

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 Apulia 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

RISPOSTE  TURISMO

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 near future?

What can we expect from maritime tourism in the Adriatic? Who will be the tourists? Who will our arrivals be? Their profiles and characteristics? What can induce them to take a break in the Adriatic? How ready are the area's destinations to welcome them?

How far is maritime tourism from reaching its potential?

With two coasts featuring numerous marinas and facilities, the numbers for maritime tourism in the Adriatic seem not to correspond to expectations and the potential attractiveness of this area. This was the case even before the pandemic. What has been missing so far? Which are the possible obstacles? On which fronts should action be taken to change the pace?

Will crews and human resource management be the new critical issue for maritime tourism?

Among other critical issues, the complex scenario for the general economies of many countries is currently also facing difficulties for some companies that cannot readily recruit professionals to provide their services. This problem is, in a certain sense, also emerging for maritime traffic and tourism. How do companies seek to manage matters? Indeed, to what extent does the sector offer job opportunities and professional advancement?

Is anyone striving 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) – has for some years apparently not been able to find the key for a change of scenery. Where is the brake? Is it on the supply or demand side? What can be done to augment or enhance links? Is all this important for operators, destinations and tourists? Or should we expect to see the current status quo in ten years' time?

To what extent are local companies concretely involved in supply chains?

In ship supplies, passenger care, and technical operations relating to cruises, ferries and nautical traffic, there has been a tendency over the last few years to rely on global players, which can offer certain standards and fulfil specific requests. To what extent has this trend reduced opportunities for local operators? Is a switch back to local an option?

ADRIATIC SEA FORUM 2022

DAY 1 & 2 TOPICS

LNG and SSE in the 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 the one or the other of these sources 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 the cruise industry in the Adriatic have a bright, stable future?

For various reasons, the Adriatic has seen slowdowns in recent years, countering more linear development within the international cruise scenario. Geopolitical tensions, the case of Venice, and the effects of the pandemic have all complicated the tasks of planning investments, selecting itineraries, and attaining certain levels of traffic. When will it be possible to put all this behind us? Which are the critical issues to be resolved first? How much is under the control of operators and how much is not, as we attempt to tackle the dynamics satisfactorily?

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

Infrastructural conditions are fundamental for tourism's growth in any given area. Having air, train and road links to destinations (and subsequently mobility there) is an essential attraction for tourism, in regard to destinations and distribution of flows within them. What is the status quo in the Adriatic? What progress has been made over the last few years? What investments are planned for the coming years? Is there a general plan that helps governments, local public administration bodies, and businesses orient themselves as to the investments needed?

Puglia's role in regard to maritime tourism?

Puglia is one of the top Mediterranean areas in which all forms of maritime tourism are to be found. The session will start with the state of the art for the cruise, ferry, sail and yacht sectors. It will then look into opportunities for further growth and Puglia's leadership role, with the varying viewpoints of key regional stakeholders and operators.



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



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!



CONTACTS

ASF Organisation
Risposte Turismo
Giudecca 624, 30133 Venice - Italy

@ contact@adriaticseaforum.com
+39 041 3093260
[risposte.turismo](https://www.risposte.turismo)

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