

EVENT FOLLOW-UP REPORT

Participation to the ADRIATIC SEA FORUM in
Dubrovnik on 4th and 5th May 2023

Event summary

<i>Type of event</i>	<i>physical</i>
<i>Location</i>	<i>Dubrovnik</i>
<i>Date of the event</i>	<i>4th and 5th May 2023</i>
<i>Time/Duration</i>	<i>2 days forum</i>
<i>Purpose of the event (What was the objective?)</i>	<i>Ensuring cruise and ferry traffic growth, optimising sea passenger handling and pinpointing fresh initiatives in order to curb environmental impacts. These and other issues were the focus of the first Summit of Adriatic Port Presidents, an unprecedented gathering of top figures from ports and national trade associations during the ADRIATIC SEA FORUM. This unique and never-before held meeting in the Adriatic area 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.</i>
<i>Short description of the event (what happened during the event?)</i>	<p><i>The international, itinerant forum organised by Risposte Turismo and dedicated to maritime tourism in the Adriatic Sea, was held in Dubrovnik after five previous editions held in Trieste, Dubrovnik, Budva, Ancona and Bari.</i></p> <p><i>The 2023 edition of the forum has been hosted in Dubrovnik in partnership with Dubrovnik Port Authority and City of Dubrovnik.</i></p> <p><i>The sixth edition of the Adriatic Sea Forum began with opening speeches by Blaž Pezo, General Manager of Dubrovnik Port Authority, Mato Franković, Mayor of Dubrovnik, Joško Cebalo, Deputy Prefect of the DubrovnikNeretva Region and Josip Bilaver, State Secretary of the Ministry of the Sea, Transport and Infrastructures of Croatia.</i></p> <p><i>The forum hosted more than 15 encounters and debates on the tourism potential and the challenges facing the Adriatic area. It was attended by over 50 international speakers and more than 250 operators representing the various professional categories involved in maritime tourism in the Adriatic.</i></p> <p><i>At the end of the first day of the forum, the first Summit of the</i></p>

	<p><i>Presidents of the Adriatic Ports took place behind closed doors. The summit - the result of a joint effort on the part of Risposte Turismo, Assoporti and the Croatian Port Authorities Association - offered a new opportunity for dialogue between the heads of the ports and the national trade associations.</i></p> <p><i>In this framework the results of SUSPORT project were also discussed, highlighting the importance of the sustainability in the ports and maritime sector.</i></p>
<p><i>Results/Outcomes of the event (What are the takeaways from the event?)</i></p>	<p><i>The presence of SUSPORT at Adriatic Sea Forum allowed to widen the scope of target groups to professionals and experts in the domain of freight, cruise and passenger transport sector.</i></p>
<p><i>Number of attendees</i></p>	<ol style="list-style-type: none"> <i>1. Over 5,000 recipients for Adriatic Sea Forum / Tourism Answers promotional mailings.</i> <i>2. Over 250 accredited attendees over the two days of the forum</i> <i>3. Social profiles Risposte Turismo: 1,800+ followers on LinkedIn, 560+ on Twitter</i> <i>4. Adriatic Sea Forum social profiles: 4,600 followers on LinkedIn, 530+ on Twitter</i>
<p><i>Type of stakeholders/target groups that were represented</i></p>	<p><i>policy makers, national, regional and local institutions, port authorities, research, scientific institution and academia, private companies</i></p>

Programme:

Adriatic Sea Forum 2023 (May 4-5)

Venue: Royal Princess Conference Center - Royal Resorts & Hotels

May 4

from 8.30

Opening and registrations from 8.30

09.30 Welcome speeches

- **Blaž Pezo**, General Manager – Dubrovnik Port Authority
- **Mato Franković**, Mayor – City of Dubrovnik
- **Joško Cebalo**, Deputy Prefect – Dubrovnik-Neretva County
- **Josip Bilaver**, State Secretary at the Ministry of the Sea, Transport and Infrastructure – Republic of Croatia

10.00 The European Commission's outlook on tourism and maritime tourism in the Adriatic area

- **Valentina Superti**, Director – Tourism, proximity and digitalisation – European Commission

10.15 Adriatic Sea Tourism Report Presentation

- **Francesco di Cesare**, President – Risposte Turismo

10.30 Dubrovnik Host City Presentation

- **Jelka Tepšić**, Deputy Mayor – City of Dubrovnik

Coffee break

11.15 Will the Adriatic finally be able to establish itself as a brand? The point of view of tour operators

Known in the whole world for its coasts, its landmarks and having numerous nautical marinas and many facilities, the Adriatic is an important maritime tourist destination, even if in the last ten years no strong branding action seems to have been undertaken. What is preventing it? This session will offer the point of view of tourism operators.

