

CRUISE FERRY SAIL YACHT

BUDVA, APRIL 27-28, 2017

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SEA
FORUM

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BUDVA, 2017
APRIL 27-28

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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 be going ashore in Montenegro for its third edition. On 27-28 April, 2017, Budva 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, formally since the launch of the EUSAIR strategy, 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 each 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, međunarodni i putujući forum posvećen pomorskom turizmu na Jadranu, svoje treće izdanje imat će na obali Crne Gore. Od 27.-28. travnja 2017., Budva će biti u središtu Jadranskog pomorskog turizma šireg sektora.

Adriatic Sea Forum, zahvaljujući svojoj cijenjenoj formuli, ključno je mjesto susreta za sve operatere s interesima u krstarenju, trajektnom i nautičkom turizmu, te općenito u turizmu i pomorskom sektoru, za sve one koji rade samo ili u Jadranskom kontekstu. Od 2013. godine forum iznimno pridonosi dijeljenju ideja, te olakšanju u procesu razvoja novih projekata, kao i u lansiranju strategija, suradnji i prijedloga.

To predstavlja priliku za zajedničku raspravu o budućnosti i razvoju Jadrana: mjestu gdje se susreću ljudi koji rade u spomenutim sektorima, forum je posvećen njima kao i novim sudionicima koji djeluju i rade u različitim područjima s kojima se produbljuju i razvijaju poslovanja i novi projekti. Zahvaljujući pozornosti koju Europa, sa svim svojim institucijama, posvećuje Jadranu i Jonskoj regiji, a službeno od pokretanja EUSAIR strategije, Adriatic Sea Forum je prilika za sve zainteresirane u pomorskom i turističkom sektoru da ažuriraju, stvore, podijele i prošire informacije, projekte, znanje i poznanstva koja imaju.

Sudjelovati na Adriatic Sea Forumu znači:

- ~ doći i ostati u kontaktu s cjelokupnim pomorskim i turističkim sektorom u Jadranskoj regiji, i njihovim operaterima, bilo da oni imaju sjedište u promatranom prostoru ili ne;
- ~ doći u kontakt s važnim posrednicima i izvršnim menadžmentom koji ima moć odluke;
- ~ prisustvovati predavanjima konferencije, a ujedno imati i dovoljno vremena za poslovne sastanke;
- ~ stvoriti nove poslovne odnose i jačati postojeće;
- ~ predstavljati vlastite projekte i tvrtku, rezultate i mogućnosti;
- ~ prikupiti najnovije podatke i informacije u vezi pomorskog turizma u jadranskom području;
- ~ biti dio uzbudljivog procesa poticanja jadranskog razvoja i biti spreman dijeliti dobrobiti i prednosti koje dolaze.

 Adriatic Sea Forum, incontro internazionale ed itinerante dedicato al turismo via mare in Adriatico, sbarca in Montenegro per la sua terza edizione. I prossimi 27 e 28 aprile 2017, Budva 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, grazie anche al formale lancio della strategia EUSAIR. 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.

Day 1, Thu. April 27 > 13.45 - 18.45
Day 2, Fri. April 28 > 09.30 - 16.30
Keynote speeches
Plenary and concurrent sessions
Interviews and face to face
Destinations' presentation
Adriatic Sea Tourism Report 2017
Debates, discussions, networking and more...
SPLENDID CONFERENCE & SPA RESORT 5*
The venue

Venue of the event will be the luxury Splendid Conference & SPA Resort 5*. Located in the small town of Becici, 3 km from Budva, it stays on the sea front and has its own private beach. Splendid Conference & SPA Resort is the largest conference venue in Montenegro. The hotel's conference zone can accommodate events for up to 700 people.


Događanje će se održati u luksuznom Splendid Conference & SPA Resort 5*. Smješten u malom mjestu Bečići, 3 kilometra od Budve, nalazi se na samoj obali i ima svoju privatnu plažu. Splendid Conference and Spa Resort posjeduje najveći konferencijski prostor u Crnoj Gori. Konferencijski kapaciteti Hotela mogu da prime događaje sa preko 700 učesnika.

Sede dell'evento sarà il lussuoso Splendid Conference & SPA Resort 5*. Situato nella piccola città di Becici, a 3 km da Budva, si trova sulla riva del mare e dispone di una propria spiaggia privata. Splendid Conference & SPA Resort è l'area conferenze più grande del Montenegro, in grado di accogliere eventi per 700 persone.

