

“Protection, promotion, and touristic valorisation of Adriatic maritime heritage”

Priority Axis: Environment and cultural heritage

3.1 – Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

D 3.1.3 – Action Plan Cesenatico

WP3 – DEVELOPMENT OF THE CULTURAL-TOURISM DESTINATION
ACT 3.1 – STRATEGIC DOCUMENTATION FOR THE DEVELOPMENT OF
THE COMMON TOURISM DESTINATION

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Municipality of Cesenatico

1.1. Destination market profile

Cesenatico is an Italian town of 25,760 inhabitants, located in the centre of the Romagna Riviera. The history and traditions of this town are inextricably linked to its maritime heritage. Leonardo da Vinci himself, during his stay in the town on the mandate of Cesare Borgia in 1502, left a tangible sign of his passage, in order to remark the importance of this connection, with the design of a marine infrastructure, also known as the Leonardo Canal Harbour. A testimony of this link is nowadays given by the Cesenatico Maritime Museum, that was also the key to safeguard and preserve other places in the town in the concept of a wide area an open air ecomuseum – and the high presence of monuments and places, culturalevents, culinary specialties related to the Adriatic maritime heritage.

The Maritime Museum is composed by two sections: the Floating Section and the Ground Section. In the Floating Section, located in the innermost and oldest part of the Leonardo Canal Harbour, ten traditional Adriatic sailing boats can be visited. During the summer, all the boats raise their multi-coloured sails, decorated with the symbols that identified the ancient local fishermen's families. In the Ground Section, two large examples of Adriatic Boats, as well as numerous artefacts that narrate the events, trade and daily lives of the people of the Adriatic are exposed.

The museum was also the promoter and now the coordinator of the important experience of the mooring area reserved to traditional boats of private property, that is a sort of "living and sailing" extension of the museum itself, and contribute to safeguard and animate the inner and most ancient part of the historical harbour. The historical harbour is also the focus of many events such the "Festa of Garibaldi", the "Palio of Cuccagna" and the "Presepe of Marineria" and many others. The maritime heritage is also recalled by the culinary specialties, such as the Adriatic blue fish that can be tasted in one of the many typical restaurants facing the Canal Harbour. The gastronomy of Cesenatico is in fact based on fresh fish, offering the best of traditional fish dishes prepared by prestigious and renowned chefs in many characteristic restaurants, to be enjoyed with the typical piadina bread.

The town is also the capital of cycling tourism, thanks to facilities and services dedicated to cycling and international cycling events, such as the Nove Colli long distance cycling competition, which are held during the spring. Of course, Cesenatico is also well-known for its sandy coastline, which extends for 7 km: from Zadina to the historic centre, crossed by the Leonardo Canal Harbour, up to Valverde and Villamarina and neighbourhoods equipped with modern hotel structures.

To sum up, the offer and character of Cesenatico are based on:

- *Cultural and historical sights:* Leonardo Canal Harbour, the Maritime Museum (floating section and ground section), Casa Moretti museum house, the Antiquarium, the Byzantine Columns, the Monument to Garibaldi, historical sacral buildings (Churches of San Giacomo, San Giuseppe, San Nicola - Capuchin Fathers Convent; archaeological sites (Roman furnace of Ca Turchi), etc. etc.
- *Culinary offer:* a wide and varied offer of seafood cuisine;
- *Main Events:* the Nove Colli long distance cycling competition; Festa of Garibaldi with the Cuccagna's raffle and the Garibaldini's procession; the Sunrise Concerts, the Fish Parties dedicated to the Adriatic sea and blue fish, the Marina nativity scene set up on the traditional boats of the Maritime Museum;
- *Natural resources:* Levante and Ponente Parks, beaches of Tamerici, Valverde, Villamarina; Zadinapines wood;
- *Nearby:* Malatesta's city of Cesena (19km) with the old Library, declared a UNESCO monument; the city of Ravenna (34km) a world heritage site and Mirabilandia amusement park in Savio (20km).