Introduces and moderates: Francesco di Cesare, President – Risposte Turismo

- **Dragan Kostadinović**, Owner – Shuttle Travel Agency DMC
- **Srdan Kristić**, Managing Director – Adriatic DMC
- **Maro Saulović**, General Manager – Gulliver DMC
- **Kristijan Švajnzger**, General Manager East Europe, Iceland and Caucasus – Intrepid DMC

12.00 What's new in Adriatic?

Presentations - part 1

Sea traffic in the Adriatic means a plurality of differentiated sectors. Each year new ships are built, new marinas are opened, new routes and itineraries are created. What's new and interesting in the Adriatic?

- **The incoming EUSAIR HR Presidency & short info about the EUSAIR Strategy in Pillar 2 and 4**
Lidija Pansegrau Hadrović, Deputy National Coordinator- EUSAIR
- **The new digital portal for small ports in Adriatic**
Pierpaolo Campostrini, Director – CORILA – LP Interreg IT-HR Framesport
- **The new cruise terminal of Ravenna port**
Mario Petrosino, Chief Operating Officer – Port of Ravenna

Networking lunch

14.00 From infrastructure growth & source markets' marketing to sustainable growth & non-mainstream destinations' marketing. How Posidonia Sea Tourism Forum discussion topics have shifted over the years to reflect market trends & needs

- **Maria Photou**, Marketing & Events Coordinator – Posidonia Exhibitions S.A.

14.15 Adriatic tourism destinations

A debate on balancing the needs of tourism destinations as maritime tourists grow in Adriatic.

Introduces and moderates: Anthony La Salandra, Managing Director – Risposte Turismo

- **Alberto Cappato**, Secretary of the Board of Directors – AIVP (Association Internationale Villes et Ports)
- **Mato Franković**, Mayor – City of Dubrovnik
- **Mateja Hrvatin Kozlović**, Deputy Mayor – City of Koper
- **Dritan Leli**, Mayor – City of Vlore
- **Rikardo Novac**, Mayor – City of Hvar
- **Massimo Serl**, President – FAIC (Forum of Adriatic and Ionian Cities), Mayor – City of Fano

15.15 concurrent sessions

Offer vs Demand in nautical tourism in Adriatic: where lies the balance?

The offer of nautical tourism in the Adriatic is wide and differentiated to meet the needs and preferences of its nautical tourists. Is it possible and sustainable to further widen the number of marinas and berths, or the Adriatic may face a risk of overcapacity?

ROOM: ADRIATIC

Introduces and moderates: Roberto Perocchio, President – ASSOMARINAS

- **Roddy Blair**, Marina Director – Porto Montenegro
- **Dorijan Dujmic**, Managing Partner – BWA Croatia
- **Paško Klisović**, President – Nautical Tourism Association of Croatian Chamber of Economy
- **Sergej Mazur**, CEO – Simple Sail

Relaunching holidays via ferries: new strategies, products, markets

Ferry business is vital for tourism in Adriatic and its traffic had been particularly resilient during the pandemic. Apart from being a way of transportation, how can ferry really be more and more a constitutive element of the Adriatic tourism offer?

