

International Birdwatching and Naturalistic Tourism Fair

2007 Edition Special Slow Tourism

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

Po Delta Park

Emilia-Romagna, Comacchio (Ferrara)

www.podeltabirdfair.it info@podeltabirdfair.it



PRESS RELEASE N. 6

SLOW TOURISM PROTAGONIST OF THE FOURTH EDITION OF THE INTERNATIONAL PO DELTA BIRDWATCHING FAIR

The fourth edition of the International Po Delta Birdwatching Fair of **Comacchio (Ferrara)** will be held between **April 28th and May 1st**, in a vast fairground where you can find the best companies in the field of optics, photography, specialised publishing houses, electric vehicles, caravans, Parks and much more. Main theme for the 2007 edition is **Slow Tourism**, a kind of tourism to live in close contact to nature, in all its sorts. The Park of the Po Delta is the best place to experience this “travel philosophy”, a sort of protest against everyday frenetic routine, for the simple but extremely important pleasure of living your holidays in a “slower dimension”.

Slow Tourism proposes the knowledge of the territory and not its “consumption”, paying attention to the local resources and their valorisation in an eco-friendly dimension. Moreover, it is an alternative to the “everything and all together” philosophy, and it helps tourists regaining their strength for a short period – the weekend or the holidays – by adjusting their rhythm with the regular flux of time and nature, enjoying the pleasure of “watching”, “feeling” and “stopping”, and last but not least, not looking at the watch, fearing to be late.

An activity requiring patience and spirit of observation, **birdwatching** follows the principles of *slow tourism*. Just think about the patience of those, who spend hours perfectly still in the nature, equipped with binoculars, telescopes and cameras, and are able to catch nature’s various colours, scents and sounds full of life. Apart from birdwatching you can also enjoy **cycling trails** or **waterway trails** on canoes, small boats or houseboats; but you can also enjoy **horseback riding tourism**, or live your holidays in **caravans and campers**. And don’t forget the various **enogastronomic itineraries**, to taste the most delicious typical dishes and the so-called “**intermodal itineraries**”, which combine more than one type of transport, such as boat and bicycle. The **Po Delta Park** therefore can be an ideal starting point to live nature without haste, enjoying its beauty and its surprising glimpses.

For the occasion, excursions and events have been organized in the Po Delta Park and its surroundings to live the territory according to “Slow Tourism” rules and to explore the most suggestive naturalistic areas. In Comacchio Valleys, for example, it will be possibile to stroll around, discovering the flora and fauna of these extraordinary areas, such as Mesola Woods and the so-called *sacca di Goro*, where you will experience the emotion of birdwatching from the old lighthouse of Gorino, combined with an exciting boat or ferry excursion.

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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

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On the Reno Bank, thanks to the itineraries of the ornithological museum NatuRa, visitors will enjoy nature just when it blooms in all of its beauty of colours and bird sounds; if you are a bicycle lover, it will be possible to ride along an equipped cycling itinerary.

But we must not forget the possibility of combining sports activities with the tasting of the Po Delta typical dishes in the many agritouristic structures of the area.

The damp areas in the province of Ravenna, Punte Alberete, Oasi della Canna, Ortazzo, Ortazzino, Pineta di Classe and the Saltworks of Cervia, are beautiful places, perfect for birdwatching and biowatching, where the visitor will think to be in another dimension. At the Saltworks of Cervia it will be possible to tour around the oasis on board of photovoltaic boats, thus respecting the environment according to the slow tourism philosophy. Very interesting and worth to be seen is the House of Butterflies in Cervia, an almost magic world, made of wings and colours, where visitors will learn all secrets on how insects fly.

Horse back riding excursions will be organized along the new **horse trail**, which covers part of the territory of the Po Delta Park. You will enjoy a gallop through woods, pinewoods and river banks, enjoying also the pleasure of a horse back ride in our Park. Moreover, night excursions are programmed, to discover the sounds of night.

The fair will be open till April 30th, while on May 1st the day will be dedicated to special events, in line with the concept of “slow tourism”. In particular, a special competition is programmed, **the Eco-running**, in the suggestive and ancient Mesola Woods; it’s a particular competition, which combines sport and knowledge of nature, because during it there will be compulsory stops where the competitors will test their knowledge of mother nature. Special guest will be the skipper Cino Ricci.

May Day Festival, the Park’s Open Day, will enable the public to visit oases with a particular naturalistic importance and which are usually close to the public. A day to live outdoors, full of events, Slow Points (such as the Ecomuseum of Argenta), which are also starting points for wonderful excursions, in the most suggestive areas of the territory, combining a walk in the nature with a visit to a museum, but always keeping “slowness” in mind...

A perfect conclusion for such a day? A concert of eolic harps on the beach, letting the melody of the nature enchant you.

The Fair will have a **specific section dedicated to Slow Tourism**, where visitors will find ideas for a “slow” holiday, not only in Italy but also abroad. On April 28th, only for stakeholders of the tourism

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sector, “BIRD T.T.” will be held, a specific workshop regarding demand and offer and dedicated to naturalistic tourism, birdwatching, cycling tourism and all the various forms of “*slow tourism*”.

This Fair is an occasion that cannot be given up by those who would like to join this idea of an environmentally friendly tourism, which respects not only the territory but also its inhabitants and traditions, and which gives dignity back to the concept of “stop”, considered as a moment dedicated to “watching and admiring” and not as “lost time”, and to the concept of “travel” itself, where journey, path and itinerary are fundamental parts of the starting of the journey. For information and details, visit the website www.podeltabirdfair.it.

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