

## PRESS RELEASE

RISPOSTE TURISMO: May 30-31, Ancona, in Italy, will be hosting the fourth edition of the Adriatic Sea Forum – cruise, ferry, sail & yacht, the itinerant international event dedicated to maritime tourism and developed by Risposte Turismo.

Numerous round tables and over 200 operators are expected to attend the two-day opportunity for discussion, business networking and an in-depth study of the cruise, ferry and nautical sector.

One of the key events of the Forum is the presentation of the new edition of the Adriatic Sea Tourism Report

Event in Ancona from May 30-31, 2019 for the fourth edition of [Adriatic Sea Forum – cruise, ferry, sail & yacht](#), the itinerant international event created and organized by [Risposte Turismo](#), consulting and research company operating in the field of the tourism macro-industry, this year in partnership with Central Adriatic Ports Authority.

After the success of the previous editions held in Trieste (Italy, 2013), Dubrovnik (Croatia, 2015) and Budva (Montenegro, 2017), with over 40 international speakers and 200 participants, the Adriatic Sea Forum stops in the capital of the Marche region this year for intense two days of business networking, discussions and in-depth studies inside the walls of Mole Vanvitelliana.

### **The Forum's objectives**

The Forum was established with the objective of discussing the future progress of maritime tourism in the Adriatic, facilitating the development of new collaborative projects and creating opportunities for all the stakeholders in the cruise, ferry and nautical (sail&yacht) sectors that operate in the Adriatic area and who will meet together and network. Ever since, it has become a reference point for the entire sea tourism sector of the area.

The President of Risposte Turismo, Francesco di Cesare states, «For the countries that alongside it, the Adriatic Sea is an invaluable resource, even from the point of view of sea tourism – a dedicated sector of the Adriatic Sea Forum».

«The Forum - continues di Cesare - represents a meeting point for all those operating in the cruise and boating industry and the world of ferries, spanning from large international groups to individual professionals. They can share ideas and knowledge, facilitate the development of new shared projects and strategies, and create business networking opportunities».

«The launch of joint initiatives and projects coming from the contextual presence of entrepreneurs, managers and administrators engaged in these sectors at the Forum - concludes di Cesare - is one the most significant results the event achieves».

«Boating, cruises and ferries are the subjects that the international port of Ancona, which is located in the centre of Adriatic and the Ionian Adriatic macro-region, is strongly engaging in its development strategy – says Rodolfo Giampieri, the President of the Central Adriatic Ports Authority – a vision that is oriented toward the growth of luxury shipbuilding and the increase of sailing tourism. This is thanks to the tourist port, Marina Dorica. It is important to strengthen the opportunities that spring from the fact that the port is a node of sea motorways and the second largest port for international passenger ferry traffic. It is a strategy that strongly aims to see the growth of cruise arrivals, including an ambitious project for a new terminal – the gateway to central Italy for this promising tourist market. The Adriatic Sea Forum in Ancona will be a great

opportunity to consider these issues in an integrated manner where new stimuli for the development of port business can be set up for the benefit of the whole territory».

### **200 participants expected**

Over 200 participants are expected: including tour operators, travel agents, shipbuilders, maritime agents, and port and airport terminals, as well as marinas and harbors for pleasure boats, nautical charter companies, shipyards, public administrations and local tourist promotion consortia.

### **Cruise, Ferry, Sail & Yacht in numbers: Adriatic Sea Tourism Report 2019**

After institutional greetings, there will be a preview in the opening ceremony dedicated to the new edition of the **Adriatic Sea Tourism Report**. The research conducted by Risposte Turismo since 2013 that analyses the flows, dimensions, nature and directions of tourist movement by sea (cruise, ferry and nautical sectors – sail&yacht) in the seven countries that have coastline along the Adriatic Sea.

### **The Forum's structure**

The confirmed outline of the event consists of many discussion sessions and thematic insights into specific areas of interest that alternate between presentations, interviews and face-to-face talks. This year they will conclude with three technical round tables that will discuss the priorities to assign to facilitate growth in each of the Forum's three sectors.