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




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 2016 edition highlights:

- ~ more than 4.7 million cruise passengers movements and about 17.5 million ferry passengers in 2015;
- ~ +3.6% and +1.9% respectively for cruise and ferry movements estimated as variation 2016 on 2015;
- ~ more than 300 marinas mapped for approximately 77 thousands berths;
- ~ positive and optimistic forecasts for interviewed marinas and charter companies demand.

 Adriatic Sea Tourism Report je istraživačka studija koju priprema Risposte Turismo s ciljem analize kretanja, obima, prirode i smjerova nautičkog turizma na području Jadrana (kružna putovanja, trajektni prijevoz, nautika), a koja zahvaćaju sedam država koje se nalaze na Jadrano.

Zanimljivosti iz izdanja za 2016. godinu:

- ~ više od 4.7 milijuna putnika na kružnim putovanjima i oko 17.5 milijuna putnika u trajektnom prijevozu u 2015. godini;
- ~ procjena od +3.6% u kretanjima kružnih putovanja i +1.9% u trajektnom prijevozu 2016. godine u odnosu na 2015.;
- ~ više od 300 mapiranih marina i otprilike 77 tisuća vezova;
- ~ očekivani pozitivni i optimistični trendovi za marine te potražnju u sektoru charter kompanija.

 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 2016:

- ~ oltre 4,7 milioni di crocieristi movimentati e circa 17,5 milioni i passeggeri su ferry nel 2015;
- ~ +3,6% e +1,9% rispettivamente per traffico passeggeri crociere e traghetti, stimata come variazione 2016 rispetto al 2015;
- ~ oltre 300 le marine turistiche individuate nell'area per un totale di quasi 77 mila ormeggi;
- ~ andamento positivo e segnali di ottimismo per la domanda di marine e charter.

Adriatic Sea Tourism Report 2017 will be presented in Budva next April 27-28 during ASF

ADRIATIC SEA FORUM

CRUISE FERRY SAIL & YACHT
BUDVA, 2017
APRIL 27-28

Conceived and organised by



in partnership with



ADRIATIC SEA FORUM 2017 PROGRAMME

Day One: Thursday, April 27th

h. 13.15 ADRIATIC SEA FORUM 2017: OPENING AND REGISTRATION

h. 14.15 Welcome speeches

h. 14.30 Video **Montenegro host country of Adriatic Sea Forum 2017**

h. 14.45 Outside the range **How to build a brand**

Simone Masé - Chief Marketing Officer, Publicis Communications and Managing Director, Publicis Italia

h. 15.00 Opening round table **Tackling the Adriatic challenge together**

PLENARY

Made up of different countries, each one with its own particular distinctive characteristics, the Adriatic area requires greater cooperation within it in order to grow and work towards developing the tourist industry in the area. In addition, the maritime tourism industry needs to take a moment to discuss how to promote the area as a whole and how it can be developed in order to obtain the significant role the Adriatic deserves to play at international level. How can the Adriatic become an authentic brand, a recognisable name able to encourage potential tourists to visit it? What further benefits for the area can derive from the development and management of a dedicated strategy that seeks to give the Adriatic a central role within international tourist flows? Once again this year, the opening session of the forum offers the opportunity to listen to the managers of the tourist boards in the Adriatic area discussing how this challenge for the area can be tackled.

Ardit Collaku
Director, Albania National Agency of Tourism

Roberta Milano
Marketing Manager, Italian Agency of Tourism

Maja Pak
Director General, Slovenian Tourist Board

Zeljka Radak-Kukavcic
Director, Montenegro National Tourism Organisation

h. 16.30 COFFEE BREAK

h. 16.45 Presentation **Adriatic Sea Tourism Report 2017**

Francesco di Cesare - President, Risposte Turismo

h. 17.00 Keynote speech **The future of the Adriatic: the cruise companies' vision**

Tom Fecke - Secretary General, CLIA Europe

h. 17.15 Dialogue **Planning cruise routes within the Adriatic**

Carla Salvadó - Director of Cruise Marketing, Global Ports Holding

Michel Nestour - Vice President Global Port & Destination Development Euromed, Carnival Corp.

