



AGENDA 2024 EDITION

OCTOBER 24 Alighieri Theatre**2.00 PM REGISTRATIONS****2.30 PM WELCOME SPEECHES**

- **Andrea Corsini**, Councillor for transport and mobility, infrastructure, tourism, commerce - Emilia Romagna Region
- **Giorgio Guberti**, President - Chamber of Commerce, Industry, Crafts and Agriculture of Ferrara and Ravenna
- **Michele Maltese**, Ravenna Harbour Master - Emilia-Romagna Regional Commander
- **Daniele Rossi**, President - Ravenna Port Authority
- Representative from Ravenna Municipality

2.45 PM Adriatic Sea Tourism Report 2024 (Presentation)

Adriatic Sea Tourism Report (ASTR) is aimed to give an in-depth analysis and description of maritime tourism in the Adriatic Sea with quantitative and qualitative information on the three sectors of maritime tourism in the Adriatic Sea (cruise, ferry and sail and yachting tourism).

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

3.00 PM Fueling Maritime Tourism

The greatest challenge of all, to guarantee effective sustainability for the development of sea traffic, is linked to the introduction of new solutions for fueling ships that are able to reduce impacts and polluting emissions. Maritime tourism, and the Adriatic, are both also inextricably linked to these possible developments. The round table will take a look at the measures that have been introduced so far, and the new developments it is reasonable to expect in the future. The aim is to discover which standards the market might align itself with, so as to give operators a better understanding of where to direct their investments in this area.

Introduces and moderates: **Gionata Picchio**, Deputy-Director – Staffetta Quotidiana

- **Elfride Covarrubias V.**, Market Director, Italy and Eastern Mediterranean - DNV Energy Systems
- **Michele Francioni**, Chief Energy Transition Officer - MSC Crociere
- **Anna D'Imporzano**, General Manager - RCCP - Ravenna Civitas Cruise Port
- **Francesco Parisi**, SSLNG Wholesale Market Manager - EDISON
- **Christoph Schladör**, Vice President Decarbonisation - Carnival Maritime
- **Georgios Vagiannis**, Director Newbuild - TUI Cruises

4.00 PM Which Cruise tourism we are going to have in Adriatic?

Cruise tourism evolves, ships change, new itineraries are discovered, relationships with destinations and local communities are redefined. Competition is also played out between navigable areas in the world, and the Adriatic has experienced a series of events in recent years that have hindered its stable and solid growth. With the contribution of the speakers, we will ask ourselves whether and how the prospects for this type of tourism in this sea can change, what actions would be desirable to increase its competitiveness, what results - quantitative and qualitative - can be expected in the coming years.

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

- **Ljubo Radovic**, CEO and Executive Director - Port of Kotor
- **Fabrizio Spagna**, President and Managing Director – Venezia Terminal Passeggeri
- **Ana Karina Santini**, AVP International Destination Development – Royal Caribbean Group



4.45 PM The impact of public policies and initiatives on maritime tourism in Adriatic

The figures responsible for establishing and promoting the tourism offer in the Adriatic will be engaging with one another in an attempt to understand the role maritime tourism plays today in the efforts of the public administrations, the expectations for the future and in which areas we might expect to see an acceleration in investments.

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

- **Andrea Corsini**, Councilor for transport and mobility, infrastructure, tourism, commerce - Emilia Romagna Region
- **Alessandra Priante**, President - ENIT - Italian National Tourism Organization
- **Pavle Tripković**, State Secretary - Ministry of Transportation and Maritime Affairs, Government of Montenegro

5.30 PM Technical visit at the new small-scale LNG terminal (on invitation)

The coastal depot in Ravenna is the first integrated logistics chain for sustainable mobility in Italy.

Participant will have the opportunity to know more about the small-scale LNG project visiting the coastal depot in Ravenna as the first integrated logistic chain for sustainable mobility in Italy.

OCTOBER 25 Rasponi dalle Teste Palace

09.00 AM OPENING DAY 2

09.15 AM Will summer always be the season for maritime tourism in the Adriatic?

One of the main challenges facing many destinations is how to extend the tourism season. Of the main possible products, those linked to maritime tourism are more exposed than others to seasonal patterns, linked primarily to climate. To what extent has this conditioned the results of maritime tourism in the Adriatic? Is there a margin for impacting this, so as to obtain the twofold objective of increasing demand and spreading tourist arrivals more evenly across the year? The operators who will be taking part in this exchange will be bringing their experience and knowledge to the table and helping to offer an accurate, sincere interpretation of the issue.

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

- **Sotir Ben Cipa**, Owner - Sipa Tours and CEO - Saranda Tourism Industry
- **Leonardo Massa**, Vice President Southern Europe - MSC Cruises and Explora Journeys
- **Filippo Olivetti**, Executive Chairman – Bassani Group
- **Kristijan Pavic**, CEO - ACI Marinas
- **Luca Poddi**, General manager – Abercrombie & Kent Italy & Croatia

10.15 AM Sailing the Adriatic: (new) routes and nautical destinations

The attraction for nautical tourism of a macro-area such as the Adriatic is linked to multiple factors. These include logistics, accessibility and mobility, costs, visibility and promotion. There are of course also factors linked to the product itself, such as navigability, itineraries, and the possibility to dock in and to visit particular destinations. The more an area is able to offer numerous alternatives, and if possible to innovate by constantly offering new ideas and solutions for a sea holiday, the more it will be able to grow in terms of numbers and impact. The experts involved in this round table will offer their help to understand how much remains to be discovered – and promoted – in terms of maritime tourism in the Adriatic.

