



Alessandro Menozzi expounds on the new Porto Mirabello in the Gulf of La Spezia

Porto Mirabello is a new upscale state-of-the-art marina development in the Gulf of La Spezia. Inclusive of a shopping centre with over 30 shops, bars, restaurants and a lovely 25-meter swimming pool, the marina is strategically positioned in the northern Tyrrhenian Sea, and presents both a perfect destination and an ideal launch pad for cruising to such places as Monte Carlo, Corsica, Elba, Capri, the Amalfi coast, and Porto Cervo.

Thanks to the perspicacity and tenacity of CEO Alessandro Menozzi, the harbour development project –that had been 30 years in the making— finally came to fruition. Menozzi, new to the yachting world, worked tirelessly to conquer the numerous bureaucratic barriers and restrictions that had been a stumbling block for years. “Although I have never owned a boat, instinct kicked in,” says Menozzi. “I met the owners of this project and took over the company with the help of a bank. I jumped in headfirst, fuelled by the big picture, totally oblivious to the investment required and without any knowledge of the industry.”

Menozzi continues, “I started visiting dozens of marinas, pretending to be a client, trying to learn and ‘borrowing’ others’ experiences; I was young but the fear of failure and the hunger for success ensured that Porto Mirabello was born in less than 24 months proving that speed records can be set in Italy! During

the construction, I was already signing the berths’ purchase contracts, with the aim of paying back the bank loans. Speed was an imperative! My dream came true, and Porto Mirabello was built in record time in full respect of nature and the environment. The marina was awarded the Blue Flag for meeting the strict criteria for water quality, environmental education, environmental management, and safety.

Our hospitality starts from the moment a yacht is dockside. We have beach umbrellas and deck chairs on the docks and a dedicated concierge service to take care of all our guests’ needs. Additionally, there is a shipyard inside the marina, that can manage work and maintenance on medium–size yachts as well as the possibility to conduct some ‘soft refits’ while remaining in place at the berth (a popular and distinguishing option offered by our marina —

especially during low season). Last summer, Porto Mirabello received the first ever ‘Luxury’ label from the MaRINA Excellence certification scheme by Rina, the organization that judges services offered by tourist marinas in terms of sustainability, hospitality and exclusivity. The excellent rating obtained during the evaluation of Porto Mirabello is the result of attention to details and quality, such as hospitality, security, privacy and additional services dedicated to superyacht owners.

Porto Mirabello is one of the few facilities in the Med able to welcome superyachts up to 140 meters in length. Furthermore, we have just restyled a dock that allows us to have the extraordinary number of 17/18 berths from 50 to 140 meters, all on the same quay. Portovenere, Cinque Terre and Portofino are accessible by sea. Also, visitors can access Forte dei Marmi and Versilia as well as Pisa, Florence, Siena, Milan, Modena and Bologna by land. Our concierge can arrange everything from wine tastings, to treks to mountain bike tours. Plans are currently under way for a five star luxury boutique hotel offering luxury suites with 360° views over the town and gulf.

As you can imagine, the list of illustrious yachts we have hosted is quite extensive. Among other Oceanco’s we have welcomed 106.7m *Black Pearl* and 89m *Amore Vero*, and are happy to welcome more!

Portomirabello.it



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