

# Del 5.2.1. Participation to cultural and tourist exhibitions

PP4 – INTERMODAL TRANSPORT CLUSTER

<b>Project number:</b>	10042741
<b>Project acronym</b>	REMEMBER
<b>Project Title</b>	REstoring the MEmory of Adriatic ports sites.Maritime culture to foster Balanced tERritorial growth
<b>Start of the project</b>	January 2019
<b>Duration</b>	42 months

<b>Related activity:</b>	5.2 – Promotional activities for the Adriatic cultural ports networks
<b>Deliverable name:</b>	Participation to cultural and tourist exhibitions
<b>Type of deliverable</b>	Report
<b>Language</b>	English
<b>Work Package Title</b>	Adriatic ports cultural network
<b>Work Package number</b>	5
<b>Work Package Leader</b>	KIP – Intermodal Transport Cluster

<b>Status</b>	Final
<b>Author (s)</b>	KIP
<b>Version</b>	1
<b>Due date of deliverable</b>	06/2022
<b>Delivery date</b>	06/2022

## Introduction

The REMEMBER project partners took part to **6 touristic and cultural fairs and exhibition all around Europe** with the aim of presenting the objectives and added value of ADRIJO Network and the innovative contents of the ADRIJO platform to a wide range of stakeholders of specific sectors: other European port authorities, cruise companies, touristic agencies and institutions, cultural institutions, stakeholders in the field of leisure navigation, visitors and tourists in general.

The fairs where the ADRIJO NETWORK and the ADRIJO PLATFORM were presented are:

- TTG RIMINI – Italian Touristic fair in Rimini, from 12<sup>th</sup> to 14 October 2021;
- ITALIAN CRUISE DAY – Savona, from 28<sup>th</sup> to 29<sup>th</sup> October 2021;
- MUSEUM CONNECTIONS – Paris, from 30<sup>th</sup> to 31<sup>st</sup> March 2022;
- Place2GO – International tourism Fair Zagreb, from 8<sup>th</sup> to 10<sup>th</sup> April 2022
- General Assembly of MEDCRUISE, Palamos (Spain), from 24<sup>th</sup> to 27<sup>th</sup> May 2022;
- VENICE BOAT SHOW – 31<sup>st</sup> May 2022

## TTG RIMINI – October 2021

TTG Travel Experience is an international B2B exhibition for tourism. On it, representatives of the Italian tourism industry meet to exchange ideas with their colleagues. It is one of the largest fairs in this field in Italy. The fair is the place where supply and demand come together on . Visitors have the opportunity to analyze international trends, to learn about new products on the market, and to compare products. TTG Travel Experience took place from 12th to 14th October 2021 in Rimini. REMEMBER project partners from Italy and Croatia - Central Adriatic Ports Authority, Port Authority of Ravenna, Intermodal Transport Cluster and Dubrovnik Port Authority, presented the project, virtual museums and ADRIJO platform on the stand.

The participants to the stand were students, representatives of Italian and Croatian travel agencies, owner of boats and ships for leisure navigation. Promotional material was realized for this occasion.







## ITALIAN CRUISE DAY – October 2021

The Italian Cruise Day, at its X edition, is the forum on the cruise industry and tourism and an important moment for the sharing of ideas and perspectives about the state of the art of the cruise sector for the most important players of the cruise industry in Italy and beyond. The 2021 edition focused on the challenges for the start of the cruise sector, on social, environmental and economic sustainability, on new solutions for selling and promotion to address to the future cruise passengers and on the future deployment in Italy and in the Mediterranean.

In this framework, REMEMBER partners representatives from Central Adriatic Ports Authority, North Adriatic Sea Port Authority, Port Authority of Ravenna, presented the ADRIJO network and the digital

platform through the setting up of a stand and the display of some of the ADRIJO platforms.



## MUSEUM CONNECTION 2022 – March 2022

The Museum Connections, held in Paris on March 30 and 31, is an international B2B tradeshow in Paris focused on the visitor experience, and the only fair in Europe for the culture & tourism retail market. Aware of the digital revolution in the cultural industry, Museum Connections is the major trade show for international museum business. In fact, Museum Connections not only covers the whole range of museum shop products, but also new technologies and innovative equipment to promote cultural sites.

The Museum Connection 2022 was a great opportunity to promote the REMEMBER project and the ADRIJO platform, the virtual museum of the Adriatic Ports Cultural Network to a wide range of museum operators and digital innovators working in the field of culture and innovation. The REMEMBER partners that took part to this activity were Port Network Authority of the Eastern Adriatic Sea, Port Authority of Ravenna, RERA regional development agency, Polytechnic University of Marche.





