



## PRESS RELEASE

### BARCOLANA SPECIAL EDITION: A GRAND CELEBRATION PROMOTING BARCOLANA AND TRIESTE

*Trieste, 7 March 2025* – A grand celebration, a major boost to the event's image, and the early launch of the promotion for Barcolana 57. **The organisation of Barcolana Special Edition has proven to be an outstanding opportunity for visibility**, not only strengthening the bond between the sailing clubs that participated in the Boat Parade but also bringing together the rowing community and powerboating enthusiasts. The live broadcasts on Rai Uno (1.3 million viewers with a 12.2% share) and Rai News (over 120,000 viewers) promoted both the city and Barcolana, **while the stunning images of the Boat Parade, the Amerigo Vespucci ship, and breathtaking aerial shots by photographer Massimo Sestini at 3,500 feet dominated social media, quickly going viral**. On Facebook, Barcolana's native content reached over 1.9 million users, generating more than 2 million impressions. The Barcolana Instagram channel also captured significant attention, with 1.97 million impressions and exponential community engagement. The most-watched social media video related to Barcolana Special Edition garnered 3.6 million views in just two days.

In terms of **press coverage**, a total of 770 articles and news pieces were published in Italy about Barcolana and Vespucci. **A particular highlight was Barcolana's live streaming on social media, which used Rai's international signal and an innovative system to broadcast in both 16:9 and 9:16 formats on Instagram, YouTube, and Facebook, reaching over 31,000 viewers live**, with many more watching post-event. The official hashtags #barcolanaspecialedition and #barcolanaboatparade achieved an impressive 130,000 interactions, reflecting the extraordinary digital participation and public interest in the event.

*"This was an event that will go down in Barcolana's history. The Amerigo Vespucci received an unprecedented welcome, a heartfelt embrace that testifies to the deep connection between our regatta and the great maritime tradition,"* said **Mitja Gialuz, President of the Società Velica di Barcola e Grignano**. *"Organising Barcolana Special Edition was a great honour. Our goal was to pay tribute to the Vespucci by creating an unforgettable moment, and thanks to the enthusiasm of the sailing community and the public, we can proudly say we achieved it. The extraordinary image of the Amerigo Vespucci escorted by hundreds and hundreds of boats in the Gulf of Trieste will remain in the hearts of all who took part in this celebration."* *"A special thank you," Gialuz concluded, "goes to all the participants, both at sea and on land, whose passion made this event truly unforgettable, as well as to all the clubs that contributed to the success of this special edition of Barcolana. Trieste has once again proven itself as the capital of sailing and maritime culture, offering the Vespucci an extraordinary and unprecedented welcome."*

[Selection of Barcolana Boat Parade photos](#)



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***Photo and video credits – Barcolana Special Edition project***

*Videomakers: Daniele Baxa, Lorenzo Sironi, Marco Zappa. Drone operator: Pietro Rizzato. Photographers: Mitja Emili, Gabriele Crozzoli. Coordination: Lorenzo Biaggi.*