



# The Posidonia SEA TOURISM FORUM

International Conference & Exhibition

## Creating a new Vision for Sea Tourism in the East Med

28-29 MAY 2019

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CONFERENCE CENTER

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The 5th Posidonia Sea Tourism Forum aims to showcase new development potential in the East Med, historically one of the most attractive and profitable cruising regions. Coinciding with the increasing demand reflected in 2019 cruise itineraries, the Forum will serve as a platform to re-launch the region's effort to gain lost ground. The strong participation of major cruise industry players and the active involvement of CLIA Europe and MedCruise promise a fruitful event for all stakeholders.

In 2017, over 1,300 delegates and exhibitors from 22 countries took part in the Posidonia Sea Tourism Forum. Once again, destinations and port representatives, as well as service providers and suppliers, should be ready to do business with the cruise industry. The event will offer ample opportunity to network with key cruise line decision makers and industry experts, gain valuable insight on trends affecting the region's future and discuss infrastructure projects.

As always, the Forum will provide a platform for national and regional government representatives to outline planned policies and discuss with the industry future needs for the region's Sea Tourism development.

## The Exhibition

Ports & Marinas, Cities & Destinations, Suppliers and Service Providers have a unique opportunity to showcase their features and products to cruise line and yachting representatives attending the Forum. An integral part of the 2019 Exhibition will be networking possibilities and joint marketing solutions.

## The Conference

Key speakers from the Cruise and Yachting industries will set the stage for interesting panel discussions on today's major challenges facing the two Sea Tourism sectors.

Cruise sessions will include the "State of the Industry" in Europe, global trends and how ports and destinations are impacted by demand for new port-of-call options and the pressing need for sustainable growth without mass overcrowding. The discussion will also include the new operational challenges facing the industry after the introduction of the 2020 Sulphur Cap. Important industry developments, such as the remarkable growth trends in the luxury and expedition niche markets driving a marked rise in smaller cruise vessel newbuilds, will also be discussed.

Yachting discussions will center on a wide variety of issues affecting the development of this especially important tourism and leisure sector for the East Mediterranean. Focus will be on Marinas, the continuing process for successful privatizations, their special infrastructure & legislative issues. Another highly significant topic to be broached is the state of the region's yacht building, maintenance and repair industry.



Delegate Registration is now open! Don't miss the chance to benefit from early bird rates.



## Meet the Industry

Cruise lines participation at the Forum has included senior management from: Azamara Club Cruises, Carnival Corp, Celebrity Cruises, Celestyal Cruises, Costa Cruises, Crystal Cruises, Holland America Line, MSC Cruises, Norwegian Cruise Line, Paul Gaugin Cruises, Pullmantur Cruises, Royal Caribbean International, Seabourn Cruise Line and Silversea Cruises. Participation from the yachting sector included Assomarinas, A1 Yachting, Burgess, BWA Yachting, Cape4Yachting, D-Marin Marinas Group, Fraser Yachts Worldwide, Greek Marinas Association, Hill - Robinson Management Consultants, ICOMIA, MDL Marinas Group, MYBA and the Turkish Chamber of Shipping.

## New venue!

Taking place at its new venue, located in one of the most historic suburbs of Athens, the 2019 Posidonia Sea Tourism Forum changes shape to facilitate additional networking opportunities. The Domotel Kastri Conference Centre enables exhibitors to directly engage the cruise industry and stimulates interaction amongst delegates and speakers, in a luxurious environment.

Early bird rates available.  
Don't miss the opportunity to book premium locations.



## B2B Meetings & Cruise Workshops

The opportunity to meet face to face with cruise executives and present new destinations, products, ideas and services is what makes B2B Meetings such an important Forum feature. The 2019 Forum will also host special interest Cruise Workshops designed to provide participants with additional tools to deal with new challenges in their respective sector. Port Authorities, Municipalities, Regional Tourism Boards, Port and Shore Handling Agents, Passenger Ship Operators, Suppliers and Ship Repair sector representatives are among those that can capitalize on this unique chance to capture the full attention of key cruise line decision makers.

## Direct access to the Cruise and Yachting 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 Entry in the official Exhibition Catalogue
- Free listing on the event website
- Free Visitor Invitations for your clients and contacts



### 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 and yachting 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
- 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 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 Exhibition Catalogue
- Banner on Posidonia Forum website
- Exhibitor e-mail blast to over 5,000 industry executives
- Large scale wall space advertising at event venue



Organised in association with



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