According to the last data provided by Tourist Board, Cesenatico has 1.545 accommodation facilities and 33.240 beds as reported in the table below:

| 2013 | | |
|--|--------------|---------------|
| Accommodation Facility | Number | Beds |
| Hotels (up to 4 stars, including those with swimming pool) | 334 | 26.745 |
| B&B | 4 | 57 |
| Country House (managed by agro-tourism companies) | 2 | 20 |
| Flats (of whom 41 managed in an entrepreneurial form) | 1.178 | 5.000 |
| Camping sites | 3 | 1.308 |
| Youth Hostels | 3 | 30 |
| Holidays Home | 21 | 80 |
| Total | 1.545 | 33.240 |

Source: *Cesenatico Toolkit, June 2013.*

- In addition, the tourist offer consists of more than 360 restaurants, pizzerias and cafes, of which the half are open for all over year. In the urban centre there are also: 700 shops and boutiques, 1 theatre, 1 open air theatre, 1 cinema, 4 discotheques/dancings, and 129 bathing establishments with beach services, snack bar and lifeguard's services.
- Sports facilities are also an important component of the touristic offer: public parks with fitness parcours, golf academy, riding school, sportshall, athletic track, wind-surfing and sailing schools, public open air swimming pools, indoor pool, yachting centres and sailing clubs,

motorboats for fishing and cruises, football, basketball, volleyball, tennis, fitness-centres, gymnasiums, bowling greens, angling, clay-pigeon shooting, waterfun centre “Atlantica” with toboggans, acquashuttle, large swimming pool with waves, whirl-pools.

According to the data provided by the Statistics Service of Emilia-Romagna Region, in the year 2018 there were 566,754 tourist demands for accommodation, and 3.439,222 overnight stays. The table below summarizes this information.

| Tourist request for accommodation and overnight stays YEAR 2018 | | | | | | | |
|--|-----------------------------------|----------------|---------------|-----------------|------------------|----------------|------------------|
| Cesenatico | Tourist demands for accommodation | | | Overnight stays | | | |
| | Month | Italians | From abroad | Total | Italians | From abroad | Total |
| | January | 5.739 | 733 | 6.472 | 16.201 | 2.587 | 18.788 |
| | February | 2.732 | 364 | 3.096 | 6.174 | 1.468 | 7.642 |
| | March | 17.167 | 2.919 | 20.086 | 49.898 | 11.947 | 61.845 |
| | April | 32.156 | 4.938 | 37.094 | 132.797 | 25.970 | 158.767 |
| | May | 39.361 | 12.368 | 51.729 | 161.940 | 70.467 | 232.407 |
| | June | 110.599 | 14.562 | 125.161 | 567.661 | 87.013 | 654.674 |
| | July | 99.125 | 25.598 | 124.723 | 732.254 | 180.048 | 912.302 |
| | August | 107.746 | 18.542 | 126.288 | 841.354 | 151.621 | 992.975 |
| | September | 36.820 | 9.342 | 46.162 | 254.536 | 69.867 | 324.403 |
| | October | 6.289 | 1.755 | 8.044 | 15.794 | 7.013 | 22.807 |
| | November | 7.340 | 661 | 8.001 | 16.288 | 2.433 | 18.721 |
| | December | 9.337 | 561 | 9.898 | 21.183 | 2.708 | 23.891 |
| | Total | 474.411 | 92.343 | 566.754 | 2.816.080 | 613.142 | 3.429.222 |

An analysis of this data outlines two simple considerations:

- the demand for accommodation and overnight stays from Italian tourists is higher than that of foreign tourists;
- both the demand for accommodation and the effective overnight stays are higher in the summertime's period, affecting almost 84% of both total reference items.

