



## Barcolana Experience: Live the regatta from the front row with Musement

Musement's technology enhances the Barcolana50 experience, allowing everyone to be a part of this world famous event.

*Musement, the leading multiplatform service for travel experiences all over the world, is the Official Travel Partner of the Barcolana for the third year in a row. Musement will be offering packages and excursions designed to provide the ultimate experience for this great event.*

**London, 04 July 2018** – Once again Trieste will be the capital of sailing thanks to the famous international regatta, the Barcolana, taking place from 5 to 14 October. Musement has been given the task of optimizing this experience for those involved in the event, both as spectators or participants. Once again, Barcolana50 will bring to its starting line the usual sailing enthusiasts, champions, small family boats and high-tech hulls, as well as many passionate sailors and curious participants.

The great regatta will officially take place on Sunday, 14 October, but starting from 5 October, many events will transform Trieste into a real festival of the sea. The previous edition of Barcolana was a record year with 2,101 registered boats, 25,000 sailors at sea and 300,000 spectators on the ground. This event became the biggest regatta in the world, with the largest number of boats at the same starting line.

### The Barcolana Experience for everyone

Musement, in partnership with Barcolana and with the technical collaboration of Cividin Viaggi, has launched the Barcolana Experience: a series of activities that can be purchased both on [www.barcolana.it](http://www.barcolana.it) and on [www.musement.com/en/](http://www.musement.com/en/). Among the various experiences, sailing enthusiasts can view the regatta from privileged locations, enjoy boat trips for two or more nights, and take part in exciting tours in the beautiful city of Trieste.

"Barcolana Experience is an extremely important tourism lever for Barcolana" said the president of the Velica Company of Barcola and Grignano, Mitja Gialuz. "It will allow us to link our event to regional initiatives promoting local cultural heritage. Musement has the know-how and expertise to commercialize the event and help our audience find ways to experience the regatta and the city at its best. Spectators can follow the regatta by sailboat, motorboat or even helicopter. Our goal is to organize a great event, but also to promote Trieste and Friuli Venezia Giulia, and create value for the local economy. Trieste is also a gateway to Central Europe."

By renewing the collaboration with Barcolana, Musement once again affirms its role as a tour operator in the world of sports tourism. Its offering is dedicated to a high-profile audience, with experiences ranging from the Giro d'Italia (Musement was the Official Travel Partner for the last three editions), to the best Golf Holidays in seven countries all over the world, and activities tailored to Running and Kitesurfing enthusiasts. This collaboration is possible thanks to the implementation of the Musement widget on the Barcolana website, an essential tool for online sales and distribution.

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"We are proud to be the Official Travel Partner of Barcolana for the third consecutive year", comments **Lorenzo de Salvo, Musement's Head of Sport Area**. "In the last two years we have managed to involve not only sailing enthusiasts, but also people who have taken the opportunity to spend a few days discovering the beautiful city of Trieste and celebrating sailing and culture. Our goal for this year is to enhance this adventure with the launch of the unique Barcolana Experience, created for the 50th anniversary of the event, which combines sport and culture," De Salvo concludes.

## Musement's activities

Musement offers numerous options for the Barcolana. Some of the activities below will be available in the following weeks on Barcolana.it; its range will be continuously updated alongside the new Barcolana Experience. There are three main areas of interest. The **Experience Race** makes it possible to directly participate in the Barcolana regatta, by purchasing a seat in a boat or an entire boat for Sunday, 14 October or for 2 days (Saturday and Sunday). **Experience Watch** lets customers watch the regatta from different view points: a helicopter, dinghy, motorboat with brunch on board, along with several terraces overlooking the sea. Finally, through **Experience Waiting la Barcolana & Tours** you can experience the spirit of the Barcolana, as well as various tourist activities around Trieste during the week of the event, before the regatta starts on 14 October. In addition to this, all customers will receive a special gift to remember Barcolana50.

## Experience Race

Sleep in the boat and take part in the regatta (13-14/10). Boat transfer to the Barcolana dock, skipper, complete set of sails, welcome drink in the Gulf, overnight stay in the boat with breakfast, packed lunch during the regatta and insurance.

The regatta while on board of a super maxi (14/10). Reserved parking, complete crew uniform, assistance and insurance.