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h. 09.30 Round table 1

CONCURRENT

The ferry route to discovering destinations in the Adriatic: from the sea to the land

To what extent do tourists see ferries as an ideal option for reaching destinations in the Adriatic area? How much importance do those destinations place on tourism traffic generated by ferry passengers, with a view to directing and focusing tourism promotion? Is there still scope for ferry traffic to grow, or for ferries to be rediscovered, as an alternative for those wishing to travel in the Adriatic area? The round table discussion will focus on the potential of ferry traffic, on the prospects for development in terms of passengers, on the challenges already met and those still to be tackled, and will pay particular attention to visitors and leisure passengers compared to other segments of passengers on board, important though these are.

Emil Bilić

General Manager, Port of Zadar

Matteo Della Valle

Business Development Manager, GNV

Rodolfo Giampieri

President, Autorità di Sistema Portuale del Mar Adriatico Centrale

Andreas Ntais

President and Managing Director, Igoumenitsa Port Authority

Joško Stella

Head of Tourism Department, Split Dalmatia County

Round table 2

CONCURRENT

From maxi yachts to small boats: how can Adriatic guide the Mediterranean?

Nautical tourism is undoubtedly one of the cornerstones of the tourist sector in the Adriatic area. However, during the round table, a broader look will be taken at the prospects for the segment. The discussion will focus on the potential of the Adriatic in the wider context of the Mediterranean. To what extent will the Adriatic be able to develop traffic and the economy linked to the nautical sector? What are its strengths and where is there room for improvement to acquire advantages over other nautical tourism areas? These are only a couple of the questions the discussion will revolve around and for which the speakers will attempt to provide an answer.

Zoran Brkić

CEO, Adriatic Sailing

Srećko Favro

President, Adriatic Expert

Piero Formenti

President, European Boating Industry

Vittorio Impallomeni

Board Consultant, Assomarinas

Kristijan Pavić

President, ACI Club

Ivana Petrović

Director, Maritime Safety Department - Montenegro Ministry of Transportation

h. 10.45

COFFEE BREAK

h. 11.15 Outside the range

Managing the cruise tourism: the choice of Santorini

Anastasios Konidaris - *Cruise Department Manager, Municipality Port Fund of Thira - Santorini*

h. 11.30 Round table

PLENARY

Cruise destinations in the Adriatic: challenges, opportunities and strategies

This round table will be dedicated to cruise destinations in the Adriatic. The representatives of the cities where cruise tourism has a role to play will be discussing how each one of those cities is handling the challenges, potential and critical issues liable to emerge as a result of the cruise phenomenon there. It is clear that the public authorities in charge of the cities must take a cautious approach to this phenomenon, which can bring advantages for the area, but which can also cause problems that must be dealt with and solved. The representatives of the cruise cities in the Adriatic will be presenting their own cases and discussing the points that emerge from them.

Giacomo Costantini

Tourism Counsellor, Municipality of Ravenna

Vladimir Jokić

Mayor, Municipality of Kotor

Vlaho Margaretić

Head of Tourism Department, Municipality of Dubrovnik

Konstantinos Nikolouzos

Mayor, Municipality of Corfu

Zoran Srzentić

Mayor, Municipality of Bar

Jana Tolja

Mayor's Advisor for International Affairs, Municipality of Koper

h. 13.00 Keynote speech

The sustainable tourism within the EU Strategy for the Adriatic and Ionian Region

Christos Economou - *Head of Unit "Sea-basin strategies, Maritime Regional Cooperation and Maritime Security" Directorate General for Maritime Affairs and Fisheries - European Commission*

h. 13.15

LUNCH BREAK

h. 14.30 Outside the range

Hosting and serving hundred thousands of passengers

This short discussion with the main representatives of two of the top Mediterranean passenger traffic ports will contribute to focusing the attention of the audience on how to deal with passenger traffic, to smoothly combine and develop different types of traffic (cruise and ferry), to guarantee efficient shipping lines and contribute to the development of tourism in the area concerned.

Joan Gual de Torrella

President, Port Authority of Balears

Francesco Maria di Majo

President, Autorità di Sistema Portuale del Mar Tirreno Centro Settentrionale

h. 15.00 Closing round table

PLENARY

The present and future of maritime tourism: Montenegro as a strength for the Adriatic

The concluding session of Adriatic Sea Forum 2017 is dedicated to a reflection on the current situation of maritime tourism in the Adriatic and the prospects for the future, with a particular focus on the role of Montenegro, a country whose potential has not yet been fully explored, within the wider Adriatic context. Representatives of associations, public organisations and international bodies of various kinds linked to the world of maritime tourism and tourism in general, will first and foremost attempt to describe the current situation, providing the audience of stakeholders attending the forum with ideas, advice and tips on the strategies to adopt to become and remain competitive and on future developments in the area.

