

ADRIATIC SEA FORUM



CRUISE
FERRY
SAIL &
YACHT
DUBROVNIK
MAY 4-5, 2023

adriaticseaforum.com

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per

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ADRIATIC SEA FORUM - CRUISE, FERRY, SAIL & YACHT

The event dedicated to maritime tourism in the Adriatic Sea

An International event

Now in its sixth edition, the Adriatic Sea Forum is an international itinerant event conceived by **Risposte Turismo** – research and consulting company, operating within the tourism macro-industry, founded and led by Francesco di Cesare – and **dedicated to maritime tourism in the Adriatic Sea**.

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 (sail & yacht) 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 joint strategies and collaborations among the involved professionals.

Countries involved

During the Adriatic Sea Forum, topics of interest to **7 nations** (Albania, Bosnia and Herzegovina, Croatia, Greece, Montenegro, Italy and Slovenia), **25 regions and more than 150 destinations on the both sides of the Adriatic will be discussed**.





The event is an occasion for **meetings, discussions and in-depth analysis among all those that deal with or have an interest in the maritime tourism market** (shipping companies, cruise and ferry terminals, marinas and ports, maritime agencies, tour operators, travel agencies, charter companies, shipyards, public administration, local tourism boards) and for all those who want to get a better insight into the characteristics and the dynamics involved.

The format

The Adriatic Sea Forum consists of **meetings, debates and business network opportunities** during which all participants will have the opportunity to improve their knowledge, to create new relationships and strengthen the existing ones, and to promote their own activities and projects.



Adriatic Sea Forum: reasons for being there

By participating in the event conceived by Risposte Turismo all the operators from the cruise, ferry and boating sectors, and all tourism industry in general, will have the opportunity to:

- **to get and stay in touch** with the operators who work in the Adriatic maritime and tourism industries in the Adriatic, whether they are actually based in the countries that look onto the Adriatic or not;
- **to introduce one's own company** or organization, projects and services to others;
- **to acquire the latest data** and information on maritime tourism in the Adriatic area;
- **to create new business relationships** and strengthen the existing ones;
- to attend conference sessions and also have **enough time for business meetings**;
- **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.



The previous editions

After the first five events held in **Trieste (2013)**, **Dubrovnik (2015)**, **Budva (2017)**, **Ancona (2019)** and **Bari (2022)**, Adriatic Sea Forum returns in 2023 to Dubrovnik.

The previous editions were a great success: in addition to the large number of participants and speakers, the content that emerged from the various debates proved especially stimulating for those taking part. **Over 200 operators – including entrepreneurs, managers, figures from the public administration, researchers and representatives of the European projects – took part in each edition**, making an active contribution to the discussions and debates, as well as developing new business relationships.





ADRIATIC SEA FORUM - CRUISE, FERRY, SAIL & YACHT

The event format

Date and location

The 2023 edition of the Adriatic Sea Forum, organized in partnership with the Dubrovnik Port Authority, took place in Dubrovnik on Thursday the 4th and Friday the 5th of May at the Royal Princess Conference Centre.



The summit

The big news of the sixth edition of the Adriatic Sea Forum was the first Summit of the Presidents of the Adriatic ports of call and trade associations, about cross-cutting and common themes in the Adriatic area, such as the increase of the cruise and ferry traffic, the management of passengers by sea and new initiatives to reduce environmental impact.

The summit is the result of the joint efforts of Risposte Turismo – the company that conceived and organized the forum –, Italian Ports Association and the Association of Croatian Port Authorities, the Summit in program took place behind closed doors, a unique and never-before held meeting in the Adriatic area.

The meeting ended with the signing of a declaration of intent on future initiatives and activities that can be implemented in the tourist ports of call of the countries flanking the Adriatic Sea.

Themest

The event is dedicated to the analysis of numerous topics of interest for the cruise, ferry and nautical markets in the Adriatic area. Among them: the course of the tourist flows by sea, the developments and the perspectives of the market with a focus on sustainability, mobility and infrastructures, the challenges of the local operators in a sector populated by large multinational companies and the investments planned for the coming years.

The forum provides a series of round tables, opportunities for discussion and debate for representatives of the major companies in the sector and individual interventions by market experts dedicated to the deepening of the topics scheduled.



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Themest

2023 edition's programme gave space to the new session "What's new in Adriatic" where some news, for the near future and for a closing focus dedicated to sea tourism in Croatia, has been presented, with the objectives to be achieved in the coming years in the light of the numerous development projects in progress or recently completed.

Adriatic Sea Tourism Report

In the Forum's opening phase, the new edition of the Adriatic Sea Tourism Report has been presented. The research report is conducted by Risposte Turismo since 2013, and analyses the flows, dimensions, nature and directions of tourist sea movements (cruise, ferry and nautical sector).



Participation

The participation at the forum provides for a registration fee. It is necessary to apply by sending the completed application form to the organizational secretariat of the event (download it here <https://www.adriaticseaforum.com>) or by fulfilling the online-form available on the same website.



