



- total cruisers from 2005 to 2017 : almost 1 million
- cruiser passengers 2018 (forecast) : about 56,000
- 2018 : 20 MSC Sinfonia calls (on Friday) + 20 other companies
- about 20% of the passengers leave from Ancona
- about 75% of the passengers in transit are foreign (from Spain, France, Northern Europe, etc.
- only 12% of the passengers in transit buy excursions
- itinerary 2018: Venice Split Santorini Mikonos Dubrovnik Ancona

- How can a small town without a strong tourist vocation face the challenge of foreign tourism?
- It's not a spontaneous process !
- It is necessary the collaboration of various public and private subjects that makes all together the tourist offer
- In 2005, The Chamber of Commerce as the public body representing economic forces took the initiative (coordination)

WELCOME TO ANCONA “COMMITTEE”

- in 2005 the Chamber of Commerce took the initiative : coordination of all the initiatives set up by the various stakeholders to face the challenge of the "cruise phenomenon“
- Agreement with Marche Region, Municipality of Ancona and Ancona Port Authority
- Work table with trade associations, other promotion bodies, cultural associations, museums, tourist operator, etc.
- sharing of actions and resources (€ 70.000 in 2018), monitoring
- take care of the relationship with cruise companies (MSC, and others)
- communication with media

SHARED ACTIONS

- preparation of Cruise Terminal (totems, photo, big maps with points of interest, coordinated graphics, etc)
- direct management of an INFOPOINT at the terminal (with dedicated staff)
- shuttle bus to the historic center and shopping streets
- cooperation with Port Authority for "security" management (gates, wayfinding, etc)
- dedicated promotional material ("WELCOME TO ANCONA" maps with tourist and commercial information - open shops)
- free wi-fi in the port area + tourist APP WELCOME TO ANCONA

SHARED ACTIONS

- strong cooperation with cruise companies for promotion on board and for the construction of tourist tours (extraordinary openings, discounts, example: from TITIAN TO TITIAN tour)
- information on initiatives in the historic center (market, exhibitions, festival, etc.)
- agreements with cultural associations and museums for extraordinary openings of churches, archeological area, parks, etc. and free guided tours
- work table with trade association for openings of shops and bars, discounts agreements, etc.
- monitoring (customer satisfaction and periodic surveys)
- “press office”

The RO – RO PASSENGER

- about 1 million of passengers every year pass through the port of Ancona (to or from Greece, Albania, Montenegro, Croatia) waiting for few hours (or sometime for a day)
- we are trying to experiment the WELCOME TO ANCONA model to attract occasional passengers to visit the town
- cooperation with maritime agencies, Ancona Port Authority, service staff to passengers on the docks to inform about point of interest easily reachable from the port or in the port area (tour DISCOVER ANCONA IN 100 MIN, dedicated parking, security, etc)
- from 2015 the Marche Region tourist information (IAT) office is collocated in the port area near the gate to historic centre (every day open in summer)

- strengthen partnership with MSC (planning to invest in Ancona as the home port for medium Adriatic)
- expand the docks to accommodate larger ships (funded project)
- marketing activities to attract smaller companies operating in the Adriatic area (expanding market)

- **OPEN PORT** : The cooperation with the Port Authority and new planning has led to the opening of the historical areas of the port (PORTO ANTICO) to the use of the tourist and citizens as well. New commercial and cultural activities are located now in that area (festival, sports, concerts, etc.), compatible with traditional port activities and security

- the Chamber of Commerce is now engaged in the new STRATEGIC PLAN of the city which is strongly focused on the valorisation and re-qualification of the **WATERFRONT**

- the port as an infrastructure or industry → touristic, commercial and cultural hub

***THANKS FOR
YOUR ATTENTION***

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