



FORUM

delle Camere di Commercio dell'Adriatico e dello Ionio
of the Adriatic and Ionian Chambers of Commerce
Gospodarskih Komora Jadransko-jonskog područja

CRUISE TRAFFIC AND PERSPECTIVES IN THE ADRIATIC AND IONIAN MACRO REGION

Olympia, 27th June 2018

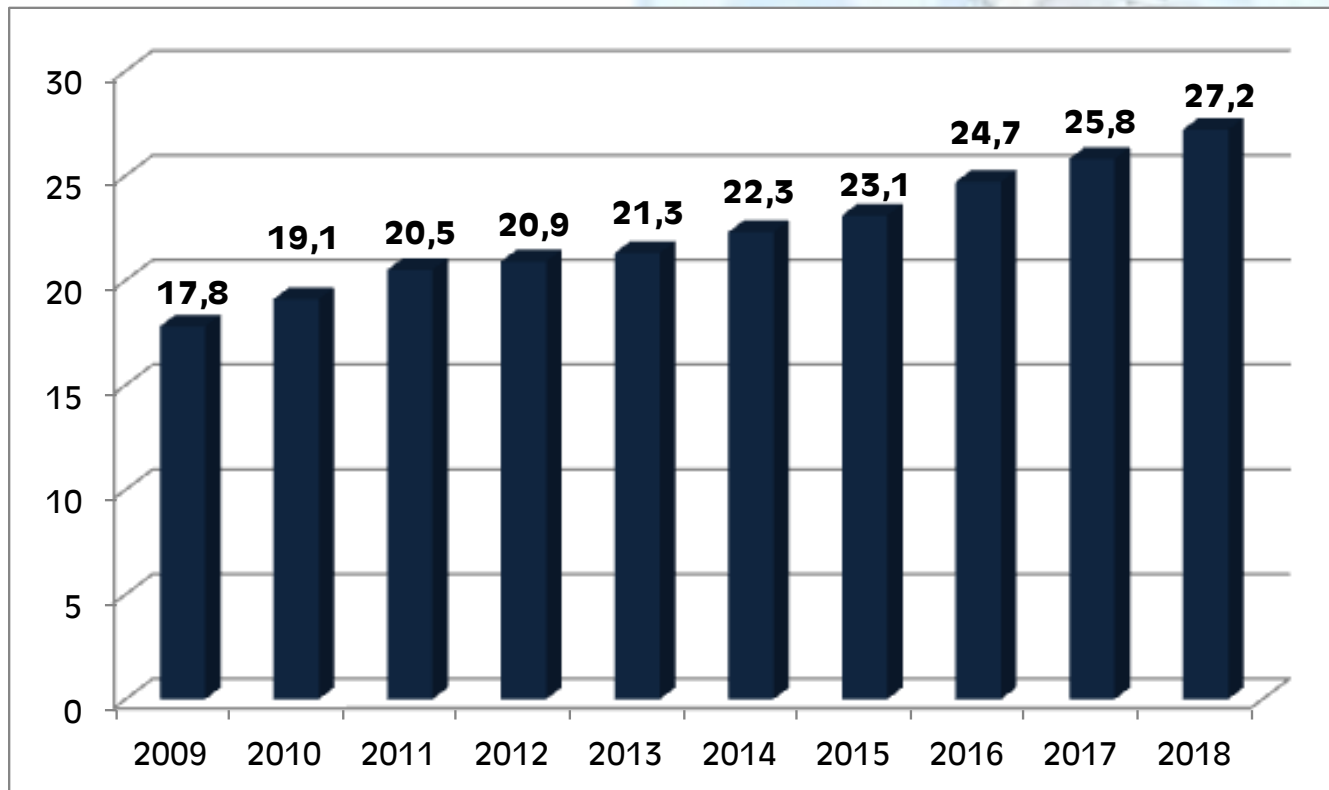


Camera
di Commercio
Ancona

Andrea Mosconi
Ancona Chamber of Commerce

Global Ocean Cruise Passengers (million passengers)

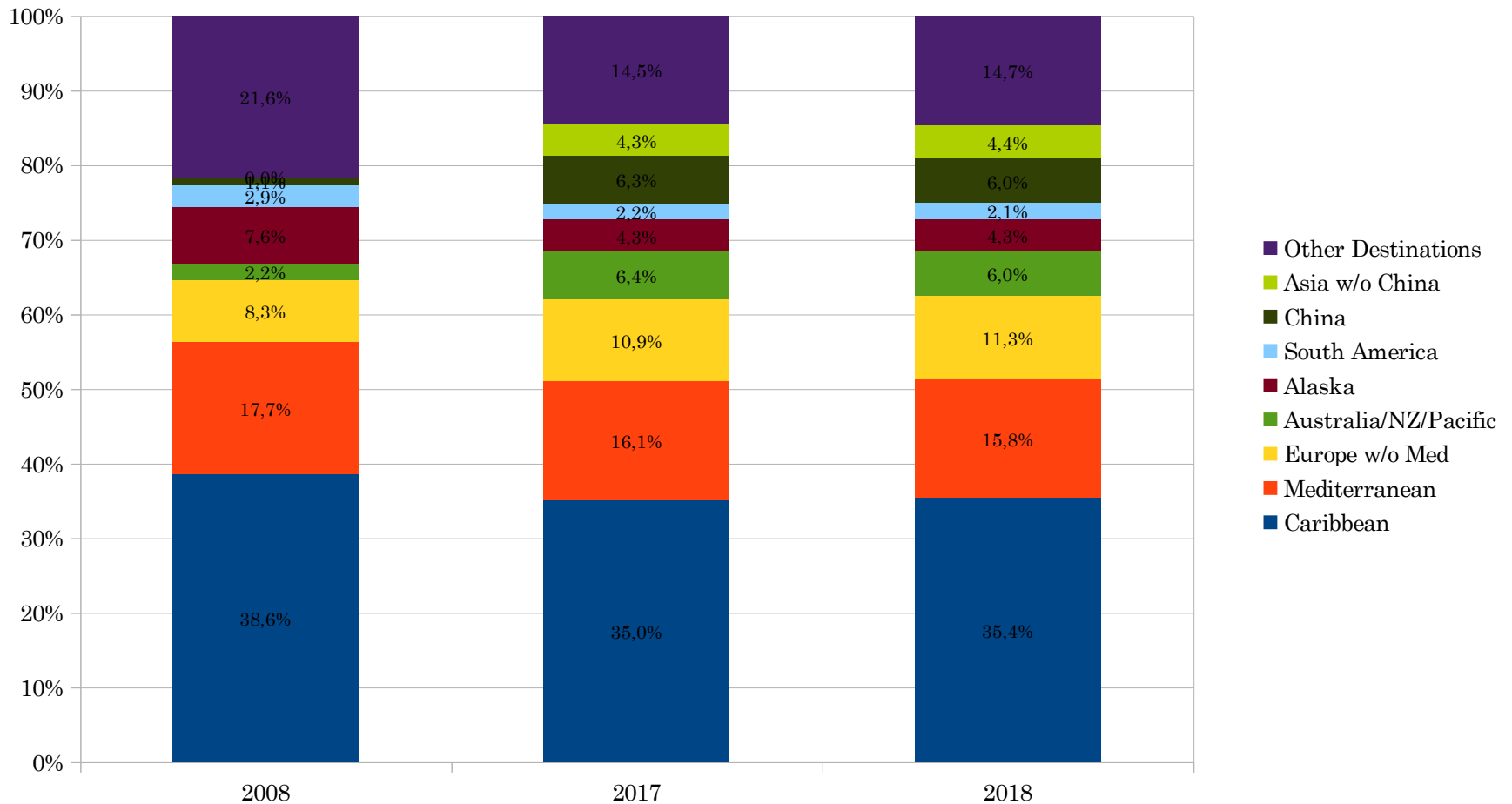
Data are referred to the companies members of CLIA, then the volume is lower than the real global demand. A 5,4% increase forecasted for 2018 is due to the delivery of new big vessels (15 in 2018, 20 in 2019).