Marco Digioia

Director Governmental Affairs, CLIA Europe

Nikola Dobroslavić

President, Adriatic Ionian Euro Region

Linda Haydon

Group Tourism Manager, ETOA

Christos Lampridis

Secretary General Ports, Port Policy and Maritime Investments Hellenic Ministry of Shipping Maritime Affairs & Insular Policy

Thanos Pallis

Secretary General, MedCruise

Marko Petričević

Director, Directorate for Tourism Destination Management Montenegro Ministry of Sustainable Development and Tourism

Boris Zgomba

Vice President, ECTAA

RISPOSTE TURISMO

The organiser

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.

Risposte Turismo je tvrtka koja bavi istraživanjem, a specijalizira pružanje projektnih i operativnih rješenja organizacijama i tvrtkama iz turističke makro-industrije. Risposte Turismo nudi savjetovanja, obuke, kao i organizaciju događanja te ad hoc inicijativa. Prati međunarodnu turističku industriju već godinama, uz poseban naglasak na određene teme i sektore, među kojima se ističe pomorski turizam. Od 2011. godine organizator je događanja Italian Cruise Day, od 2013. godine događanja Adriatic Sea Forum.



Risposte Turismo è una società di consulenza e ricerca specializzata nel fornire soluzioni progettuali ed operative ad organizzazioni ed imprese appartenenti alla macroindustria turistica. È impegnata nell'attività di consulenza, in quella di formazione, nonché nella gestione diretta di eventi e iniziative ad hoc. Segue da anni l'industria turistica internazionale, privilegiando alcuni temi e comparti, tra i quali il turismo del mare. Dal 2011 organizza Italian Cruise Day e dal 2013 Adriatic Sea Forum.

MONTENEGRO HOSTS ADRIATIC SEA FORUM 2017

The partners



National Tourism Organisation of Montenegro
Nacionalna turistička organizacija Crne Gore
Ente Nazionale del Turismo del Montenegro



Ministry of Sustainable Development and Tourism
Ministarstvo održivog razvoja i turizma
Ministero dello sviluppo economico e del turismo



Public Enterprise for Coastal Zone Management
JP za upravljanje morskim dobrom Crne Gore
Ente per la gestione delle coste del Montenegro

The host city

Situated in the central part of the Montenegrin coast, **Budva** is one of the most beautiful destinations of the Adriatic. Set among sandy beaches and rural hinterland, the Budva Riviera boasts a perfect combination of old and new. Modern and dynamic architecture offers top-quality tourism and hospitality services in the midst of old-world charm. Here you can find antiquities, cultural events and entertainment, or simply leisure and a good time. This truly earns the riviera its title as the metropolis of Tourism. Budva city can be reached from the airports of Podgorica (1 hour), Dubrovnik (2 hours) and Tivat (40 min).

The host country

Bordered by the clear sea, covered with white rocks, sunlit by the Mediterranean sun, **Montenegro** is one of the last European oases to which one can flow from the dynamic tempo of civilization and rest by the soft sound of the waves, the song of crickets and the intoxicating scents of miscellaneous vegetation. However you reach Montenegro, through whichever "door" you enter, you will encounter intact nature and be welcomed by hospitable, proud and friendly people.

REGISTRATIONS

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

Delegate fee for registration:
150 € + VAT (if due)

PRIJAVE

Kako biste se prijavili, molimo posjetite web stranicu Adriatic Sea Forum adriaticseaforum.com/registrations

Cijena sudjelovanja:
150 € + PDV (ako je primjenjiv)

ISCRIZIONI

Per iscriversi vi preghiamo di visitare il sito di Adriatic Sea Forum all'indirizzo adriaticseaforum.com/registrations

Quota di partecipazione:
150 € + IVA (se dovuta)

Previous editions

Trieste 2013 & Dubrovnik 2015

+ 40 **qualified speakers**
+ 250 **participants attending**
+ 200 **articles on newspapers**

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Register within April 7th
for 100€ + VAT



We look forward to meeting you in Budva!

ADRIATIC SEA FORUM
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