

# 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. 2

#### **THE YEAR 2007 EDITION OF INTERNATIONAL PO DELTA BIRD-WATCHING FAIR GETS RICHER: SLOW TOURISM, LOCAL PRODUCTS, ECO-RUNNING AND MUCH MORE**

**MILAN, 31<sup>st</sup> January 2007.** This morning the seat of the Italian Touring Club hosted the fourth edition of the International Po Delta Birdwatching Fair (Comacchio-Fe, 28<sup>th</sup> April – 1<sup>st</sup> May 2007), considered as one of the most important European meetings dedicated to bird-watching and eco-tourism. **Massimo Medri**, vice-president of the **Delta Po Park of Emilia-Romagna**, underlined the importance of eco-tourism (70.000 visitors per year); at the same time he announced the forthcoming publishing of the book '*Cento uccelli nel Parco del Delta del Po*' (*A hundred birds in Delta Po Park*), which shows the various species that find their ideal habitat in the Delta. Mr. Medri then announced a new initiative in this fourth edition: the **Eco-Running** (a non-competitive run, mixing sport to knowledge of nature and territory). "It is a chance for those who like to run in the nature", he said; "we have designed an ideal track, with the co-operation of the Italian State Forestry Department, in order to let people visit those areas which are normally forbidden". The skipper Cino Ricci, fond of nature and sea, will be the testimonial.

**Guido Pasi**, the Regional Councillor for Tourism, underlined that this Fair is very different from other similar events in Emilia-Romagna, which are mainly focused on the sea. "The sea – he explained – keeps on scoring big points, nevertheless we are interested in developing areas once considered as "niches", but nowadays no longer so: from cycle-tourism (with reference to the Bike-hotel) to fishing and bird-watching. Not only do we pay great attention to the nature and the Park, but we also try to protect and enhance them."

The Fair is organized by GAL (Gruppo di Azione Locale, Local Action Group) **DELTA 2000**; its president **Giancarlo Malacarne** and its director **Angela Nazzaruolo** described the initiatives. The fair will be held on the Fattibello bank, near the beautiful Comacchio valleys, and in its stands it will presents proposals of the sectors of optics and photography, support tools and equipments for bird-watching, specialised press, clothing, electrical and ecology-friendly vehicles, tour operators, educational activities, camping cars, Italian and foreign parks and wildlife areas, consortia, associations, bodies, municipalities, Provincial and Regional governments.

A special area will be dedicated to **Slow Tourism**: bicycles, nautics, boats, docks, service and support tools for cycle-tourism, sea and waterway tourism, equipment for open-air sports, nature and wellness, enogastronomic itineraries.

The main theme of slow tourism will also characterise some of the expo pavilions, and will be an experience to be lived during the excursions which will start from "Slow" points in the park, using the "greenest and slowest" transports (bikes, horses, canoes etc.).

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**Promoting Committee:** Regione Emilia-Romagna, APT Servizi Regione Emilia-Romagna, Po Delta Park Emilia-Romagna, Province of Ferrara, Province of Ravenna, Chamber of Commerce of Ferrara, Chamber of Commerce of Ravenna, DELTA 2000, City of Comacchio, City of Ravenna, City of Cervia

**Under the patronage of:** LIPU – Lega Italiana Protezione Uccelli, WWF Italia – Onlus, Legambiente Turismo, Birdlife International, Federazione Italiana Parchi e Riserve Naturali, Touring Club Italiano, EBN Italia - Euro Bird Net, ASOER - Associazione Ornitologi Emilia-Romagna, INFS - Istituto Nazionale della Fauna Selvatica

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This year a lot of room will be devoted to the world of **photography** as well, with technical and on-field workshops, debates, the **Delta in Focus 2007** contest and the exhibition of the images that took part in the first international contest of naturalistic photography, “**Asferico 2007**”, held in the *Manifattura dei Marinati* in Comacchio.

The fair will also host the “Bird T.T. – **Bird-watching Travel Trade**”, the tourism workshop putting demand and supply in touch.

Other proposals, such as **didactical workshops, excursions by boat, canoe, houseboat, bike and horse, meetings for camping car owners**, will offer the chance to feel nature and Po Delta Park in a very special way.

**Enogastronomic itineraries** are the perfect stop of every Slow path and particular attention will be paid to them, both in the fairground and in some “thematic dinners”. On **May 1<sup>st</sup>** there will be the **Park Open Day**, a particular tour combining naturalistic beauties to the pleasure of food.

Comacchio’s Mayor, **Mrs. Cristina Cicognani**, and **Mr. Alessandro Pierotti**, Councillor for Tourism of the Province of Ferrara, described the naturalistic and architectural beauties of the territory, inviting people to visit the Delta area next spring.

Like the previous edition, also this year the Fair gives its support to a **Birdlife International and LIPU project**, for the preservation of species at risk of extinction, with a fascinating and very symbolic history: the **Phoenix**.

Mr. Donato Martelli (BF Fiere e Servizi) and various delegates from the most important ecologist associations took part in the conference introduced by Mr. Alessandro Pasetti (Mediatel) and chaired by Mr. Alfieri Lorenzon, editorial director of the Italian Touring Club.

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