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Partner and location

The partner

The sixth edition of the Adriatic Sea Forum has been organized in **partnership** with the **Dubrovnik Port Authority and the City of Dubrovnik**.

Dubrovnik Port Authority was founded by the Croatian Government with the aim of controlling, building and managing the port of Dubrovnik – Gruž. Open to international public transport, it was proclaimed by the Republic of Croatia a port of international and economic interest because of its size and importance.



The Port Authority deals, among other activities, with the management of the maritime domain related to the port area and the construction, maintenance and improvement of the substructures of the port. The agency, moreover, releases concessions as a result of public contest and coordinates, supervises the concessionary activities that have place in the harbour area. At last, deliberates on the management of the zone of free port situated inside the harbour pertinences.

City of Dubrovnik

Dubrovnik is situated in the Adriatic Sea, in the most southeastern part of Croatia. The city is usually regarded as the most picturesque city on the Croatian coast and is referred to as the “Pearl of the Adriatic”. Dubrovnik is probably best known for its walls built between the 12th and 17th centuries which nowadays attract tourists from all over the world and always stands proudly on the list of the most desirable destination to visit. The old city of Dubrovnik was designated a UNESCO World Heritage site in 1979. Dubrovnik is a city that charms with its cultural scene, festivals, open air concerts, as well as concerts in historic venues, gardens and hosts many international conferences and events.

The location: Royal Princess Conference Center

A stone's throw from the sea and located just minutes from the historic center of Dubrovnik, the world-famous UNESCO site, the Royal Hotels and Resorts hosted the 6th edition of the international itinerant forum dedicated to maritime tourism in the Adriatic Sea.



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ADRIATIC SEA FORUM - CRUISE, FERRY, SAIL & YACHT**Adriatic Sea Forum at a glance**

Name:	Adriatic Sea Forum - cruise, ferry, sail & yacht
First edition:	2013
Place:	Adriatic area, itinerant
Conceived by:	Risposte Turismo
Organised by:	Risposte Turismo
Topics discussed:	sea tourism in the cruise, ferry and nautical (sail & yacht) sectors
Countries involved:	Albania, Bosnia-Herzegovina, Croatia, Greece, Italy, Montenegro, Slovenia

Adriatic Sea Forum 2023

In partnership with:	Dubrovnik Port Authority and City of Dubrovnik
Dates of the events:	Thursday the 4th and Friday the 5th of May 2023
City:	Dubrovnik
Location:	Royal Princess Conference Center
Official languages:	Italian, English, Croatian
Sponsors:	Bassani Group, Dubrovnik Airport and ECOLAB
European Projects and special initiatives:	Framesport, Aismart DIGSEA, Susport and Blue Marina Awards
Participation:	upon registration
Website:	www.adriaticseaforum.com
LinkedIn:	AdriaticSeaForum
Twitter:	@AdriaticSeaForum



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Risposte Turismo: an overview

Risposte Turismo is a research and consulting company at the service of the tourism macro-industry. It has been operating for over 20 years on the Italian and European territory and is specialized in providing design and operational solutions to organisations and companies belonging to the tourism sector.

Risposte Turismo is involved in consulting, training and direct management of ad hoc events and initiatives.



Over the years, the company has established itself as the **leading Italian research and consulting company with expertise in sea tourism** in its various forms.

Risposte Turismo has carried out numerous research and in-depth studies on behalf of individual Port Authorities, Regional Administrations, shipping companies and other private entities.

The events conceived and organised

Since 2011 it has organised the Italian Cruise Day, the annual national forum on the cruise industry during which it presents the results of the Italian Cruise Watch – the research report of reference in Italy for the cruise sector. **In 2013, it launched the Adriatic Sea Forum**, an international event dedicated to sea tourism in the Adriatic – cruise, ferry, nautical sector (sail & yacht) and **since 2016 it has organized Shopping Tourism. This Italian forum** is the first ever event dedicated to the phenomenon of the shopping tourism in Italy.

Among other tourism themes and branches examined during the last years there are:

- destination management
- cultural productions and forms of tourism they originate
- film induced tourism (connection among cinema, tourism, territory)
- mega yacht tourism
- wine tourism
- new niches and trends (from running tourism to glamping, the alternative hospitality).

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11**The profile of
the president
Francesco di
Cesare**

The president of the company is **Francesco di Cesare**. He combines his commitments to teaching, research and consultancy on the main topics of the macro-industry of travel and tourism and cultural production, publishing as author or co-author numerous articles and reviews, with operative interventions also in the organisation of big events.

In addition to texts and contributions on tourism marketing and cultural productions, he is author co-author and curator of numerous articles and writings on cruise and tourism by sea.

Among them: "La produzione crocieristica" (The cruise production) (G. Giappichelli Editor, 1997; co-author), "A Venezia dal mare" (To Venice from the sea) (Marsilio Editore, 2012; co-author) and "Economia e Gestione delle Imprese Turistiche" (Economy and Management of Tourist Enterprises) (Heopli, 2015, contribution).

