

PRESS RELEASE

BARCOLANA 55 PRESENTED BY GENERALI: MORE THAN 425,000 PEOPLE HAVE ATTENDED THE EVENT OVER THE TEN DAYS**388,000 ATTENDEES IN THE LONG WEEKEND OF 8 OCTOBER, JUSTONEARTH SATELLITE MONITORING SHOWS**

Trieste, 14 October 2023 - **Over 425,000 people have experienced** the 55th edition of the Barcolana presented by Generali firsthand, be it on land, at sea, or on the Karst. **388,000 attendees took part in the event between 5 and 8 October, including 140,000 people from the local area and over 240,000 from outside Trieste, becoming the absolute protagonists of the Barcolana.**

The numbers regarding the 5-8 October period were confirmed by JustOnEarth (JOE), the company brought to the Barcolana by BAT Trieste and its Digital Hub. Employed by the multinational company to analyse the presence of butts and litter in cities, JOE's AI (which in turn draws information from satellite images and big data) was used to support the organisers and provide a scientifically-based analysis of attendance at sea and on land.

The 388,000 attendance figure over the four-day period stems from big data analysis, while the 425,000 total is a conservative estimate made by the organisers, as explained by President Mitja Gialuz. *"The 55th edition of the Barcolana was a great success for everyone, both on land and at sea. The day after every big event, an estimate of the results is required: we waited to release them in order to be able to use innovative technology and thus have a reliable estimate"* he said. Hence the request to the JOE systems. *"I would like to thank JOE and its President, Daniela Filipaz, who has provided us with data supported by maps. This figure – 388,000 people, 62% of whom from outside Trieste, coming to the city for the Barcolana over four days – holds great value to us: it puts an end to the covid period once and for all and allows us to reflect on how we can innovate and further develop the event in terms of quality and sustainability"*, he added.

"The analysis we carried out," commented JOE President Daniela Filipaz, *"aims to provide event organisers with a realistic estimate of the attendance figures over the days analysed, thus initiating a path of making choices and decisions that are increasingly data-driven."*

The attendance figures were confirmed by further parameters that the Barcolana has received from its event partners. Trenitalia has certified over 50,000 tickets sold over 4 days, of which 28,000 on the Sunday of the Barcolana alone. Other encouraging data that has already been released concerns hotels and holiday homes, which were sold out on Saturday night and registered an occupancy rate of over 80% in the previous days.

"Over the last ten years," commented Gialuz, *"we worked hard to extend visitors' period of stay at the Barcolana in the interest of the local area. The average period of stay is increasing, and we will focus on growing the related events, especially Barcolana Nuota and Barcolana SUP, which have considerable potential. Together with the opening concert, which brought over 10,000 people to Piazza Ponterosso, they can contribute to increasing the attendance during the first weekend."*

Further data concerns the organisational side of the event, which has involved a total of 693 people in ten days, including employees, consultants, staff members and volunteers. In addition to the organisational team, an estimated 1,800 people worked at the stands of the Barcolana Village. *“In addition to these people,” Gialuz concluded, “we must also consider the additional staff recruited by hospitality facilities to manage the increased workload over the long weekend of the event.”*

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