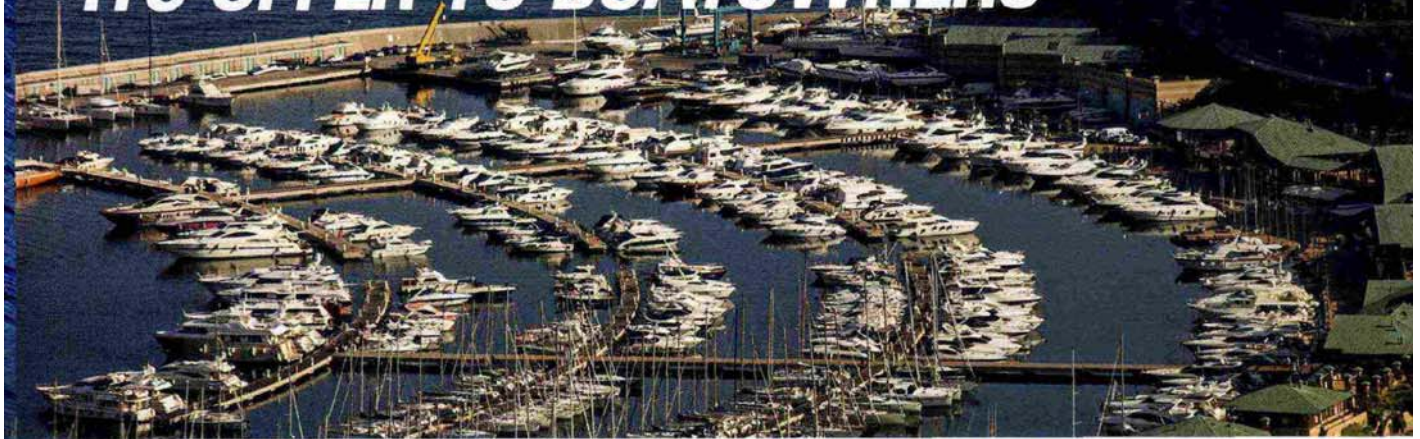


**NEWS**

Silvia Montagna

# THE VARAZZE MARINA RELAUNCHES ITS OFFER TO BOATOWNERS



In Varazze things are happening. Also in the by now famous Marina of this town a few kilometres from Genoa, set between the green and the blue of the Ligurian Gulf.

The figures speak plainly: an increase of 18% in long-term berth contracts compared with 2014, representing an increase in turnover for these contracts of about 6%, are for the Varazze Marina a first positive signal from a market that seems to be regaining confidence. The more than 1200 transit days recorded are in line with the previous season, while an increase in electricity consumption at the quayside of about 8%, and an increase of 12% among the commercial activities (restaurants and shops) are an interesting qualitative indicator. Giorgio Casareto, director of the Varazze Marina, does not want to exaggerate but speaks of "cautious dynamism that the first months of 2016 seem to confirm. January and February were in line with the positive trend of the past 18 months, a trend that suggests an overall increase in long-term berth contracts of about 20% by the end of the year and an increase in turnover of about 15% over 2015. It's still too early to tell, but the market seems to be holding up as far as tariffs are concerned." "To interpret and cash in on this positive trend," says Lilliana Molin Pradel, Marketing and Sales manager, "Varazze Marina has in the past two years relaunched its offer to better satisfy the requirements of a rapidly changing clientele: a broad range of commercial offers that are customised by type of boat and the way the structure is used, the improvement of services and the offer of summer entertainment have so far proved successful. Boats of between 14 and 16 m are undoubtedly among the categories that have done most to liven up the market and boost the upturn, thanks to the choice of owners who feel that in Varazze Marina they have found a good quality/price relationship, are listened to and looked after."

## Luxury Concierge

And they are well looked after: all clients of the Marina, from the owner of a 5 m boat to the crew of a yacht, can benefit from full

support on board and on land, with "Luxury Concierge" services on request: babysitting on board, stores delivery, catering and a sommelier on board, cultural and food and wine tours in southern Piedmont, dog sitting, massages and beauty treatments, bookings in other ports, hotels and shows, transfer organisation, technical help and repairs. An entire staff available to make the stay in port truly "free from all worries". Among the winning cards of the Marina are certainly sailing races. The new formula of the 44th CUP and the Winter Championship, a series of races for IRC, ORC and Cruising classes, has helped make it easier to participate, simplifying procedures and making sure the races continue. So they will be on again also next season. But in spring activities for lovers of the sea are not just racing, there are an increasing number of sailing clubs and operators in the Marina and above all a bigger programme of initiatives: sailing courses, mooring lessons, exciting match races, social events, such as races and outings for disabled children, courses on safety at sea involving the Harbourmaster and Raymarine, which will supply equipment for the courses. Consolidated collaboration with Varazze Club Nautico and Lega Navale Italiana make possible a sailing calendar that is important especially for the young, such as quayside sessions for those who want to learn the sport "starting from land" with sailing and catamaran simulators. In addition: fishing trips, mini cruises or longer holidays in Liguria, France and Corsica, diving, canoe, water skiing, wakeboard, parasailing, SUP and inflatable towing, aperitifs on board at sunset. The programme of concerts and musical events, with few but carefully selected appointments, is being finalised. Among the artists at the past edition of the #Marinavarazzeffest: Eugenio Finardi, Niccolò Fabi and The Bluebeaters.

© ALL RIGHTS RESERVED