

International Po Delta Birdwatching Fair

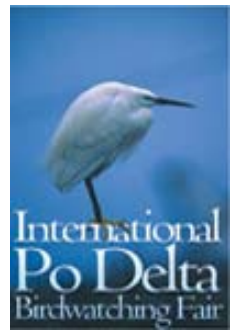
2007 Edition Special Slow Tourism

April 28th – 30th Fairground & May 1st “Slow” Day

Po Delta Park

Emilia-Romagna, Comacchio (Ferrara)

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BIRDWATCHING, A TRUE RECORD

There have never been so many exhibitors as this year (190), coming from all over the world.

The Comacchio fair has hosted over 20,000 visitors during its three days

DELTA PO PARK AS CAPITAL CITY OF SLOW TOURISM

COMACCHIO (FE). The fourth edition of International Po Delta Birdwatching Fair has closed on Monday, April 30th, but it has been a real excitement. Actually, only the exhibition pavillions have been closed, because on May 1st, a day Italy devotes to the celebration of labour, will be dedicated to slow tourism, excursions, in order to discover the beauties of Delta Po Park.

This year's edition set two important records. It has been the one with the most exhibitors, 190, and this number confirms the attraction the fair has on Italian firms in sectors of birdwatching and naturalistic tourism. Many representatives of parks and protected zones have joined the fair, organised by DELTA 2000, thus confirming its credibility.

The presence of public during the three days of the fair has been very important, as always (20,000 visitors); but the kind of visitors has changed. This year, they came from all over Italy, and a great part of them were fans or experts, people interested in the proposals of naturalistic tourism. In Delta Po Park they did find the right habitat for their cultural and touristic interests.

Hotels were sold out: this means the birdwatching fair has become a strong attraction point. May 1st was nearby, of course, but in Comacchio nobody was able to find a free room and restaurants had to engage double (if not triple) shifts.

Let us consider other figures now. 600 participants to seminars and lectures, 20 tour operators in the fair, some of them interested in buying Italian offers (coming from Denmark, Germany, Sweden, Hungary), others just present (Venezuela, Albania, Sri Lanka, Slovenia, Croatia, Bosnia, Erzegovina, France, Spain, Finland).

400 photographers took part to photographic workshops, and 2000 people participated to excursions into Delta Park (not counting May 1st) and 400 children taking part to their own workshops.

102 credited journalists were present at the fair, coming on behalf of the Italian national television, Sky, Telestense (a local broadcasting company), the audiovisual group of the Forest Army and Canale TV Nauticmarket.

Two events must be remembered. The tasting of the fish of the Adriatic Sea encountered great success, a moment created for the regional campaign “Watch out for the trademark – The road of fish”. Visitors waited for their turn to taste some fried fish, distributed by cooks in paper boxes. Special guests: **Duccio Campagnoli** (member of the Regional government of Emilia-Romagna, representative for Productive Activities), **Davide Nardini** (member of the government of the Province of Ferrara, representative for Agriculture), **Luciana Garbuglia** (member of the government of the Province of Forli-Cesena, representative for Fishing), **Libero Asioli** (member of the government of the Province of Ravenna, representative for Tourism), **Valter Zago** (president of Delta Po Park Emilia-Romagna) **Cristina Cicognani** (Mayor of Comacchio), **Giancarlo Malacarne** (president of DELTA 2000).

The participants to the nautical raid Locarno-Venice also arrived to Comacchio. The raid is part of a project whose aim is to stress the meaning of water routes (lagoons, rivers, channels) of Northern Italy, along a route going from Locarno to Venice and Trieste, passing through Milan.

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