



What Assonautica Italiana is:

Assonautica Italiana was established by Unioncamere in 1971 to promote recreational boating, nautical tourism and the Economy of the Sea.

It is based in Rome, at the Unioncamere, in Piazza Sallustio. It is made up of 44 Chambers of Commerce, 44 Provonautical Provincial, 2 Regional Unioncamere and 2 Regional Assonautiche.

Its supporter members are Unioncamere, Istituto Tagliacarne and Ucina. In 2009 a memorandum of understanding was signed with the Italian Fiv and the Italian Naval League. It has signed memoranda of understanding with Assocamerestero and with several Italian Chambers of Commerce abroad (among the first Melbourne, Nice Sophie Antipolis French Riviera, Italo Brasileira of São Paulo, United Kingdom London, Istanbul, Sofia, Tunis, Tirana) to internationalize the sea economy, with ANSA and ANSA Mare, Nautica Editrice, SuperYacht, Porto and Diporto and Open Channels in order to reach a media coverage of the sector.

Assonautica Italiana organises every year the "Blue Economy System Conference" in agreement with Unioncamere by setting up seven important working groups: internationalization, nautical tourism, training and innovation, inland waterway navigation, safety at sea, environment, qualification of marinas.

In Gaeta, the Mediterranean capital for the Sea - Economy, Assonautica has restructured and revitalized Assonautica Euromediterranea, the operating branch of Assonautica Italiana in the field of companies internationalization.

Assonautica has also collaborated, again in Gaeta YMF, with the first and second editions of the "General States of the Chambers of Commerce" and the 2nd and 3rd "Forum of the Economy of the Sea".

Assonautica Italiana is the protagonist - thanks to the grouping of the Adriatic and Ionian power stations - in the classic "Appointment in the Adriatic", fleet regatta for the promotion of nautical tourism and the historic initiative of Assonautica, now in its thirtieth edition and linked to the new "Routes del Mediterraneo "(Routes of the Magna Grecia®, Routes of Sicily, Routes of Aeneas, Routes of Sardinia and North Tyrrhenian).

On the subject of "economy of the sea", Assonautica was a special guest at the METS in Amsterdam and at the Festival de la Plaisance de Cannes promoting - in terms of nautical districts - an ideal bridge between the Region / Unioncamere Lazio and the Region / Unioncamere Puglia; with its own institutional stand it systematically participates in the SEA-TEC of Massa Carrara, the Med Blu of Civitavecchia (Rome), the YACHT MED FESTIVAL of Gaeta, the Genoa Boat Show, the "Festa della Marineria" of La Spezia, the Barcolana of Trieste.

Another highlight is the "CAMBUSA di ASSONAUTICA" project that aims - through the nautical channel and the network of ports - to enhance the excellence of made in Italy: from food

products to artistic craftsmanship to the best tourist offer. Inspired by the format of the ancient Greek navigators, the Cambusa® project (patented in 2006) is based on the motto: "Ambassadors of their own land". The "Cambusa Store" in the main foreign capitals is also scheduled.

Finally, since 2014, Assonautica has promoted the Quality Marine® project, which will involve as many as 25 Chambers of Commerce on the sea and it is aimed at the qualification and certification of marinas and landings in Italy.

The objective is to improve the overall reception, increase nautical tourism and create a network of marinas.

Premise

For those of you who are involved in the promotion of the territory and tourism linked to the sea, regattas are the most suitable tool to illustrate the social, economic and sporting consequences that are more often used as a model.

The link between the land and the sea at sporting events such as a regatta has a significant and positive impact on the success of the event and the image of the territory in those days makes the citizens proud, strengthens institutional links and moves an economy based on micro and small companies in the tertiary sector, increasingly important.

The task of our Association, as a Unioncamere service tool, is to monitor these phenomena and to detail the critical points and excellences useful to provide an effective performance model to the organizers.

Analysis and interpretation of the data follow a collection activity through a statistical economic survey.

These data are entrusted to a university research institute and summarized in a report useful to illustrate the dimensioning of the sporting event, the socio-economic impact and a macro analysis of tourism demand and offer activated by the event.

In particular we have analyzed some regattas that take place between May and July in the Lower Adriatic that affect not only the Italian territory, but also the Greek territory (Corfu), Albanian (Valona) and Montenegro (Herceg Novi) and which have allowed us to identify some highlights and in particular

through the survey directed at the users of the event:

- Fee for vacationers and overnight stays during the event;
- The reasons for choosing the destination and the channels of influence;
- The activities carried out;
- The characteristics of the holiday related to the event (duration, company, etc.);
- Level of satisfaction;
- Sustained expenditure;

through a survey of local tourism companies:

- How to participate in the event;
- Opinions and suggestions;
- Level of satisfaction.

The first step of the investigation was conducted during the events with the aim of investigating the behavior and satisfaction of the participants at the events.

Regattas on the one hand strongly motivate vacationers / visitors who consider it to be the main objective of presence in the area and, on the other hand, as a fixed appointment on the agenda.

Participants live this experience with friends or partners and, on the spot, they taste local food and wine products, go shopping and visit the territory also enjoying cultural aspects.

On average, each participant spends around € 108 a day and the sporting event turns into a stay in 21.5% of cases.

Among the communication channels that convey information about events, social media together with the printed media sector play a fundamental role. Word of mouth among boaters is also important.

In the complex of the analyzed events the opinions of the users is absolutely excellent. The regattas with a vote of 9 out of 10, with full satisfaction also of the use of the territory and the quality / price ratio.

In most cases, users will return to the next edition (43%) or they will return but at an unspecified time (50%)

For what concerns sporting events for companies, they represent the showcase of the territory, they have a strong economic link with the companies (in terms of increases in turnover), also with a tried and tested mechanism of collaboration and synergy.