Introduces and moderates: Anthony La Salandra, Managing Director – Risposte Turismo

- **Davide Chiesi**, Passenger Dept. Manager – Adria Ferries
- **Massimo Di Giacomo**, Sole Director – Anek Lines Italia
- **Athanasios Porfyris**, CEO – Port of Igoumenitsa
- **David Sopta**, CEO – Jadrolinija
- **Fabio Sibillo**, Marketing Manager – Grandi Navi Veloci
- **Paula Vidović**, Director – Croatian Agency for Coastal Line Maritime Transport

May 5

from 9.00

Opening from 9.00

09.15 Is Adriatic losing its momentum in global cruise tourism?

Analysing some data on cruise tourism and considering those risky factors which could discourage cruise traffic in some territories, what could bring the cruise traffic back to that seen in the past years? Which new actions should be undertaken? Is there something missing to reach this goal?

Opening remarks: **Wybcke Meier**, CEO – TUI Cruises

Introduces and moderates: **Anthony La Salandra**, Managing Director – Risposte Turismo

- **Spyros Almpertis**, VP Port Ops, Itinerary Planning & Fuel Management – Crystal
- **Daniel Caprile**, Vice President Pricing and Revenue Management, Itinerary & Transportation – Costa Cruises
- **Elisabetta De Nardo**, Vice President Port Development – MSC Cruises
- **Ljubo Radović**, Marketing & development – Port of Kotor
- **Fabrizio Spagna**, President – Venezia Terminal Passeggeri

10.30 How to improve the Adriatic competitiveness in superyacht business?

Starting from some data about mega yachts, the debate will provide an overview of yacht sector in Adriatic, which are the strong and weak points? What to expect from the very next future?

Introduces and moderates: **Braslav Karlic**, Editor In Chief – MORE Magazine

- **Maja Ban** – Director, MYS Yachting
- **Nikola Banović** – Director, Portonovi Marina
- **Ajka Matijević**, Founder – A- Yachting
- **Stefano Tositti**, CEO – Acquera Yachting

Coffee break

11.45 What's new in Adriatic?

Presentations - part 2

Sea traffic in the Adriatic means a plurality of differentiated sectors. Each year new ships are built, new marinas are opened, new routes and itineraries are created. What's new and interesting in the Adriatic?

- **IPA ADRION Programme perspective**
Giulia Frattini, Communications Officer – IPA ADRION Programme

11.55 The new Maritime Domain and Seaports Act – opportunities and challenges for port authorities

- **Nina Perko**, PhD, Director of Directorate for Maritime Affairs at the Ministry of the Sea, Transport and Infrastructure – Republic of Croatia

12.05 Key outcomes of the first Summit of the Adriatic Ports' Presidents

- **Tomislav Batur**, President – Croatian Association of Port Authorities

12.15 The Adriatic's future we wish: sustainable, prosperous, smart... is all that possible?

To which aspects should be given priority? Is it possible to respect the whole range of sustainability aspects or should a choice be necessarily made? How can we balance the theme of sustainability with other important goals?

Introduces and moderates: **Francesco di Cesare**, President – Risposte Turismo

- **Josep Canals-Molina**, Secretary General – Med Cities
- **Zeno D'Agostino**, President – European Sea Ports Organization, President – Ports of Trieste and Monfalcone
- **Rodolfo Giampieri**, President – Italian Ports Association
- **Marie-Caroline Laurent**, Director General – CLIA Europe
- **Kristijan Pavic**, President – ACI Marinas
- **Joze Tomaš**, President – CCE Split County Chamber and Forum AIC

Networking lunch

14.15 New challenges for Croatia as leading maritime tourism destination

A debate and discussion among stakeholders focused on the future of Croatia in the maritime tourism in the Adriatic, between launched projects' presentations and identification of future goals.

Opening remarks: **Tonči Glavina**, State Secretary – Ministry of Tourism and Sport – Republic of Croatia

Introduces and moderates: **Sandra Lacković** – journalist at Croatian Radiotelevision

- **Miro Drašković**, Director – Dubrovnik Tourist Board
- **Tonči Glavina**, State Secretary – Ministry of Tourism and Sport – Republic of Croatia
- **Ivo Klaić**, Head of Administrative Department for Tourism, Entrepreneurship and the Sea of Dubrovnik-Neretva County
- **Ivan Maslač**, Commercial Director – Dubrovnik Airport
- **Zrinka Raguž**, Head of the Administrative Department for EU Funds, Regional and International Cooperation – City of Dubrovnik
- **Nebojša Stojčić**, PhD, Vice rector for business affairs – University of Dubrovnik