Source: "2018 Cruise Industry Outlook", CLIA

Cruise Line Deployment by Region (% ALBD – Available Lower Berth Day)

Distribution in 2008 and 2017 and forecast for 2018

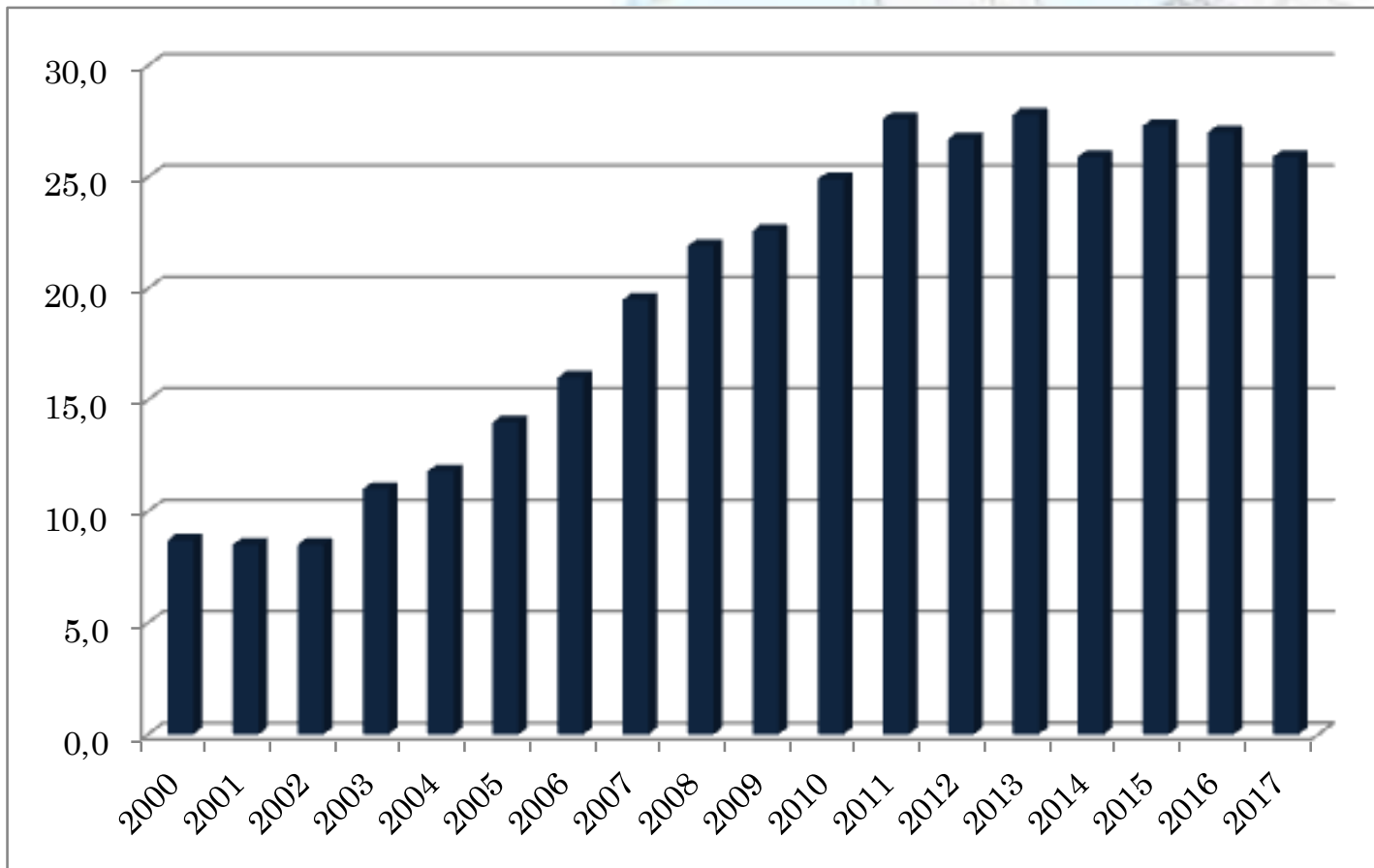


Source: Risposte & Turismo on CLIA database

Cruise Passengers Movements in MedCruise Ports

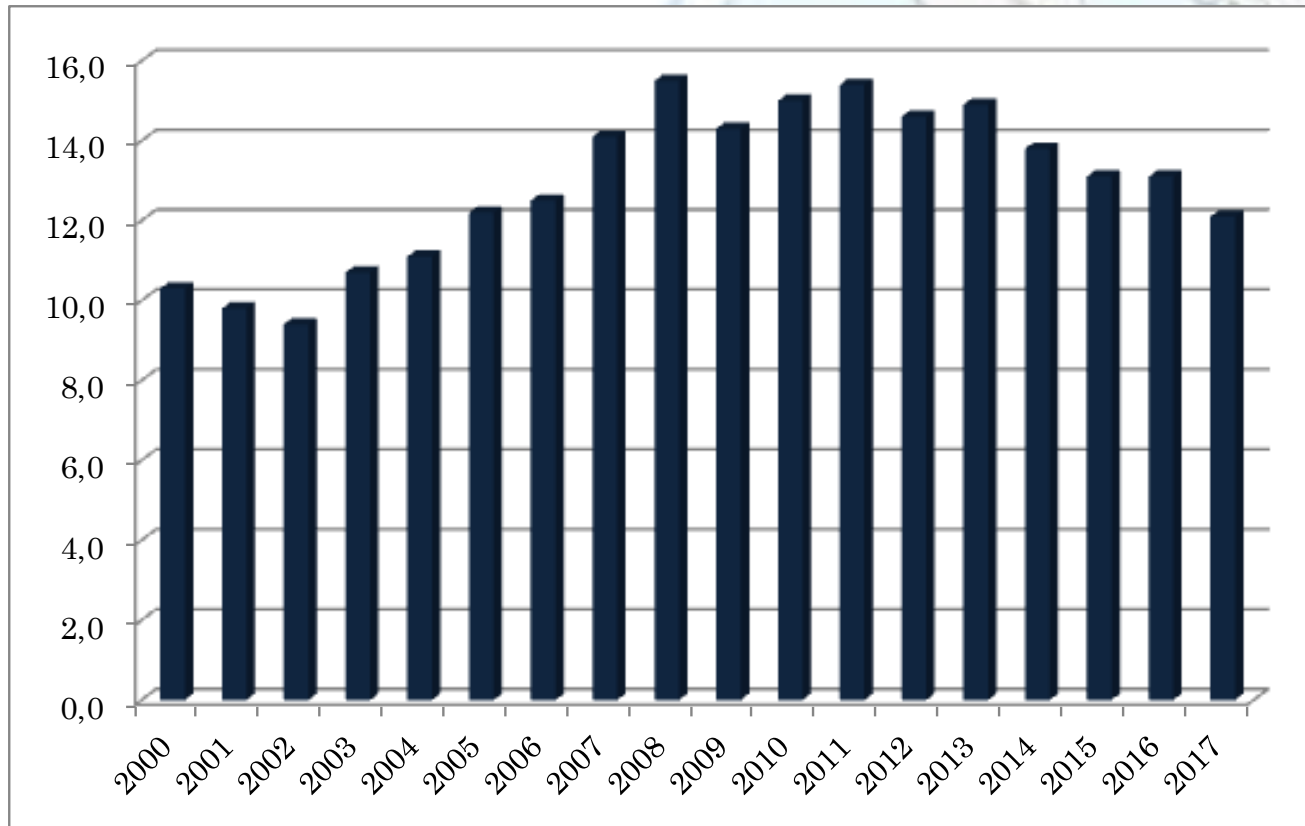
Total Cruise Passenger Visits in Mediterranean Ports, 2000-2017

Data include visits in MedCruise Ports, than the number is bigger than the number of passengers boarded. Significant and constant increase until 2011.



Source: "Medcruise statistics report 2017", MedCruise

Cruise Calls in MedCruise Ports (thousands)



Source: "Medcruise statistics report 2017", MedCruise

CRUISE SECTOR OUTLOOK

