

D.2.5.2 Participation to thematic local mobility or tourism public events

Development of Energy Efficiency Mobility services for the Adriatic Marinas

Date: 4rd June 2021

Venues: Venice Boat Show 2021 – Arsenale

Title: The development of nautical tourism in the Adriatic Sea

Minute – taker: ARIES and University of Split supported by ALOT

Link of presentations: <https://www.youtube.com/watch?v=2pr240GSDm4>

Table 1. Event Agenda: Session I - Boating for all

Time	Speakers	Description
10:00 – 10:30	Fabrizio D'Oriah: Operative Director of Vela S.p.A. – Venice, Massimigliano de Martin: councilor for urban planning and private construction of Venice Francesco Bonzacca: Venice Customs Office Director	Opening Conference & Institutional Greetings
10:30- 11:20	Giorgio Ardito, owner of Marina Uno Tourist Port and administrator of the FVG Marinas business network Simone Morelli, President of the Nautical Rental and Charter sector of Confindustria Nautica, CEO and founder of North Sardinia Sail Roberto Perocchio, President of Assomarinas Marco Rossato, President of the I Timonieri Sbandati Association and representative for Sail4All Walter Vassallo, CEO and founder of LetyourBoat Nicola Giancarlo Battuello, Commercial & Innovation Senior Director at RINA Services and representative for the MaRINA Excellence project.	The session "Boating for all" focused on developing nautical tourism in the Adriatic Sea. The round table discussion on marine matters linked to accessibility and mobility featured several industry experts, including Giorgio Ardito, Nicola Giancarlo Battuello, Simone Morelli, Roberto Perocchio, Marco Rossato, and Valter Vassallo. They discussed various aspects of the boating industry, such as the importance of inclusion and integration, the role of marinas in promoting nautical tourism, the challenges faced by the industry during the pandemic, the need for simplified regulations, and the importance of certification for tourist ports. There was also a focus on accessibility in the boating industry, particularly for those with disabilities, and the potential business opportunities this could

		offer for operators. The round table highlighted the complexity of the marine tourism industry and the need for collaboration and innovation to promote its growth.
11:20 – 11:30	Francesco di Cesare, President of Risposte Turismo	Wrap-up and Conclusions

Institutional thanks and greetings:

- Fabrizio D'Oria: D'Oria, Operative Director of Vela S.p.A. – Venice, makes his introduction and give the floor to the political stakeholders
- Massimiliano de Martin: de Martin, councilor for urban planning and private construction of Venice, says that stakeholders must be aware that an essential aspect of the shipping is the landing place has to be accessible and secure. Venice and the Lagoon obtained the Blue Flag in 2019, an international certification that rewards beaches and marinas for meeting specific criteria related to accessibility, safety, environmental management, educational and information services, and water quality. It is important for the accessibility of tourism in seaside destinations because Blue Flag beaches and marinas have facilities that are designed to be barrier-free and accessible for people with disabilities, such as accessible toilets, showers, paths, and parking spaces. Furthermore, Blue Flag has trained lifeguards who ensure the safety and security of all visitors, including people with disabilities. The municipality of Venice is working even further to ensure these principles.
- Francesco Bonzacca: Bonzacca, Venice Customs Office Director, talking about the regulation of temporary admission for non-EU flagged yachts and the payment of excise taxes and its exclusion.

Session I: Round Table on “Boating for all”

- Francesco di Cesare: di Cesare starts the session with a round table discussion on nautical matters linked to accessibility and mobility, with the presence of several industry experts, among which: Giorgio Ardito, Titolare Marina Uno; Nicola Giancarlo Batuello, RINA Service and Marina Service project reference; Simone Morelli Confindustria Nautica; Roberto Perocchio Assomarinas; Marco Rossato President of Timonieri Sbandati Safe for all project reference; Valter Vassallo CEO Letyourboat. The conversation begins by introducing the "Sail for All" project, thanks to the presence of Marco Rossato, founder of the "I Timonieri Sbandati" Association, which launched the initiative. Each of them is given the floor, and they take their seats and introduce themselves in alphabetical order. Di Cesare asks for brief interventions to keep a proper round table discussion.