Introduces and moderates: **Jadran Kapor** – journalist and editor in chief, Slobodna Dalmacija

- **Mario Knego**, Founder – Euromarine
- **Blaž Pezo**, General Manager – Dubrovnik Port Authority
- **Željko Knežević**, General Manager – Zadar Port Authority
- **Željko Raguž**, President of Management Board – Luka Dubrovnik
- **Željko Dadić**, General Manager – County Port Authority of Dubrovnik

Photos







ADRIATIC SEA FORUM – Dossier



A seguire i materiali che sono stati realizzati in occasione di Adriatic Sea Forum e in cui compare il vostro logo.

Qualche indicatore:

1. Oltre 5.000 destinatari per i mailing promozionali di Adriatic Sea Forum / Risposte Turismo
2. Oltre 250 accreditati nei due giorni di forum
3. Profili social Risposte Turismo: 1.800+ follower su LinkedIn, 560+ su Twitter
4. Profili social Adriatic Sea Forum: 4.600 follower su LinkedIn, 530+ su Twitter

Il materiale realizzato è stato raggruppato in tre sezioni:

1. Pre forum
2. Durante il forum
3. Post forum



www.adriaticseaforum.com

Risposte Turismo | Giudecca 634 - 30133 Venezia | Tel. 041 3091260 | production@adriaticseaforum.com

1. PRE FORUM

SITO DELLA MANIFESTAZIONE www.adriaticseaforum.com

Logo visibile nella pagina interna dedicata agli sponsor con link diretto alla pagina web del progetto
Highlights on projects and special initiatives



2. DURANTE IL FORUM

LANDING PAGE ACCESSIBILE TRAMITE QR CODE

Logo visibile nella landing page a disposizione dei partecipanti tramite QR Code, disponibile durante e dopo l'evento. Il logo rimanda al sito web del progetto.



Highlights on EU funded projects

Adriatic Sea Forum - under Italy-Croatia partnership agreement to boost marine blue projects and initiatives for a better present and future



CARTELLINA DIGITAL ACCESSIBILE TRAMITE QR CODE

Logo visibile nella cartellina digital messa a disposizione di tutti i partecipanti durante l'evento, nella pagina di presentazione di partner e sponsor



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CAVALIERI A5

Cavalieri A5 posizionati in più punti delle sale.



ROLL UP DEDICATI AL PROGETTO

Roll up (1,5 x 2 metri) posizionati nella sala principale dell'evento, in un corner tutto dedicato ai supporter dell'evento.



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SCHERMI PROIETTATI A FONDALE SALA E UTILIZZATI DURANTE LE SESSIONI

Logo su schermi proiettati nelle sale durante tutto l'evento ed utilizzati a rotazione durante le diverse sessioni della giornata.



ADRIATIC SEA TOURISM REPORT VERSIONE DIGITALE

Logo nella copertina della versione digitale di Adriatic Sea Tourism Report, distribuita mediante QR code con landing su sito di Risposte Turismo e accessibile a tutti i partecipanti all'evento. Il report contiene inoltre un capitolo (10 pagine) interamente dedicato ai progetti europei.

Adriatic Sea Forum 2023 | ATTENDEES PAGE
May 4-5
Dubrovnik, Royal Princess Conference Center (Royal Resorts & Hotels)

QUICK LINKS WITH ALL INFO FOR YOUR PARTICIPATION @ ADRIATIC SEA FORUM

- 1. WEBINAR
- 2. ONLINE CHECK-IN
- 3. APP
- 4. SOCIAL MEDIA
- 5. CONTACT

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

DOWNLOAD
ADRIATIC SEA TOURISM REPORT 2023



BROCHURE DISTRIBUITE ALL'EVENTO

Brochure informative e altri materiali distribuiti all'evento.



3. POST FORUM

MAILING POST EVENTO DEDICATO AI PROGETTI EUROPEI

Da realizzare entro la fine dell'anno un mailing dedicato alla presentazione dei progetti europei con collegamento ipertestuale verso i siti internet o altra landing page da concordare.