Immigrazione.it *Rivista professionale di scienze giuridiche e sociali*

One of Italy's leading events for the high-end yachting sector.

Edoardo Bonatti
21 maggio 2018

Versilia Yachting Rendez-vous came to a close on 13 May. Over the course of four days, more than 22 thousand visitors attended the international event dedicated to high-end sailing. Of all the guests which reached Viareggio, there were 9,516 professional visitors. Visitors registered a 25% increase over the 2017 edition, 59% of them came from European countries (France, Germany, England, Netherlands, and Switzerland in particular) and 41% from non-EU countries (with a strong presence of guests from Russia, the United States, and the United Arab Emirates).
The event, conceived by Nautica Italiana and organized by Fiera Milano in collaboration with the Tuscan Technological District for Marine and Ports, and the support of the Tuscany Region and the Municipality of Viareggio, reached its second edition. Even if it is still in its infancy numbers show how it has already established itself as a representative of Italian excellence in the now booming industry.
All the organizers expressed satisfaction at the event's success. **Lamberto Tacoli**, Nautica Italiana president, spoke with confidence when looking at the Rendez-vous future; **Vincenzo Poerio**, Tuscan Technological District for Marine and Ports president, emphasized how the event saw an increasing participation from the hosting region; **Fabrizio Curci**, Fiera Milan CEO, underlined how the wonderful scenery of Versilia helped to attract visitors from all over the world.
This year the yachting sector is recording an upward trend at the global level, and Europe and Italy are following suit. The assessment made by the International Council of marine industry associations (Icomia) for the Italian market foresees a 10% increase. The nautical industry confirms the previous years' positive trend with an esteemed revenue increase of 12% for 2018; the long slump is over. The Italian market recovery and future market previsions were at the centre of Ucina Confindustria Nautica's presentation of the 58th Salone Nautico Internazionale planned for this September.
InvestorVisa.it is offering foreign entrepreneurs the opportunity to enter the high-end tourism business in Viareggio from the main door. A four-star hotel is selling its shares, and in purchasing them, the investors will be eligible to apply for the new entry visa.