The next table summarizes data, from Statistics Service of Emilia-Romagna related to overnight stays by countries:

| Overnight stays by country | | |
|----------------------------|-------------------------------|------------------|
| | Country | Overnight stays |
| | Italy | 2.816.080 |
| | Germany | 216.324 |
| | Switzerland and Liechtenstein | 82.306 |
| | France | 57.650 |
| | Poland | 43.836 |
| | Austria | 31.299 |
| | Belgium | 29.567 |
| | Czech Republic | 29.017 |
| | Netherlands | 21.744 |
| | Romania | 16.197 |
| | Other | 85.202 |
| | Total | 3.429.222 |

The data outline a proximity tourism for Cesenatico, where the number of overnights spent by Italian tourists is much higher than that of foreign tourists, coming mainly from Central Europe's region, Germany and Switzerland firstly.

Vision and starting point for the development of the ARCA ADRIATICA product in the destination

As exposed, the history and traditions of Cesenatico are strongly connected with the maritime heritage of the Middle-Upper Adriatic. The vision and the story to tell is therefore that of a place that has made the sea and its resources, the starting point for the development of centuries-old traditions and symbolic places. This was possible thanks to the work of a community that continues to promote its maritime heritage, as an object of extreme fascination for new generations of tourists. Symbols and motifs of this heritage - which is the starting point for the development of an ARCA ADRIATICA product in Cesenatico - can be found in the Adriatic ancient boats, the Leonardo Canal Harbour, the city squares, the Maritime Museum, the culinary traditions as well as the events and celebrations.

This maritime heritage however requires full integration within the current tourist offer, so that Cesenatico's mentioned symbols and motifs became an effective part of it. To do this, it will be necessary to include the mentioned symbols and motifs in the tourist areas of Cesenatico, with a series of targeted interventions in the outdoor areas and public spaces where main events are held (mainly squares and buildings) with subsequent expansion to other outdoor and indoor areas. This process will logically require the inclusion of other tourism stakeholders, such as accommodation providers, restaurant owners and other tourism related service providers.

The ultimate goal will be to develop a common tourism product at the local level that combines both cultural and entertainment offerings, giving tourists the opportunity to take advantage of both. This in turn will allow Cesenatico to start a process, in line with the objectives of ARCA ADRIATICA, for its redefinition as a sustainable tourist destination on the Romagna Riviera, capable of overcoming the seasonality of the tourist flows thanks to the presence of a cultural offer linked to the sea, its traditions, its stories and its symbolic places.

1.2. Market Strategy

Tourist Development goal: to improve the tourist offer of Cesenatico by introducing its maritime heritage into the value chain and to contribute to the development of a sustainable tourism destination model. This will be done through a different characterization of the tourist destination, with the enhancement and the new inclusion of its maritime heritage, both in the urban spaces of the city and in the proposed tourist offer (museums, reception structures, events, official celebration, fish products etc.).

Symbol / main theme of the vision (story): Adriatic Boats, sails, artefacts and fishing instruments; Leonardo Canal Harbour;

Main motifs of the story: Ancient stories of Adriatic fisherman's families, songs, sea foods, historic maritime celebrations;

Target market (demographic): couples of all ages, families with children, guests with special interests, visitors of themed routes within the ARCA ADRIATICA project;

Resource basis

EXISTING:

- Maritime Museum;
- Sailing Adriatic Traditional Boats, belonging to the museum and/or private owners;
- Artefacts and fishing instruments;
- Sailing equipment;
- Video 3D materials;
- The Antiquarium;
- Leonardo Canal Harbour;
- Square of Conserve;
- Maritime Traditional Events;

- Fishing tradition evenings;
- Traditional seafood cuisine;
- International networks ([AMMM](#), [ICOM](#) and [ISTIAEN](#)).

REQUIRED FUTURE PROJECTS

1. A project defining the destination through its maritime heritage by symbols and motifs (Adriatic Boats, sails, artefacts and fishing instruments; Leonardo Canal Harbour) – by reinterpreting and including them in the spaces of the destination. Initial activities include interventions in the outdoor areas where main events are held (squares, canals etc.) with subsequent expansion to other outdoor and indoor areas. When doing this, the entire process needs to be carefully integrated with the involvement of other tourism stakeholders (hotel companies, restaurants, etc.)

