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## **Session 1: Management and tourist development of the old harbour of Genoa (best practice)**

### **Mr. Paolo Bertelli – Costa Edutainment spa**

Genoa Aquarium was built on the occasion of Expo 92, a celebration of the fifth centenary of New World's discovery, with the intention to reorganize and exploit an area, full of history and traditions, in the old town centre of Genoa: "Porto antico".

But aquarium was built above all to give the city a new touristic vocation in a moment of a lack of public industry, like Italsider.

Aquarium was an idea of the mayor Claudio Burlando who, during a trip in USA, saw that in Baltimore the presence of an aquarium supported the city in a reconversion of a share of port and in a growth of an important touristic "water front".

The project of the area and of aquarium is to ascribe to the Genoese architect Renzo Piano who wanted to realize a work which would become part and parcel of the city and which would have demolished the walls that kept the citizens far from the wharves.

So aquarium has contributed to:

- Mark an area, historically port, which allowed the citizens to take possession to the sea again
- Work as a propeller for the touristic development of the city.

After the partial opening during April 1992, for the Columbians Celebrations, Aquarium was inaugurated on the 15<sup>th</sup> of October 1993.

During the first year of activity, 1.000.000 of visitors went to see it, the next year they were 1.450.000 and today there are 1.300.000 presences.

Since the end of 1995, Aquarium is administered by Costa Edutainment S.p.A., a private society that develops pedagogical entertainment.

These results were possible thanks to:

- A deep collaboration between public and private- A private administrator who managed a public value with professionalism and efficiency, even if the "public" ordered onerous rules.
- A close connection with the territory-collaboration actions with a lot of Genoese realities like Antarctic Museum, "Palazzo Ducale", "Palazzo del Principe", synergies between Costa Edutainment's structures.
- A careful trading and marketing policy nation and international wide.
- A perpetual renewal of the product (blue ship, tactile area, exhibitions, hummingbirds areas)
- A clear mission tied to a spread and a making aware to the water environments and that made the aquarium a cultural and scientific, national and international reference point. ISO 14001.

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Genoa Aquarium creates every year some profits, benefits for the city, besides the fact it had been a promoter of the touristic development of Genoa.

- Work- the number of employees of Aquarium is rising.
- “Praxi” research shows that 85% of visitor from outside, overnight stay in hotels (over 50.000 every year), charges related to commercial activities, cultural and services activities, 29.000.000 euros.

All of this is about 38.000.000 euros and it represents the ADG value for Genoa and for Liguria.