### **Over 40 national and international speakers**

Numerous important personalities will animate the different phases of the Forum with their speeches. Just to name a few, there are the following: Thomas Boardley – the Secretary General of Clia Europe, Airam Díaz Pastor - the President of Med Cruise, Rodolfo Giampieri – the President of Central Adriatic Ports Authority, Ivana Jelinich – the President of FIAVET, Evisi Koplaku - Coordinator of Sustainable Tourism EUSAIR Pillar, Andreas Ntais – the President of Igoumenitsa port, Ugo Patroni Griffi – the President of Southern Adriatic Sea Port Authority, Kristijan Pavic - CEO ACI Club, Roberto Perocchio – the President of Assomarinas, Alessandra Priante - Head of International Relations Office, Ministry of Agriculture, Food, Forestry and Tourism, Daniele Rossi – the President of Assoport, Antoni Tiò – the President of Barcelona Clúster Nautic.

### **The issues to be addressed**

Some of the topics to be discussed at the round tables include sharing choices and actions that could accelerate the growth of the Adriatic Sea through maritime tourism, the intervention and investment priorities that the area's port authorities identify, with reference to various aspects of passenger traffic, the possibility of pursuing economic growth and environmental protection, the important consequences for the territories generated by mega yacht tourism, the competitiveness of ferries in a modified framework availability of mobility and transport, and novelties that could characterize the cruise industry in the near future.

The event, taking place in three languages (Italian, English and Croatian), will also allow all participants – through dedicated speeches by other prestigious speakers - to keep up-to-date with the European programmes dedicated to the area and with the EUSAIR strategy five years after its launch; to learn more about the characteristics, demands and expectations of customers interested in the possibilities for tourism in the Adriatic; to learn about situations outside the Adriatic area that have excelled in maritime tourism.

**Space for young people with Alumni@ASF**

Adriatic Sea Forum 2019 will once again host Alumni@ASF, a project that allows 50 students or recent graduates under 30 from universities and master's degree courses in the countries with coastline on both sides of the Adriatic to take part in the event, participate in the proceedings and make contact with the operators at the event (to apply: <http://www.adriaticseaforum.com/alumniasf-2019-applications/>).

The complete programme and modes of registration are available on the website [www.adriaticseaforum.com](http://www.adriaticseaforum.com)

The supporting organizations are the following: Adriatic Ionian Euroregion, Adriatic & Ionian Initiative, Assomarinas, Assoporti, EBI - European Boating Industry, FIAVET Italian Federation of Travel and Tourism Business Associations, Forum of the Adriatic and Ionian Chambers of Commerce, INSULEUR, The International Propeller Club - Ancona, UFTAA United Federation of Travel Agents Associations, UHPA Association of Croatian Travel Agencies, UCINA Confindustria Nautica e YoungShip.

For info visit [www.adriaticseaforum.com](http://www.adriaticseaforum.com). Updates will be published on the [Twitter](#) and [Linkedin](#) pages of the Forum.

**Risposte Turismo**

*Risposte Turismo is a research and consulting company serving the tourism macro-industry. It has been operating for over 15 years in the Italian and European territory and specializes in providing design and operational solutions to organisations and companies belonging to the tourism sector.*

*The company, chaired by Francesco di Cesare, is engaged in consulting, training and direct management of ad hoc events and initiatives. The sectors primarily studied include maritime tourism, shopping tourism, film induced tourism, cultural productions, the territorial impact of major events and destination management.*

*Besides Adriatic Sea Forum – cruise, ferry, sail & yacht, it has also organised Italian Cruise Day since 2011 – an event which has become a reference point for the Italian cruise industry, and which will come to Cagliari in October for its ninth edition. It has also organised Shopping Tourism since 2016 – the first Italian Forum dedicated to the phenomenon of shopping tourism in Italy.*

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