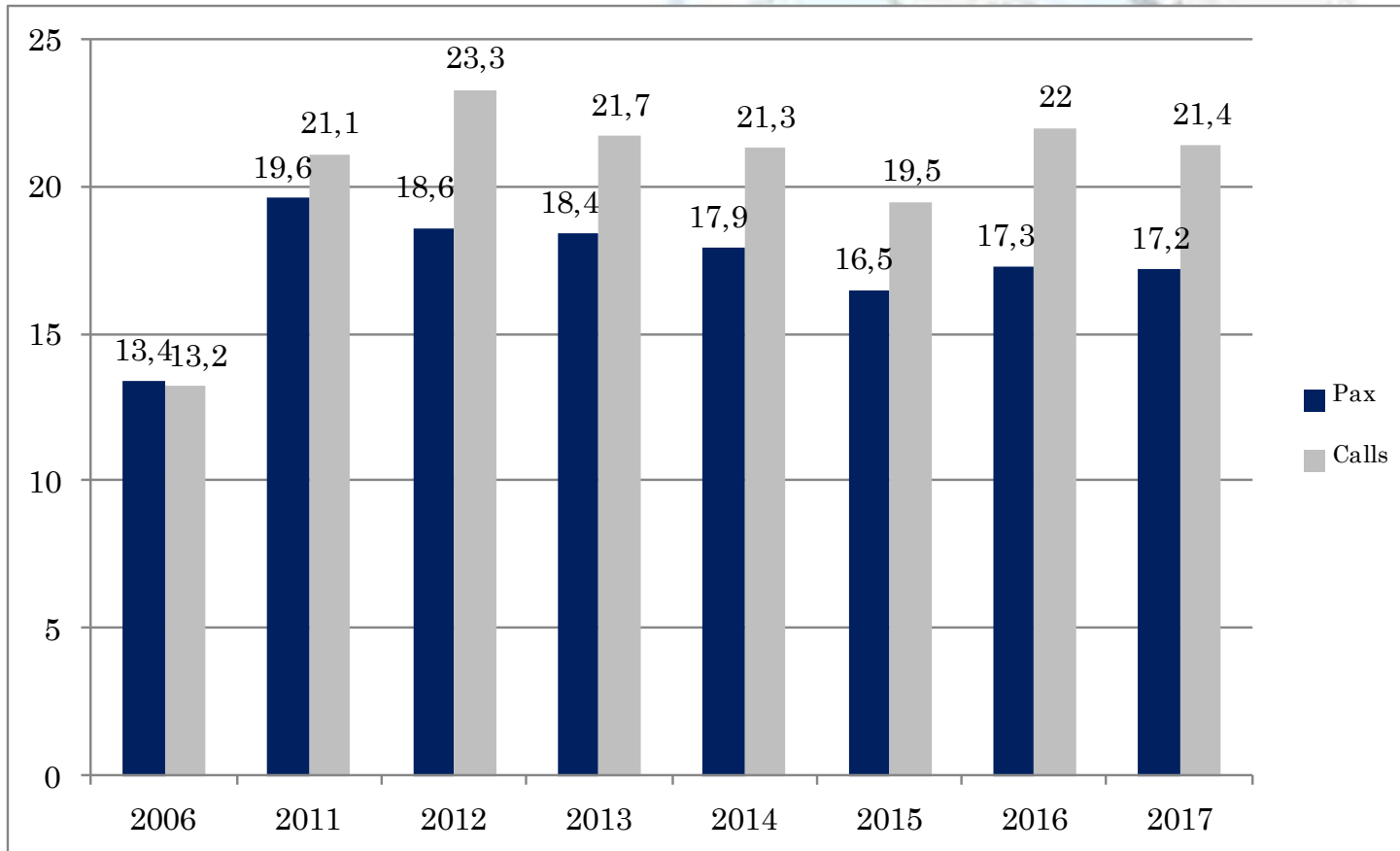
Total Cruise Passenger Movements per Region

AREA	2017	2016	Var. 16/17	2013	Var. 13/17	Share 2017
West Mediterranean	19.721.802	20.091.740	-1,8%	18.860.380	4,6%	76,1%
Adriatic	4.447.033	4.701.180	-5,4%	5.060.779	-12,1%	17,2%
East Mediterranean	1.740.289	2.020.427	-13,9%	3.626.426	-52,0%	6,7%
Black Sea	6.449	15.548	-58,5%	164.265	-96,1%	0,0%
Total	25.915.573	27.028.895	-4,1%	27.711.850	-6,5%	100,0%

Source: "Medcruise statistics report 2017", MedCruise

Med cruise destinations continue to attract new passengers, but travellers are concentrated on the West Med ports. Adriatic destinations lost 12,1% compared to 2013. West Med is the unique Med area that increased in the period 2013-2017.

