

Sustainable cruises over lakes, the challenge for Expo

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“Lombardy, with its rich heritage of lakes, river systems and canals earns a top position over domestic and international markets. But a bigger attention and a bigger engagement are necessary to offer products for catching wider flows of tourists.” This is the comment of the Commerce, Tourism and Tertiary treasurer of the Lombardy Region, Alberto Cavalli, after the signature of the registry which regulates the realisation of the excellence project “Waters in Lombardy: rivers, lakes and canals”, supported by Lombardy Region and Varese province, in the presence of the extraordinary commissar of the Province, Dario Galli.

TO INCREASE THE ATTRACTION – The budget of the Lombardy Region for the intervention is 576,000 Euros which the Province of Varese will assign for the creation of the action called: “Touristic tours on cruise between contemporaneity and archaeology over Lake Maggiore and Lake Varese.”

INCREASE IN TOURISTIC VALUE – The Treasurer of Tourism explains that the actions that grow with the project focus on the increase of the local heritage promoting a new way to know and live Lombardy that puts in close connection the waterways with the land ways, integrated tours for the tourism directed to discover both the natural resources and cultural ones, but overall, to extol the character of “green” destination and to the eco-sustainability of the Province of Varese.

SUSTAINABILITY – “The funding of the sustainable navigation,” Cavalli added, “and the soft mobility based on the use of bicycles in recycled material testify a development of a policy connected to environmental sustainability and also a tool for calling international tourists, who are particularly aware of sustainable tourism products.”

PROJECT TOWARDS EXPO – “This agreement,” said the provincial commissioner Galli, “has been persistently cultivated with constant work. I’m particularly satisfied that such consistent resources are made available for a project that looks towards Expo 2015 and values an area of great touristic importance, that is not sufficiently known.” “This initiative,” he concluded, “will find a great support in foreign tourists, in particular in the European ones notoriously aware of sustainability and environment defense.”

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