

# CruiseAIR

## Destination Management Plans preparation for cruise destinations within the Adriatic-Ionian Region

The project's aim is the preparation of a Destination Management Plan, a strategy and an action plan for promoting sustainable development on Cruise Destinations within the AIR. The project was designed within the Pillar 4. Sustainable Tourism of the European Adriatic-Ionian Macro-Regional Strategy (EUSAIR).

Najvažniji rezultat ove projektne ideje je izrada Plana upravljanja kruzing destinacijom, strategije i akcijskog plana kruzing turizma. Projekt je osmišljen u okviru Stupa 4. Održivi turizam Makroregionalne Strategije EU-a za jadransku i jonsku regiju (EUSAIR).



The AIR region, with 3 seas and numerous rivers and lakes, presents high potential for further cruise tourism development.

Jadransko-jonska makroregija, s 3 mora i brojnim rijekama i jezerima, ima izuzetno vrijedan potencijal za daljnji razvoj kruzing turizma.



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destinations in the  
Mediterranean  
cruise itineraries

8,289,163

cruise passengers in 2019

22.4%

increase in number of cruise  
passengers in 2015-2019

As an impact of the COVID-19 pandemic, cruises in the EUSAIR region were brought to a halt: in 2020, the number of cruise passengers and calls dropped by 98% and 94%, respectively.

Kao posljedica pandemije COVID-19, krstarenja u EUSAIR regiji su 2020. godine zaustavljena: broj putnika na kruzerima smanjen je za 98%, a broj pristajanja kruzera za 94%.



Tourism season all year around  
Cjelogodišnja turistička sezona



Sustainable growth and management of  
cruise tourism. Održivi rast i upravljanje  
kruzing turizmom

Cruise sector in general - referring to all water surfaces - constitutes a thematic product and a market segment that can be further developed but always taking into consideration the principles of sustainability and capacity of each destination.

Kruzing turizam se odnosi na sve vodne resurse i predstavlja tematski proizvod i tržišni segment koji se može dalje razvijati, ali uvijek temeljeći se na načelima održivosti i nosivog kapaciteta svake destinacije.