Adriatic cruise passengers and calls share (%) of the global Mediterranean movements



Source: "Medcruise statistics report 2017", MedCruise



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ADRIATIC AND IONIAN REGION

Passengers traffic in the Adriatic and Ionian area

Trieste

Venezia

Ravenna

Ancona

Bari

Brindisi

Taranto

Koper

Rijeka

Zadar

Split

Ploce

Dubrovnik

Bar

Durres

Igoumenitsa

Patras

Kotor

Corfù

MedCruise report doesn't include all the ports of the area, then data aren't completely comparable.

ADRIATIC AND IONIAN REGION

Total Passengers in the Adriatic and Ionian Region International Ferry and Cruise Passenger Movements



Evolution 2001-17

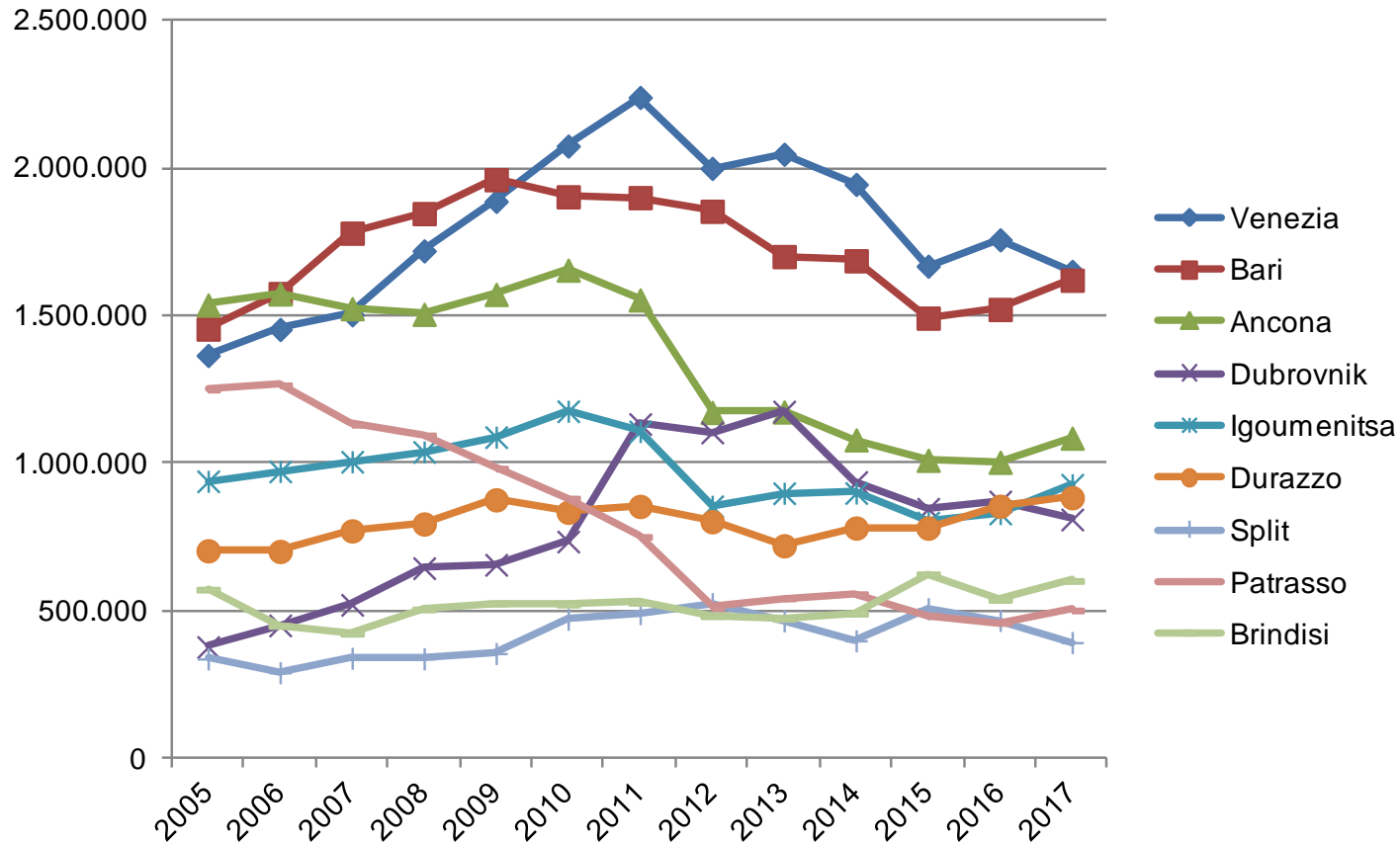
+12,6%

Evolution 2016-17

+1,5%

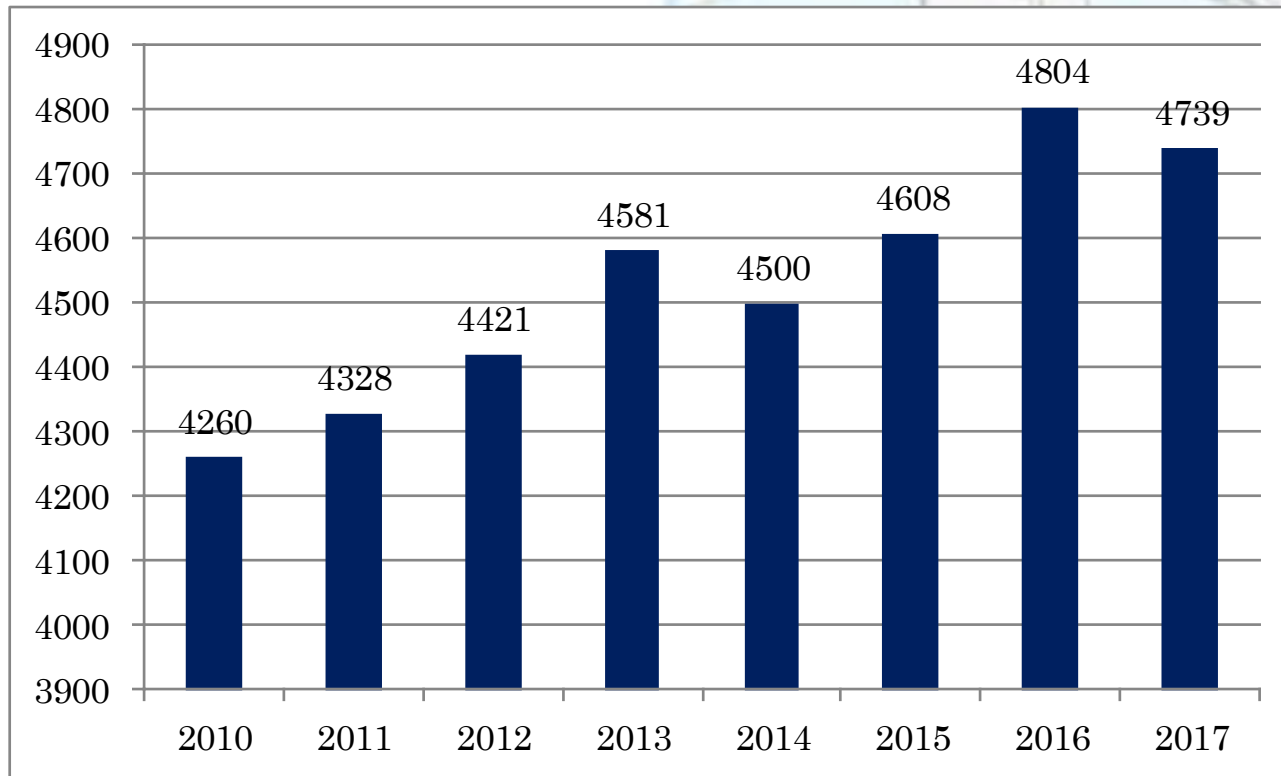