Introduces and moderates: **Roberto Perocchio**, President – Assomarinas

- **Roddy Blair**, Marina Manager - Porto Montenegro
- **Nicolò Caffo**, Regional Director - D-Marin
- **Srecko Favro**, PhD MMarEng MIIMS
- **Boris Oman**, CEO & co-founder - Adria Service Yachting
- **Zlatko Vodanović**, CEO - Adriatic Sailing
- **Miha Zupanc**, General Manager - Marina Portorož

---COFFEE BREAK---



11.30 AM Small cruise ships and alternative itineraries

The cruise sector has for some time now regarded numerous products, which vary according to the type and size of ship, the standard of service on board, the itineraries developed and other aspects. For an area such as the Adriatic, the presence of ships we can today describe as medium-sized and that often, although not always, belong to the luxury class, is particularly important, because they are able to reach ports and destinations less equipped to accommodate larger ships and huge flows of visitors, and this allows for the development of an entire itinerary in these waters. The debate, involving companies, maritime agents and ports, will seek to map out the future cruise geography of the Adriatic linked to this segment.

Introduces and moderates: **Gabriele Bassi**, Chief Editor – Cruising Journal

- **Sylviane De Tracy**, Director Cruise Research & Development - Ponant
- **Fulvio Lino Di Blasio**, President - Northern Adriatic Ports Authority
- **Francesco Galiotti**, National Director - CLIA Italy
- **Simona Salvatori**, SVP Italy France Croatia - Grand Circle Cruise Line

11.30 AM Is there something ferries can learn from airline companies?

The accessibility of a destination is always a factor when it comes to choosing a holiday, and the means of transport used to travel from home to holiday destinations can also influence choice, sometimes becoming a leisure component of the holiday itself. The future prospects for ferries in the tourist industry also depends on the approach operators will adopt to passengers – tourists – who are always attentive to the price factor, but are also conditioned by considerations regarding the convenience and comfort offered by the product purchased, from travel times to on-board services, for example. The round table – focused, like the others, on the Adriatic – will specifically discuss the prospects for ferries, and will also look at alternative modes of transport they have to compete with, such as airlines.

Introduces and moderates: **Alberto Quarati**, Journalist – Il secolo XIX

- **Francesca Benati**, Senior Vice President Travel Seller Europe & CEO Italy - Amadeus
- **Vincenzo Garofalo**, President - Central Adriatic Ports Authority
- **Matteo Della Valle**, Chief Passenger Sales&Marketing Officer - GNV
- **Manjola Shehu**, Marketing and Sales Director – AirAlbania

12.30 AM New cross-border opportunities for the Adriatic maritime tourism from the Interreg Croatia 2021-2027 Programme

- **Silvia Comiati**, Head of Joint Secretariat- Interreg Italy-Croatia

---NETWORKING LUNCH---

2.15 PM Maritime economy in the Emilia-Romagna and Italian Adriatic coast (Presentation)

- **Antonello Testa**, Coordinator - National Osservatory Maritime Economy OsserMare

2.30 PM Working in maritime tourism: does this sound like a promising career opportunity?

Many recent studies regarding the relationship between young people and their expectations of the world of employment have shown surprising results, which overturn a pattern that has been consolidated over the years, i.e. the central role played in social dynamics of the commitment to the workplace and the profession. Today, one of the main criteria considered when it comes to deciding whether to accept a job appears to be quality of life; indeed, this may be the most important factor of all. The world of tourism is one of the sectors most severely impacted by this new approach. What is the situation in the maritime tourism segment? The round table will offer an opportunity to understand whether the professions and the conditions in this segment are appealing to those embarking on a career, if and to what extent businesses are finding it hard to recruit staff these days, and to what extent this is effectively a critical issue for the Adriatic specifically.

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

- **Giovanni Acampora**, President - Assonautica Italiana
- **Anna Galasso**, Ravenna Shipyard Plant Director – Ferretti Group
- **Rodolfo Giampieri**, President - ASSOPORTI
- **Nicolò Iguera**, President - YoungShip Italia
- **Janez Macek**, General Manager - Atlas Express
- **Ana Odak**, President - Maritime Innovation Cluster
- **Antonella Varbaro**, Culture, Employer Branding and Fleet Development Director - Costa Crociere

OTHER COLLATERAL INITIATIVES on October 25th

9.15-12.30 AM Final Event ACCESS2NAPA (Rasponi dalle Teste Palace)

Among the speakers: Veronika Carli (Port Network Authority of the Eastern Adriatic Sea), Alberto Cozzi (Port of Trieste Authority), Anna D'Imporzano (Ravenna Cruise Civitas Port), Anna Esposito (Port of Ravenna Authority), Francesco Magagnoli (Port of Ravenna Authority), James Orlandi (Ports of Venice and Chioggia), Roberto Richter (Port of Koper), Daniele Rossi (Port of Ravenna Authority), Stefano Terribile (Port of Ravenna Authority)

4.30 PM Free Guided Tour of the city of Ravenna

Located just a few kilometers away from the Adriatic Sea, in the heart of Romagna, Ravenna is a city rich in art, history and culture, bearing witness to an ancient and glorious past.

Two types of guided tour organized in Italian and English do discover the impressive collection of contemporary mosaics, or the richest heritage of mosaics declared UNESCO World Heritage Sites.