- Marco Rossato: Rossato, from the "I Timonieri Sbandati" association, shared his personal experience, which arose from the need to return to sailing after a motorcycle accident left him disabled. He fought to have boats where he could fully manage a vessel, demonstrating his ability to handle an 8-meter trimaran solo. He was also a helmsman of a 22-meter wooden cash, a historic sailboat. He participated with a mixed crew of 16 people, including four with disabilities, in historic sailing events, consistently winning a podium spot in the last three years. He emphasized the importance of inclusion and integration between people with and without disabilities in Adriatic Sea nautical tourism.
- Francesco di Cesare: di Cesare speaks about the power of examples and their importance in transmitting messages, and he thanks the speaker, Marco, for providing a concrete example. Francesco highlights the importance of addressing all aspects of the boating movement, including marinas. He then gives the floor to Roberto Perochio to discuss Assomarinas' perspective on boating before and after the pandemic.
- Roberto Perochio: Perochio summarizes the turnover of tourist ports in Italy over the last ten years, highlighting that the global financial crisis of 2008 caused an average loss of 35% of turnover for Italian tourist ports and a stagnation that lasted until 2015. In 2020, the year of the pandemic, tourist ports showed resilience compared to other sectors, revealing a slight 5% decline due to many nautical units not traveling to Croatia for fear of Covid-19 and instead traveling along the Italian coast. The work carried out by industry operators, such as the creation of marina resorts, modifications to the nautical code, and articles 17 and 32, which allow the use of marine units for food and beverage service and the drive storage for dry storage of boats, have been fundamental to the recovery of the nautical tourism sector. According to Perochio, expectations for 2021 are positive for both medium boating and superyachts.
- Francesco di Cesare: di Cesare thanks the previous speaker for highlighting the need to simplify regulations to promote nautical tourism development. He argues that simplification is the goal that everyone should pursue, but unfortunately, this path is still long and complex. He also speaks about the need to make boating accessible to everyone and to push the industry forward. Di Cesare invites Giorgio Ardito, an entrepreneur in the sector, to speak about the Adriatic, specifically the northern Adriatic, and what has been done to expand the reference base of nautical tourism in that area.

- *Giorgio Ardito*: Ardito spoke about creating the FVG Marinas network of tourist ports in Friuli Venezia Giulia in 2016. The network, which includes several facilities, was born from a grassroots initiative without the help of tourism promotion agencies. Ardito highlights the difficulty of managing very different tourist ports but emphasizes the importance of collaboration between facilities to promote nautical tourism. FVG Marinas worked with the Regional Tourist Promotion Agency and participated in maritime fairs like Dusseldorf and Budapest. Additionally, the network did a lot of advertising on social media and was followed by a communications agency. Lastly, Ardito speaks about the importance of common quality standards and environmental certification, such as the blue flag.
- *Francesco di Cesare*: di Cesare highlights the importance of addressing regulatory issues that can inhibit or unlock a range of opportunities for nautical tourism. He speaks about promoting the sector and the need for standards and certifications. Within this context, he introduced Nicola Battuello from Riina Service, who presented the Marina Excellence project, a quality certification for services offered by tourist marinas and downstream ports. Francesco asked Nicola how the idea for this project came about and inquired about the current status of participants and certified entities. He underlined the interest in hearing CDC's opinion on the Adriatic side of the discussion.
- *Nicola Giancarlo Batuello*: Batuello discusses the importance of accommodation structures in the nautical sector and the need to offer high standards through certification of skills. He talks explicitly about Marina Excellence, a flexible system with an independent evaluation of port services, tourist services, environmental management, and safety. He also highlights the variety of marinas, the need to understand their specificities and the strong connection with the surrounding territory. Finally, Batuello also mentions the certification of about twenty marinas on the Adriatic coast, with others currently undergoing certification.
- *Francesco di Cesare*: di Cesare passes the floor to Simone Morelli, representative of the charter sector in Confidustria Nautica, who will speak about the widespread presence of chartering in the Adriatic, the most requested formulas and itineraries.
- *Sinome Morelli*: In his speech, Morelli explains how charter has become a point of approach for the normal population to boating and the marine industry. Over the years, Morelli said, there has been a transition from the sailor to the tourist or a figure who loves an active holiday and needs more services and comforts than in the past. The future of

boating for everyone will be bright, Morelli concluded, also thanks to the rediscovery of proximity tourism, especially following the pandemic.

- Francesco di Cesare: di Cesare passes the floor to Valter Vassallo, who has developed a new innovative business formula for his company, Let Your Bot. Di Cesare wonders what services the company offers and what needs these services meet, recounting the idea's origin. In the second round, he will ask for information on the demand served by the company.
- Valter Vassallo: Vassallo has presented his marketplace, which connects boat owners and charter companies with travelers for boat experiences to make the possibility of living boat experiences accessible to everyone. The portal offers products that can be rented at the dock, the so-called static charter, which extends the boating season and expands demand among classical sailors and tourists. Furthermore, the business model works closely with marinas, thus bringing value and wealth to a critical ecosystem. Innovation, according to Vassallo, is not only a technological factor but also an anticipation of future needs, and his business model certainly fits into this concept.
- Francesco di Cesare: di Cesare highlights that Valter's entrepreneurial proposal can easily be interpreted through the lens of this discussion. He urges participants to keep their interventions concise to allow other roundtables to have their space. Di Cesare then addresses Roberto Perochio, asking what actions the association will commit to if the work done so far by the organization has only been a beginning and if there are one or two fronts to focus on.
- Marco Rossato: Rossato talks about the difficulties encountered in the boating industry in Italy, despite the results achieved in 11 years with the implementation of the electronic register. Rossato highlights the complexity of some regulations that hinder the ability of young skippers to grow the charter industry and refers to the simplified regulation for the qualification of skippers, which took three and a half years of work. Furthermore, Rossato denounces the tax pressure and the need to support the recovery of the Italian boating sector.
- Francesco di Cesare: Francesco di Cesare spoke about the complexity of nautical tourism and emphasized the importance of various interventions that make it possible. He then asked Giorgio to choose between working on demand or supply to enhance Adriatic

marine tourism in Friuli. Giorgio was invited to choose where the needle of his balance leans more.