Source: AIC Forum report about Maritime Traffic in A-I area

Total Passengers (ferry and cruise) – Principal ports



Source: AIC Forum report about Maritime Traffic in A-I area

Cruise passengers in Adriatic and Ionian ports (2008-2017)



10/17
+11,2%

16/17
-1,4%

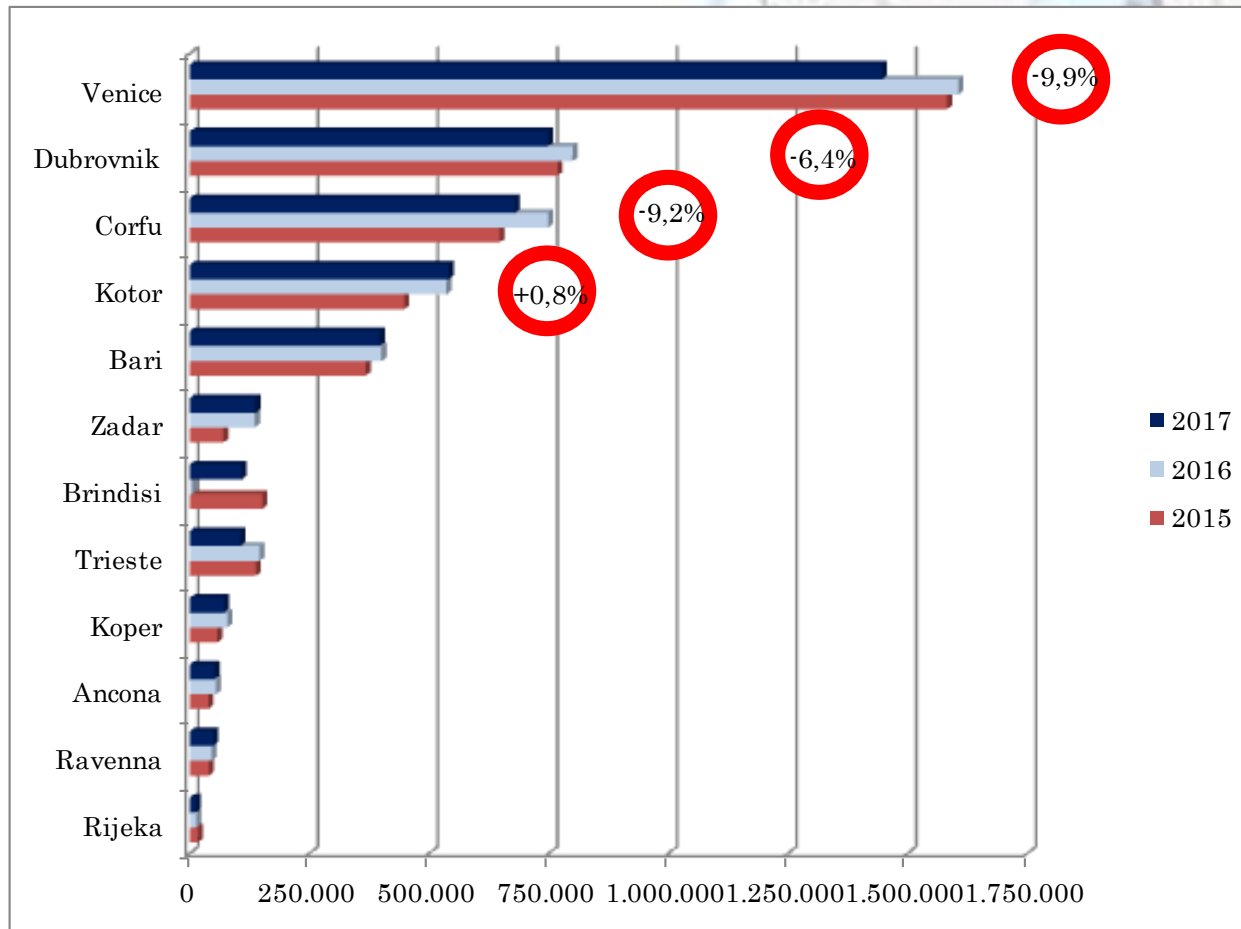


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Cruise Passengers in the Adriatic and Ionian Ports



Source: AIC Forum report about Maritime Traffic in A-I area



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ADRIATIC AND IONIAN REGION

Cruise Passengers in the Adriatic and Ionian Ports

In spite of a sensible decrease in 2017 (-9,9%) Venice remains the unique Adriatic and Ionian port among the Top 10 of Cruise Mediterranean destinations (the 5th after Barcelona, Civitavecchia (Roma), Palma de Mallorca and Marseille).