2. Development and branding of a destination that promotes only local products - through events that take place continuously throughout the year and are characterised by a lower intensity, with a constant offer of local products and a demonstration of local traditional skills, including local manufacturers and ‘guardians’ of traditional knowledge and skills.

Tourist products that have the potential to serve as a primary motive for the visit

- **The pleasure and the suggestion of re-discovery:** within a place where there is an ancient history and a maritime tradition. With the aim of fully exploiting the potential of its maritime cultural and historic heritage, Cesenatico offers a tourist product that aims to be at both a guide and a tool for this rediscovery, e.g. itineraries and visit packages, itineraries in the historic center, visits to typical restaurants, restaurants with targeted fish proposals, etc.
- **Event-based short-term holiday packages:** “*Festival della Marineria*”, annual event dedicated to traditional maritime, with the presence of boats, regattas, re-enactments, popular music, shows, educational activities, book presentations, cultural and nautical events, following the example of similar European and French festivals (e.g. Semaine du Golfe Vannes, Festival de Loire Orleans, Fetes Maritimes Brest; sailing regattas of Rovigno, Pirano, etc.)
- **Themed tours** within Maritime Museum and Leonardo Canal Harbour;
- **Special interest packages connected with events** connected to the town’s maritime and cultural heritage (e.g. Festa of Garibaldi, rally of historic boats. etc.);
- **Sailing school with traditional boats.**

Additional attractions / offer

- Water and land sports;
- Coastal marine area excursions;
- Cesenatico Tuning Day;

Promotion

- Updating the Cesenatico Tourist Board website with additional multimedia content related to the maritime heritage of the destination (detailed information about the Maritime Museum, the Leonardo Canal Harbour, the Antiquarium, guided tours and related information);
- Advertising through the umbrella marketing structure of the ARCA ADRIATICA project;
- Production of printed promotional materials about related products for accommodation facilities;

Advertising

- Accommodation facilities, primarily hotels;
- Local agencies / DMC / central event management / development system.

ARCA ADRIATICA – Action plan for the destination of Cesenatico

| | Project/Measure | Description | Activity | Duration | | | Project status/maturity/existing documentation | Investment priority (1-3; 1 being the highest) | Responsibility | Estimated budget | Possible source of funding |
|--|--------------------------------|---|---|----------|------|------|--|--|----------------------------|------------------------|-------------------------------------|
| | | | | 2020 | 2021 | 2022 | | | | | |
| | 1. Maritime Museum improvement | Improvement of the museum through new acquisitions/renovation and valorisation/promotion of Maritime Heritage linked with the touristic offer. | <p>1.1. Renovation intervention on the Adriatic Boats, sails, artefacts and fishing instruments</p> <p>1.2. Update of educational and multimedia installations and equipment for communication purposes</p> | | | | The Maritime Museum has already existed for some decades and is a stable reality. However, it requires continuous research and acquisition of materials and documentation, as well as an update of the set-ups and didactic and multimedia equipment, especially for communication purpose | 1 | Maritime Museum | No additional expenses | Funding from ARCA ADRIATICA Project |
| | 2. Leonardo Canal Harbour | Strengthening of the symbolic and historical value of Leonardo Canal Harbour to make it more directly perceptible as the main site of the city regarding maritime | <p>2.1. Verification of aspects related to signs, colours and condition of buildings</p> <p>2.2. Marking process of the characterizing elements of the maritime heritage (eg</p> | | | | The Leonardo Canal Harbour is a very "lived" and dynamic place. Just its being the centre of the city life has often created problems regarding the safeguard of the values of decoration and urban furniture. | 1 | Municipality of Cesenatico | No additional expenses | Funding from ARCA ADRIATICA Project |