- Giorgio Ardito: Ardito replied that both are important, but to enhance it, it is necessary to work first on the infrastructure. He discusses using the Venetian Lagoon as an important tourist asset that dredging could improve. Initially created for military purposes, this canal allows for internal water navigation from Muggia to Venice. Ardito suggests that the Venetian lagoon could be a significant tourist destination, much like the Croatian islands. Currently, the canal is only used by small boats, and Ardito believes that the Venetian lagoon could be developed further with bike docking stations that connect to nearby towns. Ardito mentions that in 2016, Ministerial Decree No. 173 added ecotoxicological analyses of sediment, which complicates dredging work. Ardito suggests the need to find a solution to this problem to fully exploit the region's tourism potential.
- Francesco di Cesare: di Cesare asks Marco to express his point of view on organizing nautical services for people with disabilities, emphasizing the importance of accessibility to the sea. Marco will be invited to discuss the current situation on the Tyrrhenian and Adriatic coasts.
- Marco Rossato: Rossato has stressed the importance of accessibility in the boating industry, particularly for those with motor disabilities. He has experienced the lack of accessibility at the Venice arsenal and emphasized the importance of making spaces suitable for all navigators. He also cited examples of houseboats built without consideration for accessibility and highlighted the importance of an inclusive mindset in the sector. Marco Rossato has also outlined the potential business opportunities that come from creating accessible structures, which offer opportunities for operators.
- Francesco di Cesare: he left the floor to Valter Vassallo asking to provide quantitative data on register users with specific reference to the Adriatic; see
- Valter Vassallo: Vassallo talks about the rental offer of sailing or motor boats in the Mediterranean, highlighting that there are currently around 9,000 boats available for charter in this region. He explains that many of these boats are used for charter during the summer months, but there are also boats available for "static charter" (i.e. rental of boats at the dock) both during the summer and at other times of the year. Vassallo believes houseboats are still in their infancy in the Mediterranean but will increase their popularity. He also discusses the demand for this type of product, noting a strong

inclination for boat rental among tourists, especially couples, families, and seniors. However, he emphasizes that there is still much work to be done to improve the quality of services and ensure a good customer experience.

- Francesco di Cesare: di Cesare states that in the charter sector, large international companies and small businesses focus on a few units. He introduces the reality led by Simone Morelli, which has many units available also at the international level, recalling that the Adriatic, compared to other areas, is less frequented by large charter companies.
- Simone Morelli: Morelli argues that small businesses are more flexible and able to adapt to bureaucratic difficulties. Then, he expresses the provocative idea that politicians should have direct experience in a wheelchair to understand the difficulties faced by people with disabilities, criticizing bureaucracy that hinders the implementation of accessible passages for people with disabilities in ports and the boating industry in general. Finally, he highlights the difficulties in obtaining a skipper's license, which involves a complex and expensive process, and the restrictions this entails for people renting boats. In summary, Morelli highlights the limitations imposed by bureaucracy and the importance of simplifying it to promote accessibility and boating for everyone.
- Francesco di Cesare: di Cesare asks if anyone has questions or ideas to present and then passes the floor to Nicola. Nicola is asked to explain the true attractive force of certification for tourist ports and how this can add value to what ports already have. Di Cesare asks if Nicola has any evidence or ambitions regarding the increase in competitiveness of marinas with this certification.
- Nicola Giancarlo Batuello: Batuello explains that the value of the Marina Excellence product lies in the service, distinguishing it from a simple certification and conformity label. The philosophy of the product is to create an ecosystem that promotes continuous improvement of the quality of services offered by marinas, with particular attention to facilitating docking, tourist services, and environmental and social sustainability. The goal is to create a culture of social responsibility that can contribute to economic improvement and customer loyalty in marinas. Additionally, Batuello emphasizes the importance of expanding the product in an Environment, Social, and Governance (ESG) logic to prepare for the challenges faced by high-performing ESG companies.

List of participants

The categories of visitors who attend the Venice Boat Show can be the following:

- Nautical enthusiasts: those who love the sea and everything that surrounds it, including boats, nautical accessories, and equipment.
- Industry professionals: these are the professionals in the nautical industry, such as sailors, dealers, manufacturers, tourism operators, brokers, and shipowners.
- Investors: these are individuals seeking investment opportunities in the nautical sector, such as investment boats, industry companies, and maritime properties.
- Tourists: visitors who intend to discover vacation opportunities in the world of boating.
- Water sports enthusiasts: those who actively participate in water sports such as sailing, wakeboarding, water skiing, windsurfing, and kite surfing.