Tourist visits are concentrated on few ports and among them there are some destinations whose ports are active only on the passengers segment (Kotor, Corfu and Katakolon).

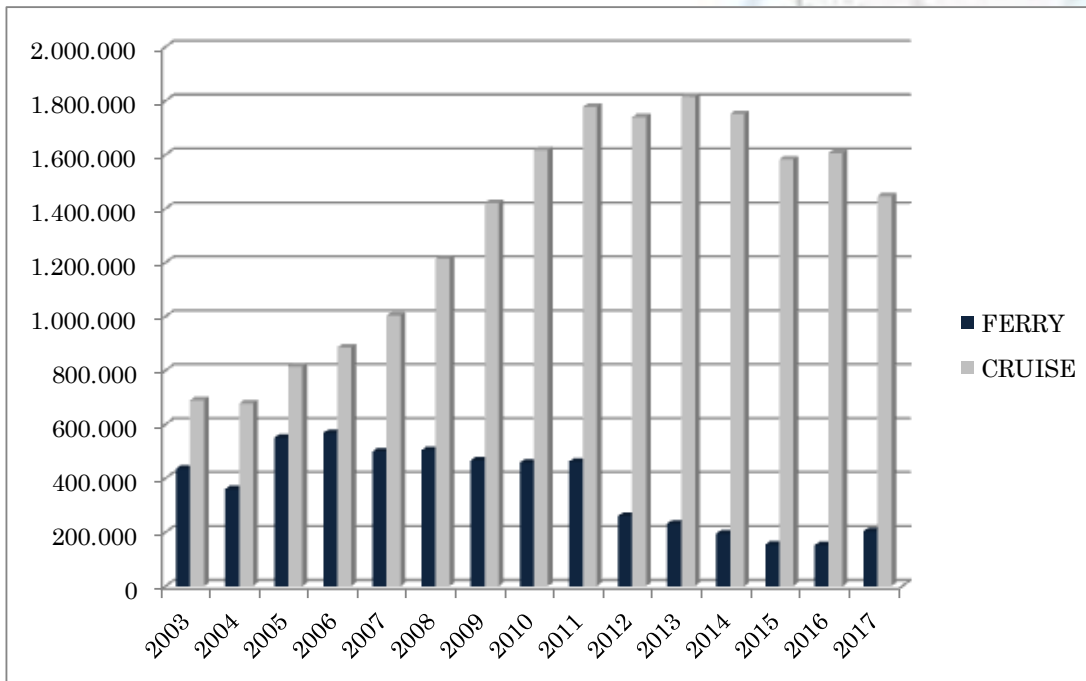
Other destinations have to increase their exposure to cruise companies, tour operators and tourists, adapt their port infrastructures and create a service of welcoming that can make tourists ore aware of the characteristics and attractiveness of the place.

FORECAST for 2018: Cruise passengers (embark and transit) in Italian ports will increase at a rate of 8,6% but Venice should remain stable compared to 2017 then the entire Adriatic and Ionian area could suffer the effects of this performance.

ADRIATIC AND IONIAN REGION

As major cruise destination in the A-I area, Venice faces problem of overcrowding and a conflict between tourist and artistic heritage conservation exigences.

VENICE

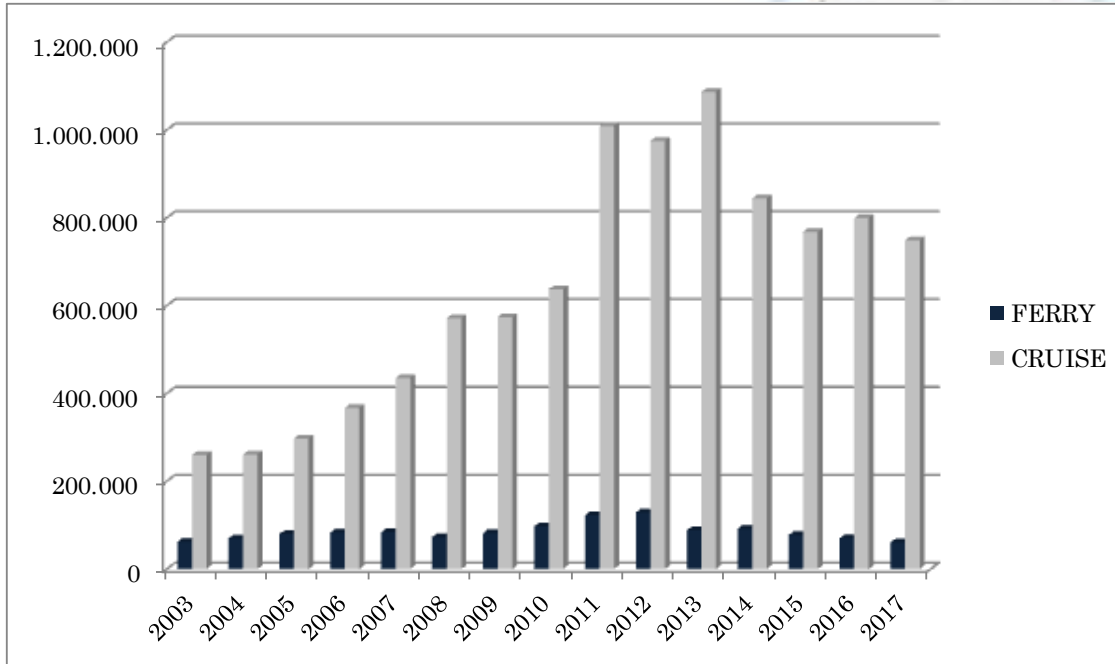


Venice port is focused on cruise traffic with a slight decrease in last years; ferry connections are consistently less relevant.