| | | | | | | | | | | |
|--|---|--|--|--|--|--|-----------------|--|-------------------------------|--|
| | heritage and social life. | historic boats, buildings, etc.) | | | | | | | | |
| | <p>3. Project of defining the destination through maritime heritage symbols and motifs</p> | <p>Inclusion of Cesenatico symbols and motifs in the spaces of the destination. This will include interventions in the outdoor areas and public spaces where main events are held (mainly squares and buildings) with subsequent expansion to other outdoor and indoor areas. The process needs to be carefully integrated with the inclusion of other tourism stakeholders (hotel companies, restaurants, etc.)</p> | <p>3.1. Creating a plan to define the destination of Cesenatico based on its maritime cultural heritage in line with the ARCA ADRIATICA visual identity</p> <p>3.2. Implementation of identified spatial interventions</p> | | | <p>The necessary preconditions to begin implementation of this measure have been created</p> | <p>1</p> | <p>Municipality of Cesenatico, Centre of Excellence, Cesenatico Tourist Board, Maritime Museum</p> | <p>No additional expenses</p> | <p>Funding from ARCA ADRIATICA Project</p> |

| | | | | | | | | | | |
|--|---|--|--|--|--|---|---|--------------------------|------------------------|-------------------------------------|
| Connecting with other tourism stakeholders | 4. Development of tourist products / packages | Design of a common tourist product package in cooperation with accommodation providers, restaurant owners and other tourism related service providers. | 4.1. Creation of a common touristic package inclusive of the maritime cultural heritage and connected with the existing events in Cesenatico | | | The necessary preconditions to begin implementation of this measure have been created | 2 | Cesenatico Tourist Board | No additional expenses | Funding from ARCA ADRIATICA Project |
| Events | 5. Development of events in the destination connected to the ARCA ADRIATICA project | Introduction within existing events of ARCA ADRIATICA motifs and symbols as well as the commercialisation of exclusively local products | 5.1. Development of a masterplan for the promotion of local products in coordination with symbols and motifs from ARCA ADRIATICA | | | The necessary preconditions to begin implementation of this measure have been created | 2 | Cesenatico Tourist Board | No additional expenses | Funding from ARCA ADRIATICA Project |

| | | | | | | | | | |
|-----------|------------------------------------|--|---|--|---|---|--------------------------|------------------------|-------------------------------------|
| Promotion | 6. Establishing a promotion centre | In order for the tourism project to be successful an appropriate tourism infrastructure is needed. For this reason a promotion centre will be established in Cesenatico, with the aim to develop a comprehensive tourism campaign. The final goal will be to systematically inform the largest possible number of tourist professionally, as well as tourists, about the new tourism product linked to the ARCA ADRIATICA project. | <p>6.1. Promotional Centres will be established</p> <p>6.2. Marketing Plan will be elaborated</p> <p>6.3. The elaboration of the promotional material</p> <p>6.4. Elaboration of itineraries</p> <p>6.5. Promotional campaign</p> <p>6.6. Cultural-tourism manifestations</p> | | The necessary preconditions to begin implementation of this measure have been created | 1 | Cesenatico Tourist Board | No additional expenses | Funding from ARCA ADRIATICA Project |
|-----------|------------------------------------|--|---|--|---|---|--------------------------|------------------------|-------------------------------------|

| | | | | | | | | | | |
|------------|---|---|---|--|--|---------------|---|--------------------------|-----------------------------------|---|
| Management | 7.Event management / development system | Establishing a central system for the purpose of managing the organisation of events at various locations (including maritime heritage sites) | 7.1. Developing a model for event management in Cesenatico establishment of a company/institution | | | to be defined | 3 | Cesenatico Tourist Board | Depending from the proposed model | Town and regional budgets, national funds, EU funds (ERDF, INTERREG), private investors |
|------------|---|---|---|--|--|---------------|---|--------------------------|-----------------------------------|---|