



3rd Edition of the MedCruise Awards

Nomination presentation form

Nominee contact details:

Business Address:

Port Network Authority of Southern Adriatic Sea

President Prof. Ugo Patroni Griffi

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Supporting motivation description

During the unprecedented experience of the COVID-19 pandemic the Port Network Authority of Southern Adriatic Sea has demonstrated to be well prepared to respond to large-and-small scale emergencies that had an impact on the five-port infrastructure by working proactively on the implementation of **THEMIS Project - Territorial and Maritime Network Supporting the Small Cruises Development**.

Through THEMIS Project the network has been delivering actions under the Union emblem demonstrating true innovation in a resilient period and improving social media image as it had never been able to do before, offering the public the idea of a productive and proactive and not sleepy entity.

The project has made a remarkable contribution to the light infrastructure of small ports, making it possible to build up small cruise terminals and creating a network of relationships with institutions and associations.

Thanks to THEMIS Project the port network Leadership has taken essential actions and quickly applied their know-how in the face of COVID-19 managing a successful way to engage with and involve the local, regional and/or national community on the current and future direction of the Port Network marketing strategies.

What we have done so far:

- managed strong and sustainable relationships with partners, inside and outside the organization;
- proactively communicated details of the Project to national media and stakeholders, as well as through its own communication channels; plus performed successful approaches to promoting positive and effective external communications;
- devised effective methods for harmonizing different aspects of human resource management in the resilience period by multidisciplinary activities.

In this incredibly stressful time the Port Network Authority has chased and obtained positive results in difficult circumstances by focusing on the good!

Full Description of THEMIS PROJECT

The Goal

The project is meant for supporting the development of small ports in order to improve their activities, to enhance sea transport and cross-border connections, and to direct maritime traffic, especially cruise ships, towards territories underexploited in terms of tourism as well as to consolidate the links with the main ports.

The products

International analysis of demand for tourist services in the Apulian territory, aimed at identifying a specific market for possible investors.

Creation of some tourist packages focused on the themes emerged from the aforementioned analysis and

incoming activities addressed to cruise-related buyers.

International promotion of tourist packages and related planning opportunities for new landing points in the ports involved in the project, particularly for small cruises and maxi yachts.

Creation of a common brand identifying the territories involved and the promotion activities, and following a common strategy of publicizing to be implemented both on the territories involved and at the highest international level.

Realization of light infrastructure works for the ports of Manfredonia, Barletta and Monopoli, meant for the reception of passengers.

Carrying out of promotional activities for attracting potential investors such as shipping companies, agencies, entrepreneurs;

Organization of training courses for the port staff, in order to improve the quality of the services offered.

The results

The parallel development of the tourist industry and the port sector is typical and fundamental of the economy of both countries, Italy and Greece;

The improvement of the promotional efficiency of the territory integrated with the promotional strategies of the public institutions involved;

Better accommodation and services in the ports of Manfredonia, Monopoli, Barletta;

Better tourist marketing promotion of the territories of Gargano, central Puglia, southern Salento; Deseasonalization of traffic and passenger flows in minor ports;

Development of tourist services and industry in the territorial areas involved.

Declaration by Nominator:

I, the undersigned, Prof. Ugo Patroni Griffi, declare that I nominate the Port Network Authority of the Southern Adriatic Sea for the 3rd Edition of the MedCruise Award in the 2 Categories set out above in this form.

I certify that the information contained in this form is true and accurate.

Signed: Ugo Patroni Griffi, President

Date: 31 May, 2021