

# International Birdwatching and Naturalistic Tourism Fair

## 2007 Edition Special Slow Tourism

April 28<sup>th</sup> – 30<sup>th</sup> Fairground & May 1<sup>st</sup> “Slow” Day

Po Delta Park

Emilia-Romagna, Comacchio (Ferrara)

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### PRESS RELEASE N. 10

#### THE LOCARNO-VENICE RACE WILL PASS THROUGH THE INTERNATIONAL PO DELTA BIRDWATCHING FAIR 2007

Whether on boat, on canoe, on houseboat, everyone feels the emotion of sailing on the river: in the last years river tourism is becoming a pleasant and new way of knowing and exploiting the territory. This fourth edition of the International Fair of Birdwatching and Naturalistic Tourism will dedicate particular attention to environmentally sustainable forms of tourism, in the frame of slowness (“slow” tourism is in fact the *leit motiv* of this year edition). The Fair will take place in Comacchio (Ferrara) from April, 28<sup>th</sup> to May, 1<sup>st</sup> in the wonderful Po Delta Park Emilia-Romagna, and its programme will be very rich, with a lot of activities, including moments dedicated to **river tourism**.

The highlight will be the arrival of the boats taking part in the **river race Locarno-Milan-Venice**, third demonstrative descent for the recovery of the ancient waterway Locarno-Milan-Venice.

The race will start from Locarno on April 20<sup>th</sup>; with boats fuelled with GPL, and environmentally-friendly engines which will sail from the Lake Maggiore to the *Naviglio Grande* in Milan, and then following the *Naviglio Pavese* will reach Pavia on April 26<sup>th</sup>. From Pavia the participants will sail along the river Ticino to reach the river Po. Once they have reached the Po, they will follow a route known as the main route of the Italian Renaissance Courts.

This route is particularly interesting for the capitals of duchies facing the waterway: Piacenza, Mantua (seat of the Gonzaga family) with its docking at the castle, and then Ferrara. After the re-opening of the basins, it will be possibile to follow the Ferrarese waterway to Comacchio, just for the International Birdwatching and Naturalistic Tourism Fair, where it will be possible to acclaim the arrival of the fleet and to test the GPL-fuelled boats.

At 2 pm, in the central Arena of Pavillion A, there will be a **press conference** on this event; other debates regarding rivers will go on till 6 pm.

The programme will include a Talk & Slide show, that is to say experiences and images of travels from the Lake Maggiore to the Adriatic Sea, a sort of travel simulation, told with words and images by skilled “sea men”, experts of arts and nature.

There will also be a workshop on the problems related to the use of areas along the river trunks and the inner canals: “Sentieri d’acqua: una fruizione slow dei parchi e delle Oasi” (*Water treks: a slow use of parks and oases*).

The arrival in Comacchio of the race Locarno-Venezia is a truly interesting event, perfectly inserted in the frame of the development of an important territorial resource: the Province of Ferrara, in fact, is making strong investments on the navigable track of Boicelli canal and the so-called *Po di Volano*, in order to enhance the *idrovia*, a waterway which should become a new system of sustainable mobility for people and the environment. The riqualfication of this *idrovia* will relaunch the river tourism, so that our water way can become a strategic resource for the economy of the whole area of the province, enhancing at the same time the magic of this peculiar territory.

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