

OVER 22,000 VISITORS TO THE THIRD EDITION OF THE VERSILIA YACHTING RENDEZ-VOUS

Milan, 14 May 2019 – Over **22,000 visitors**, including more than **10,000** professional operators, participated in the third edition of the **Versilia Yachting Rendez-vous**, the high-end boating event that took place in Viareggio from 9 - 12 May.

The boat show also had much to offer its foreign visitors. There was a strong European presence, especially from **France (8.5%)**, **Germany (6.3%)** and **Spain (5.3%)**. Visitor numbers were also high from the **United States (10%)** and **Russia (7%)**. **Extra-EU** visitors made up **37%** of foreign visitors to the VYR.

Four action packed days for the over 150 exhibitors, who brought with them 90 different boats with an average length of over 32.30 metres. VYR offered its visitors a unique exhibition setting, winding along the docks of Viareggio where the region's major shipyards and artisans are based: an ecosystem that represents the best of Made in Italy in a district that is a world leader in its industry, with over 1400 active companies.

A number of vessels made their debuts over the four-day VYR. These included the world's first glimpse of the **Azimut Benetti Group's Atlantis 45**, and the presentation of the **SAND** marine drone prototype, on display for the first time and moored along the innovation quay located in the Darsena Europa. And Solaris too, who brought the **Solaris Power 55** to the VYR, a model designed by Brunello Acampora which marks the return of Norberto Ferretti to the nautical industry.

During the boat show, the industry study curated by Deloitte, with the support of **Nautica Italiana**, was previewed. The "Boating Market Monitor" research project, which highlights the weight of the sector in the global luxury market, indicated that as of 2018, the global retail market was worth 22 billion. Italy is the world leader in the sector, with a 46% share of the superyacht order book.

Paolo Borgio, Versilia Yachting Rendez-vous Exhibition Manager: *"We close this third edition with the awareness that teamwork and synergy with the local area are the key ingredients for this platform. We have enjoyed four days of great listening and dialogue with all operators. We are particularly satisfied with the new areas. The Luxury Tender & Ribs space has enriched the exhibition layout, while the Broker area has further promoted the business soul of the VYR, making it an increasingly outstanding event among the sector boat shows".*

Lamberto Tacoli, Nautica Italiana President: *"The event's growth continued once again this year, both for the boats present and for the exhibitors on the ground: progress has certainly been made. The presence of President Rossi and Deputy Minister Rixi, Minister Toninelli's visit and the presence of many other Regional Institutions brought an important sense of greater attention and importance to the Italian nautical sector, a sector that remains fundamental and illustrious for our country. I am also delighted to add that the coming together, physically and not only in words, of two Industry Associations during the VYR marks a further and important step forward for the purpose of a new unitary representation of the sector. I would like to thank Fiera Milano for the enormous commitment shown for an event so far from its natural hub, and also the Nautical District of Tuscany and Navigo for involving so effectively the region that hosted us".*

Vincenzo Poerio, President of Distretto Tecnologico per la Nautica e la Portualità Toscana:
"This edition too confirmed the validity of the rendez-vous project which, by its nature, is an event that involves the main Italian and foreign players in the sector. The district proposed a focus on internationalisation and development and business needs and innovation with a quay dedicated to the topic. A new element of great significance is the role of the region, with strong involvement of the municipalities of Viareggio, Pietrasanta and Forte dei Marmi which were the stage and setting for the "external" events. I would like to thank the President of the Tuscany Region, Enrico Rossi, for supporting the event, the partners and the institutions of Viareggio and Versilia who worked alongside NAVIGO, representatives of the district managing body".

The **Versilia Yachting Rendez-vous** is an event organised by **Fiera Milano** with its strategic partner **Nautica Italiana**, in collaboration with **Distretto Tecnologico per la Nautica e la Portualità Toscana** and **NAVIGO**, with the support of **Regione Toscana, Toscana Promozione e Comune di Viareggio**, and the patronage of **Comune di Forte dei Marmi, Comune di Lucca and Comune di Pietrasanta**.

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