ADRIATIC AND IONIAN REGION

DUBROVNIK



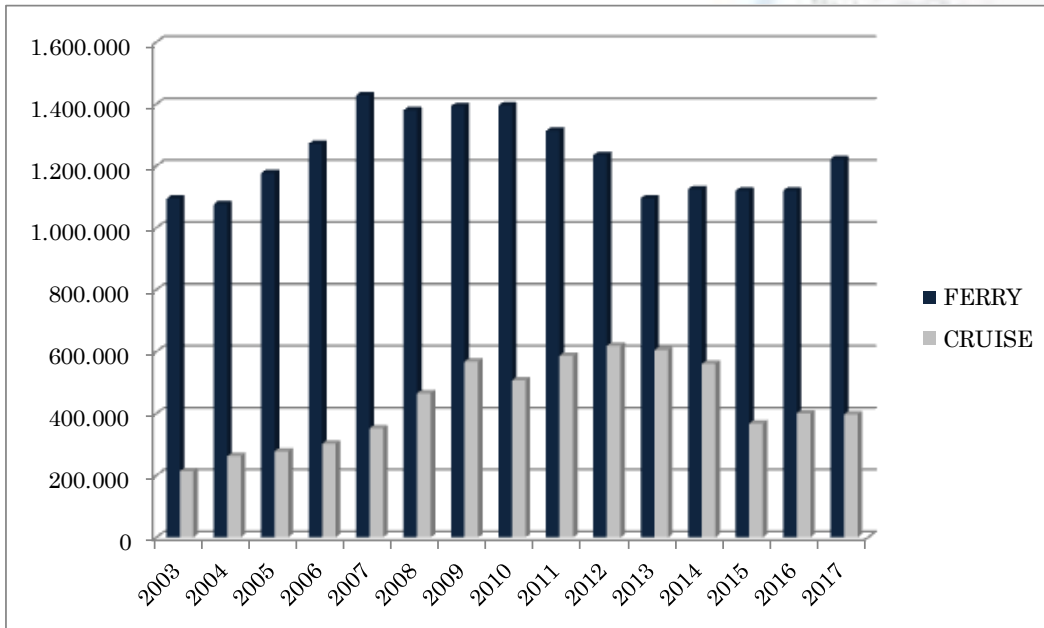
Similar to Venice, Dubrovnik has known a rapid growth of cruise movements and is facing the challenge to combine development of tourist activities and the protection of the historical heritage.

Strong focus on cruise and seasonal domestic ferry links, with a low weight of international ferry movements.



ADRIATIC AND IONIAN REGION

BARI



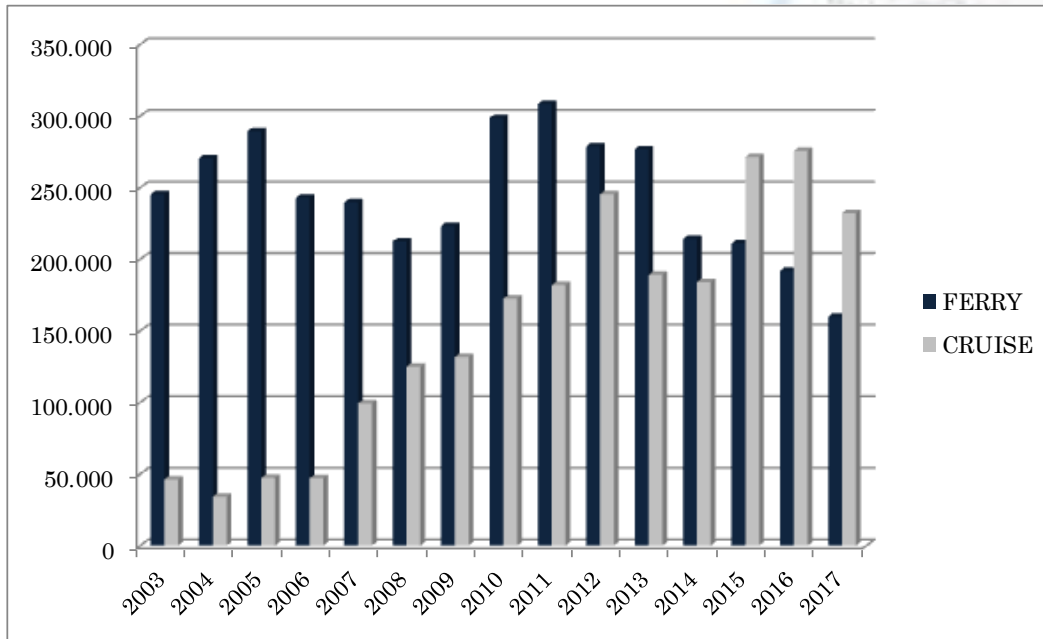
A recent agreement with Costa Crociere makes Bari arise as an emerging Cruise port of the Southern part of the A-I area.

The business model of the port of Bari is more traditional, with a relevant weight of international ferry movements (Italian leader for connections with Albania, and important port for Greece).



ADRIATIC AND IONIAN REGION

SPLIT



First of all, Split is the hub to some beautiful neighbouring islands.

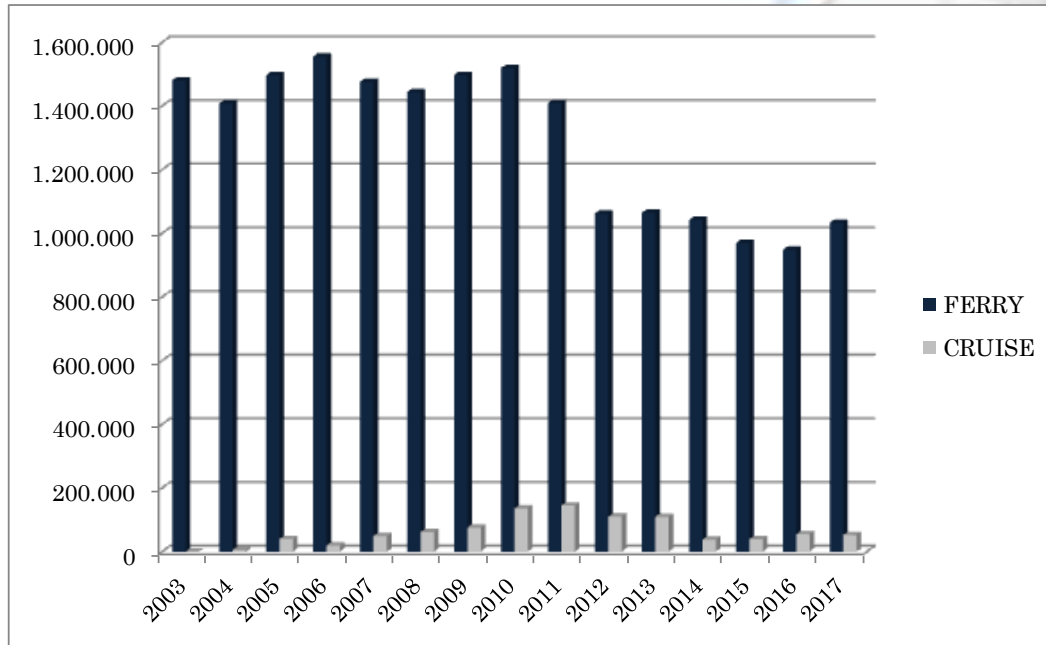
New infrastructural investments as the recent construction of two new cruise berths on the outer side of the breakwater.

