



The Posidonia SEA TOURISM FORUM

International Conference & Exhibition

THE MED

A COMPELLING NEED FOR NEW MARQUEE PORTS & DESTINATIONS

6-7 May 2025

Mikis Theodorakis Convention Center
Creta Maris Resort, Heraklion - Crete, Greece



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The Med: A Compelling Need for New Marquee Ports & Destinations

The 8th Posidonia Sea Tourism Forum's Conference and Exhibition will be held in Heraklion, Crete, taking place on May 6-7, 2025. Crete is Greece's largest island and one of its most popular and long-established tourism and cruise destinations. Heraklion is the island's major city and a significant air and sea hub. The port of Heraklion is Crete's busiest, offering both homeport and transit call facilities and following a successful 2024 season is expecting to welcome over 225 cruise ship calls in 2025 and continue its impressive growth path.

Apart from CLIA and MedCruise who will again be actively involved in the Forum, cruise line executives and industry decision makers with extensive knowledge and operational knowhow of the Mediterranean will also be attending the event. During the Conference, speakers will share their thoughts and address issues common throughout the whole of this destination-rich region.

The impressive rebound of cruise tourism in the post-pandemic years has enabled the industry to resume its dynamic growth trajectory. For ports and destinations, as well as for service providers, the return to normality has been a slower and more complicated process.

At the same time, there has been a great deal of press coverage relating to over-tourism in a number of cities and destinations throughout the Mediterranean. Is this a new reality that the tourism industry must come to terms with or is it actually a phenomenon of circumstantial overcrowding or even limited to specific locations? Can the cruise sector effectively help mitigate overcrowding in some of the marquee ports of call that seem to be most affected?

As well as this crucial debate, cruise executives and key stakeholders will have the opportunity to examine ways to secure a sustainable future for ultra popular destinations and to seek a cooperative approach towards introducing cruise passengers to new or emerging ports of call with marquee potential.

Further to the above, topics to be discussed during the Forum's 2-Day Conference will include sustainability, marketing and tourism product delivery, guest immersion and satisfaction, overcrowding, new destination entries, port infrastructure, "green" practices and solutions, effective berth allocation solutions and daily caps on arrivals.

The event's busy exhibition floor will serve as the platform for the region's destinations and stakeholders to meet with itinerary and excursion planners, while new infrastructure projects and port investments currently in full swing will be showcased. Cruise executives from the major cruise lines will again be attending, eager to meet with both established and new destinations keen to capitalise on the rapid growth of the industry.

Direct access to the Cruise Decision Makers!

Your exhibitor package

Turnkey solution stands enable you to showcase your products and services to potential international clients.

The Exhibitor Package includes:

- ▶ Fully equipped Stand
- ▶ Two Free Delegate seats for the Conference
- ▶ Invitation to official Posidonia Sea Tourism Forum Reception
- ▶ Free listing in the official Exhibition Catalogue
- ▶ Free listing on the Posidonia Sea Tourism Forum website in the Exhibiting Companies Section
- ▶ Free Visitor Invitations for your clients and contacts

Open Space stands also available for exhibitors wishing to build their own stand. Minimum for Open Space 24 sqm.

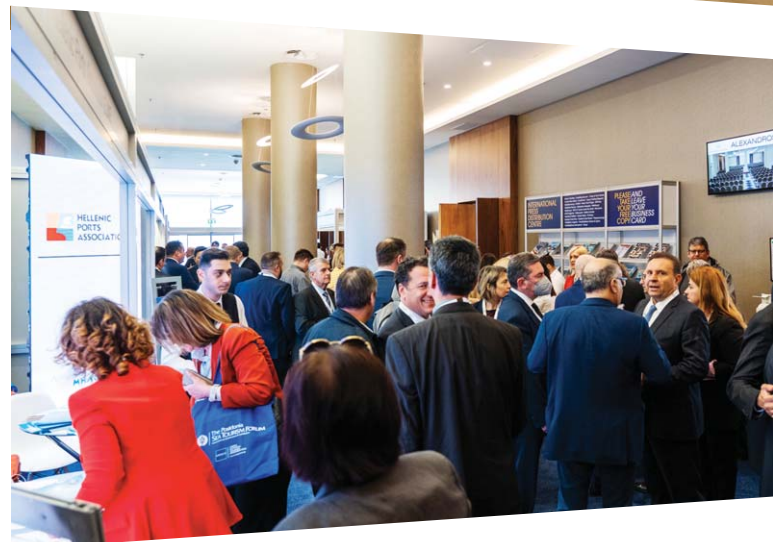


Sponsor your own success

As a Sponsor or a Supporter of the event you can enjoy a selection of exposure opportunities, which will raise your company profile, enhance awareness of your products and services and enable you to reach out to cruise, ferry and yachting executives and the international sea tourism industry.

Sponsor benefits include:

- ▶ Free Delegate Passes
- ▶ Fully equipped Exhibition Stand
- ▶ Sponsor listed with logo on all Conference Literature
- ▶ Sponsor's material inserted in Delegate Kit
- ▶ Logo on Conference Backdrop
- ▶ Logo on Delegate Bag
- ▶ Logo on Speaker, Exhibitor and Delegate Lanyards
- ▶ Invitations to Speakers' Dinner
- ▶ Logo included in Posidonia Sea Tourism Forum advertisements
- ▶ Company Profile to be included in the Forum Programme
- ▶ Newsbite in Newsletters



Reach out to the Sea Tourism Industry

Promote your Company, Products and Services to Sea Tourism Industry buyers through cost-effective advertising.

Advertising opportunities include:

- ▶ Posidonia Forum Programme and Catalogue
- ▶ Banner on Posidonia Forum website
- ▶ Exhibitor E-mail blast to over 5,000 industry executives
- ▶ Large scale wall space advertising at event venue





The Venue

The Mikis Theodorakis Convention Center is the largest Convention Center in Crete and one of the largest in Greece. It covers 6,000m² and with its 28 halls it can accommodate small business meetings extending to large conventions up to 5,025 delegates in full function. The conference halls and venues are extremely flexible and can be adjusted according to personalized needs, with interconnected spaces showcasing the special character of every event. The Convention Center implements sustainability practices, thus contributing to the protection of the environment and the local community while offering authentic Cretan services to its visitors. It is located within the Creta Maris Resort next to Hersonissos, just 25 minutes from Heraklion Airport. The perfect place to stay for business and leisure in Crete!



Organised in association with



Posidonia
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