



The Posidonia SEA TOURISM FORUM

International Conference & Exhibition

THE RETURN TO GROWTH

CHALLENGES AHEAD FOR CRUISE LINES AND DESTINATIONS

25-26 April 2023

Makedonia Palace Hotel
Thessaloniki, Greece



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www.PosidoniaSeaTourism.com



The Return to Growth

Challenges ahead for Cruise Lines and Destinations

After the long pandemic pause, Posidonia Sea Tourism Forum returns live with a 2-day Conference and Exhibition that will take place on 25-26 April 2023 in Greece's second largest city and port, Thessaloniki. In the spirit of the Forum's central theme, the Posidonia Sea Tourism Forum moves to a new location, focusing on introducing more destination and port alternatives to dilute impact and optimize cruise traffic management in the Mediterranean.

Panel topics will include the necessity for host states and cruise lines to cooperate in developing earmarked port alternatives to expand itinerary range in order to contain dense call concentrations and escalating over-tourism phenomena.

The conference will take a spherical approach on sustainability challenges that come from cruising growth in the Mediterranean and examine ideas from a variety of angles, engaging expert commercial, tourism, operational-technical and infrastructure development points of view.

Around the entire Mediterranean there are countless untapped transit alternatives, as well as main & regional homeporting options to support new approaches to itinerary design. Approaches that will focus on protecting environmental, cultural and tourism values of destinations with a view to a sustainable future for cruise activity.

Although marquee ports will always be important for selling cruises, more nearby alternatives will add scheduling flexibility, as well as experience value and passenger satisfaction. Among alternative destinations some could potentially be raised to marquee status, as there are still many bypassed Mediterranean gems deserving the chance to evolve. Also, by investing in their commercial and infrastructure development, a more equitable distribution of the benefits can be achieved on a regional level.

Thessaloniki is a good example of a suitable transit call and turnaround alternative. The city and port invested in a serious effort to elevate both cruise friendliness and tourist infrastructure and it seems to be paying off, as it went from 6 cruise ship arrivals in 2019 to 60 in 2022, 50% homeporting. The presence of a significantly upgraded International Airport, along with nearby emerging tourism markets with surface access, could potentially increase this port's future strategic importance for the cruise industry. The city was recently listed by Conde Nast Traveller among the 22 "most underestimated" European destinations.

Thessaloniki is just one of many Mediterranean examples that have yet to be appreciated for their true worth and Posidonia Sea Tourism Forum's goal is to instigate a new approach to cruise geography and destination development that could contribute towards a sustainable cruising future in this highly popular, multifaceted and profitable region.



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
- Free Delegate seats for the Conference
- Invitation to official Posidonia Sea Tourism Forum Reception
- Free Entry in the official Exhibition Catalogue
- Free listing on the Posidonia Sea Tourism Forum website
- Free Visitor Invitations for your clients and contacts

Early Bird rates available.

Don't miss the opportunity to book premium locations.



Sponsor your own success

As Sponsor or 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 executives and the international sea tourism industry.

Sponsor benefits include:

- Free Delegate Passes
- Fully equipped Exhibition Stand
- Sponsor's 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
- Sponsor listed in Press Releases



Reach out to the Cruise 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

Modern, aristocratic, iconic and contemporary, are only some of the words that define Makedonia Palace. Just a few steps away from the city center, the majestic Makedonia Palace Hotel is a commanding presence on Thessaloniki's unique seafront that welcomes guests with an incomparable sense of good living. This landmark hotel stands at a short walking distance from the city's social, cultural and business center, its museums and its luxurious commercial districts. The jewel of Thessaloniki bows down to guests' needs and unfolds the art of hospitality.

For hotel bookings and other enquiries please contact Kyvernitis Travel Group, Mrs. Katia Lekka at +30 210 9001129 or k.lekka@kyvernitis.gr

For more information visit: www.kyvernitis.gr

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4-6 Efplias Street, 185 37 Piraeus, Greece, Tel. +30 210 428 3608
E-mail: seatourism@posidonia-events.com Website: www.PosidoniaSeaTourism.com