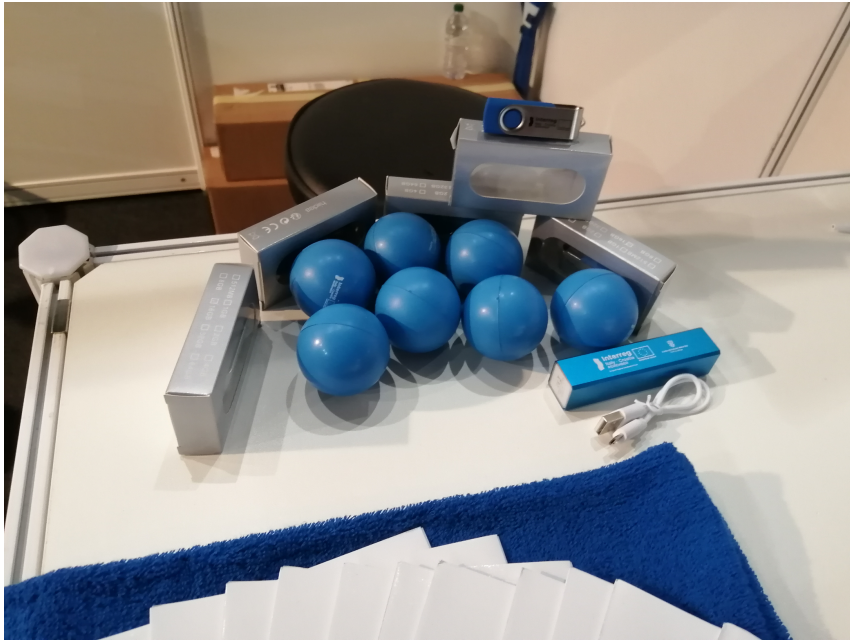




## PLACE2GO Zagreb – April 2022

REMEMBER partners participated at the Place2GO International Tourism Fair at Arena Zagreb from 8th to 10th of April 2022. The fair is conceived as a presentation of the World to Croatia and Croatia to the World through a series of presentations, promotions, workshops, lectures and everything that can attract a curious future traveler. REMEMBER project partners that took part to the fair were Intermodal Transport Cluster, Zadar Port Authority and National Museum of Zadar. A stand dedicated to REMEMBER project was set up and several gadgets and promotional materials realized. It was a great opportunity to present virtual museums and the ADRIJO platform to the businesses and visitors







## GENERAL ASSEMBLY OF MEDCRUISE, PALAMOS (Spain) – May 2022

MEDCRUISE is the Association of Mediterranean Cruise Ports whose mission is to promote the cruise industry in the Mediterranean and its adjoining seas; it represents more than 145 and 45 associate members in 22 countries. Twice a year it organizes a General Assembly in one of its ports members to discuss the state of the art and the innovation in the cruise sector that sees the participation of all its members and of the cruise companies.

During the MEDCRUISE General Assembly organized in Palamos, Costa Brava, Spain, from the 24<sup>th</sup> to 27<sup>th</sup> May 2022, the LP- Central Adriatic Ports Authority launched the ADRIJO platform that was online since those days with all its interactive functionalities. The LP set up a stand with promotional materials that allowed the participants to visit in a random manner the contents of the ADRIJO platform by scanning a QR code. The Zadar Port Authority also was present to the event.

The ADRIJO platform was launched and presented to several EU cruise ports, and it was the occasion to present the ADRIJO network as a common cultural destination of 8 Italian and Croatian ports that pursue the valorization of its cultural maritime heritage.









## VENICE BOAT SHOW – May 2022

Venice hosted one of the main international trade fairs dedicated to boating. The exhibition venue was the Arsenale of Venice, a symbol of the centuries-old military domination of the Serenissima Republic of Venice and the beating heart of its naval industry. An incomparable historical context right in the centre of Venice, consisting of a water basin and fully restored ancient pavilions.

The exhibition spaces were distributed over a water basin. The excellences of international pleasure boating were present, including many world premieres.

The Venice Boat Show was promoted by the City of Venice and realized through Vela spa company, in collaboration with the Italian Navy. The North Adriatic Sea Port Authority chose the Venice Boat Show 2022 to present the Adrijo platform through a special stand dedicated to REMEMBER project and the ADRIJO network and platform.