Model of business focused on local ferry transport (4,9 million pax 2017) with a growing role for cruise calls.



ADRIATIC AND IONIAN REGION

ANCONA



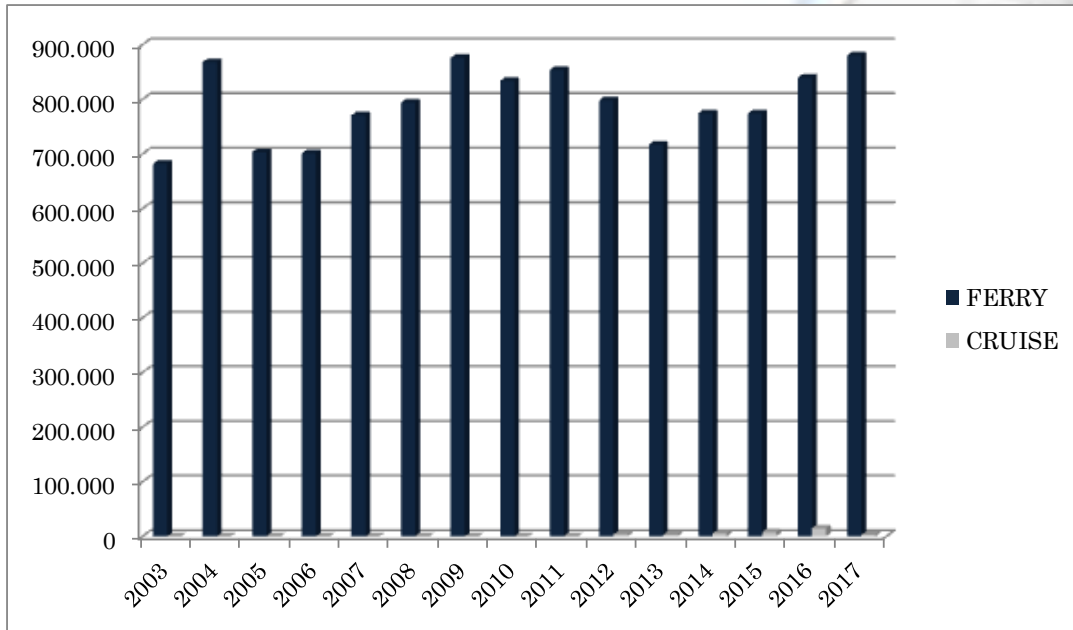
Traditional central role in gthe ferry connections between Italy and Greece and Croatia, Ancona is trying to re-orient its focus on new market segment.

The Greek crisis and stronger competition from low-cost flight to Greece has consistently reduced flow of ferry passengers. Cruise sector has still to be really developed.



ADRIATIC AND IONIAN REGION

DURRES

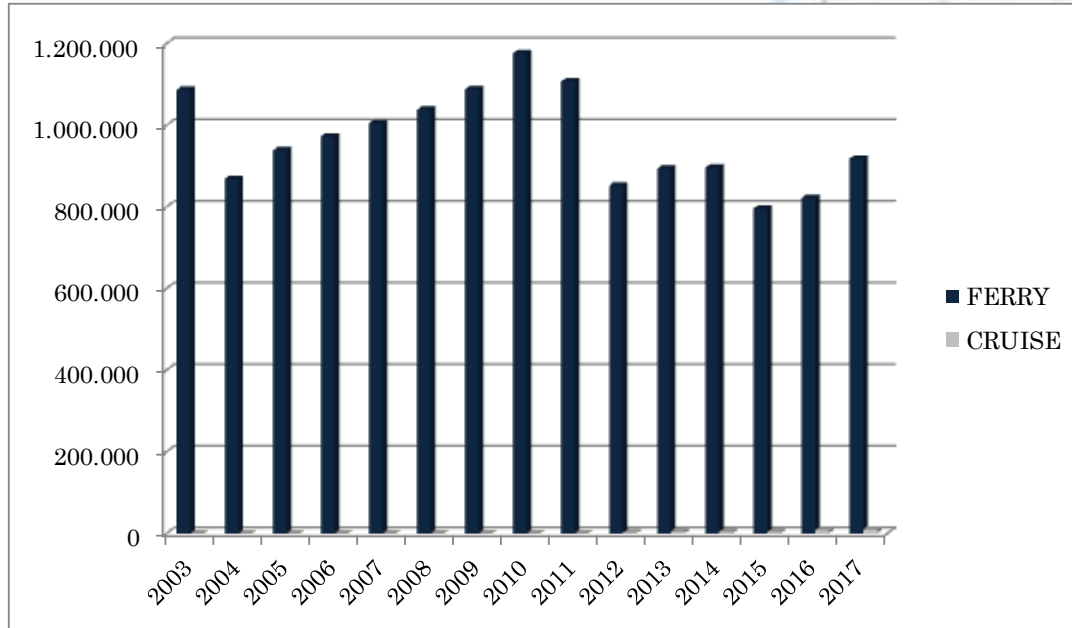


Albanian institutions are planning the development of infrastructures to expand port of Durres. Potential future investment also for cruise sector that doesn't represent a priority.

Durres is the connection between Italy and Albania, one of the principal gate from the South East to Northern Europe. Huge concentration on ferry Ro_Ro connection with Bari.



IGOUMENITSA



Port specialised on ferry both, both local and international. First investments on cruise, calls are still modest but they are increasing (8 in 2016, 13 in 2017)

Model of business focused on the tourist summer flow from Italy to the Ionian islands (900.000 pax on international routes, the double on local routes).





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Wrap Up

Global Cruise Market continues its regular growth years after years reaching the peak of 27,2 million pax in 2017, 10 million more than 2009. Caribbean remains the most attractive destination, Mediterranean sea and countries absorbs 15,8% of Cruise Line Deployment in 2017, second area in the world even if in recent years the number of visits on its ports is stationary.

Adriatic and Ionian ports have developed different models of business, sharing its docks among ferries and cruise ships in addition to freights. Venezia and Bari are leader in the A-I basin with more than 1,5 million pax, but their partition is completely different. Other ports have a relevant role in the freight traffic. In this frame, also perspectives of cruise segment development have to be analysed separately for each situation.

In 2017 Adriatic and Ionian ports received 4,75 million cruise passengers, -1,4% compared to the previous year and +11,2% compared to 2017. All the 3 principal destinations have lost some tourist, Venice -10%, Dubrovnik -6,4% and Corfu -9,2%.

Decrease in cruise presences in the Adriatic and Ionian regions are due to the problem of big vessels (not all the ports are equipped to receive them), to the risk of overcrowding in destinations with a significant historical and architectural heritage and to the policies of tourist promotion.



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