Take part in the regatta boat with skipper (14/10). Boat transfer to the Barcolana dock, skipper, complete set of sails, packed lunch during the regatta.

## Experience Watch

The regatta from the helicopter (14/10). 12-minute flight including embarkation and disembarkation, briefing before departure, assistance, transfer to helicopter departure point, flight certificate and insurance.

The dinghy boat race (14/10). Ability to follow the event aboard a dinghy with drivers from the race course. Includes assistance, support and insurance.

Barcolana Watching - follow the regatta from a motor boat (14/10). Follow the regatta by boat, live news on-board the regatta, snacks on board and assistance. Boarding 8.30am, disembarkation 1 hour after the arrival of the first participant.

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Barcolana in the Pier terrace (14/10). Opportunity to watch the Barcolana from a terrace by the sea (Terrazza Pier), starting at 10am with coffee and brioche, followed by buffet lunch on the terrace / veranda with a large screen to follow the race.

Barcolana on the Sticco terrace (14/10). Opportunity to experience the Barcolana from a terrace by the sea (Stabilimento Sticco) from 10am with coffee and brioche, followed by a buffet lunch on the terrace / veranda with a large screen to follow the regatta, Barcolana Experience Gift.

## Experience Tours

Aperitif and boat ride (9-10-11-12 / 10). One hour and a half tour of the Gulf with aperitif / snack and insurance - 4 departures per day: 10.00-11.30 or 14.30-16.30.

Barcolana dinner party on motorboat with fireworks (13/10 - boarding embarking at 8.00 pm). Cruise in the Gulf of Trieste, illuminated by the lights of the lighthouse, the boats of Barcolana and the city. Fireworks show at 10pm. During the cruise there will be a buffet with a tasting of typical wines and music from 9:30pm. The motorboat returns at 11pm.

Trieste by helicopter (12-13 / 10). The chance to watch the regatta from a helicopter. The package includes a 12-minute flight including boarding and landing, information briefing before departure, assistance, transfer to the helicopter's departure point, flight certificate and insurance.

Walking Tour with Wine and Food Tasting (13/10). A walk in the city accompanied by a guide. From Piazza Unità to Cavana, with its narrow streets and antique shops, the Arco di Riccardo and then the city center between the Saba library and the Curto Bridge. A stop with a tasting of typical local produce at the Theresia Mittel Bistrot, in the heart of the city.

Walking Tour with stories and coffee tastings (13/10). Meet at the Barcolana Experience stand for a guided walk in the city. From Piazza Unità walk to Cavana, the Arco di Riccardo, the city center between the Saba library and the "Ponte Curto" Bridge. During the visit, stop in a historic restaurant for stories and a coffee tasting.

Tasty bus Collio (12/10 - 9.00-13.00). A tour to discover the beauty and flavors of Collio. Visit Cividale, with the Longobard Tempio, Unesco Heritage in Friuli Venezia Giulia, followed by a stop at the magnificent castle of Spessa, visit of the historic wine cellar and wine tasting in the prestigious cellars of the Castle. The package includes bus transfer, visit of the Lombard temple (admission included), visit and wine tasting at Castello di Spessa.

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## Who is Musement

Musement is a travel companion and personal digital concierge service for tourist activities and bookings around the world, now available in over 1000 destinations and 70 countries. The service was created with the idea of helping travelers discover and book experiences, wherever they go, giving them access to a world of activities and making them feel like in their own city. Musement offers content and booking options in more categories - from museums and guided tours to food and wine experiences through different touchpoints: the websites and the B2C apps of Triposo and Musement and the joint B2B APIs. Musement is based in Milan (HQ), Barcelona, Dubai, London, New York, Paris and Amsterdam. Musement is certified Great Place To Work® and is present in the top 20 of Best Workplaces® in Italy. Musement is available in 8 languages: English, Italian, French, Spanish, German, Portuguese, Russian and Dutch on [www.musement.com](http://www.musement.com), iOS and Android.

## Who is Barcolana

Barcolana is the largest regatta in the world, with 2,100 sailing boats participating in the Gulf of Trieste every year on the second Sunday of October. Now in its 50th edition, it has seen an exponential growth linked to the development of a Festival of the Sea in the city, capable of bringing together over 350 thousand people for maritime culture, enogastronomy and sea sports related activities. Barcolana is organized by the Velica Company of Barcola and Grignano.

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