a.
Korcula	26,000	105	2,731	14
Rovinj	25,000	82	14,897	20

CRUISE

Adriatic passenger movements and cruise calls share of the Med, absolute values, 2019, 2022 and 2023 forecasts



Source: Rispote Turismo (2023) on data provided by Mediterranean ports and National organizations and other Cruise Associations (MedCruise 2023 and prev. Ed., Hellenic Ports Association, Puertos del Estado, Chambre de Commerce et d'Industrie d'Ajaccio et de la Corse). Note: passenger values are expressed in millions. (*) Data estimated by Rispote Turismo.

2023 FERRY FORECASTS



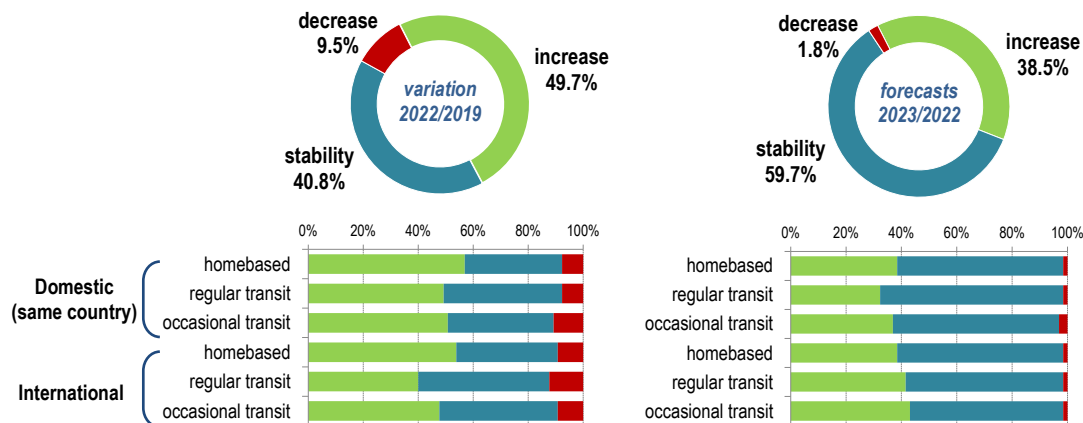
Producing a forecast for ferry, hydrofoil, and catamaran traffic entails difficulties of estimation, given several factors. When considering 2023, Rispote Turismo estimates that the Adriatic area will overtake 19 million passengers carried with more than 79,000 ship calls, with 6 ports expecting to welcome at least one million passengers.

FERRY

13 of the top20 Adriatic ferry ports provided forecasts for 2023, including the main ports of the top 20 ranking for 2022. The area is witnessing a positive trend, with an increase of 7.9% in passengers and 9.9% in ship calls, when comparing 2023 to 2022. Compared to 2022, all the ports that provided a forecast should see an increase in volumes of traffic and/or ship calls.

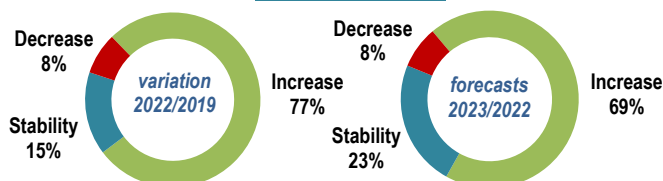
SAIL & YACHT

Variations in clientele of interviewed marinas in Adriatic, 2022/2019 and 2023/2022 forecasts

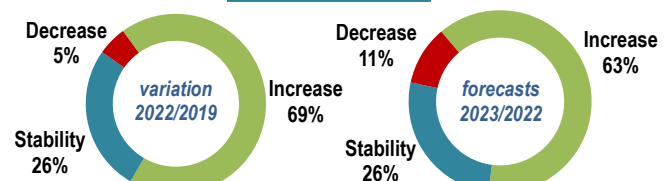


Variations in charter companies' clientele from non Adriatic countries, 2022/2019 and 2023/2022 forecasts

MOTORBOATS



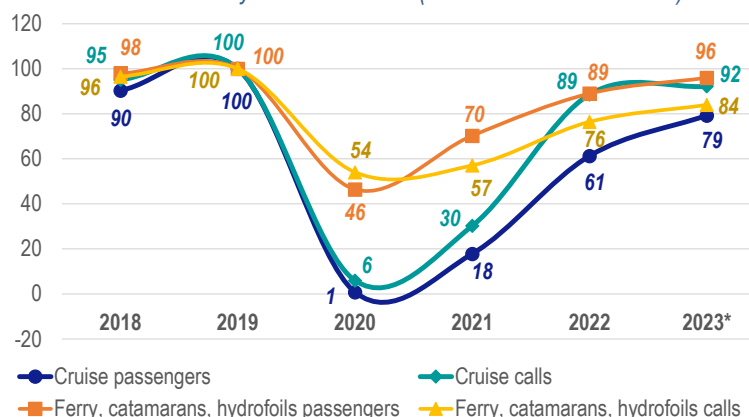
SAILING BOATS



CRUISE & FERRY

The indexed graph beside shows both cruise and ferry traffic using the results in 2019 as value 100. It is possible to notice the very strong drop in cruise traffic while instead the ferry held also in 2020. Cruising starts its recovery between 2021 and 2022 in particular in terms of number of ships cruising the Adriatic while the volume of passenger movements has lower indexed values (the blue line). The first 2023 estimates all indicate growing values in comparison to 2022 but still not an indicator will fully recover reaching the 2019 records.

Cruise and ferry traffic in Adriatic (indexed value 2019 = 100)



INVESTMENTS

Considering the investments both in new marinas and tourist ports and in new cruise and ferry terminals in the Adriatic ports, dividing them into the three-year period that has just ended (2020-2022) and the three-year period (2023-2025) that has just begun, it is expected that a total of at least 416.1 million euros will be invested between 2023 and 2025, following on from at least 47.3 million euros already invested between 2020 and 2022.

As regards investments in marinas and tourist ports, between 2020 and 2022, four new marinas were inaugurated in the Adriatic, for an investment of not less than 35.6 million euros. Focusing on the new three-year period, between 2023 and 2025, investments of not less than 182.6 million euros for the construction of new marinas are expected, added to which should be at least a further 23.8 million euros for the completion of the planned expansion projects, adding up to a total of not less than 206.4 million euros.



Source: Risposte Turismo,
Adriatic Sea Tourism Report (2023).

As for cruise and ferry terminals, at least 11.7 million euros were invested in the three-year period that has just ended. Overall, in the three-year period 2023-2025, in addition to the 112 million euros invested in Venice, other investments should be added for the construction of cruise terminals supported by other Adriatic ports for an amount of not less than 97.7 million euros, which should thus bring the total investment in the three-year period to at least 209.7 million euros.

Adriatic Sea Tourism Report and
Adriatic Sea Forum are projects by



Full report available on
www.adriaticseaforum.com

Contacts

Risposte Turismo
Giudecca 624
30133 Venice
Italy

Ph. +39 041 3093260
Email astreport@adriaticseaforum.com
Skype [risposte.turismo](https://www.skype.com/partners/risposte.turismo)

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