

## Sea.

**16** kilometers of coastline, **250** establishments, **1.200 hotels**, **16 million** presences per year. These are the numbers of seaside Rimini, the one best known and most imagined, although not everyone knows how much it has changed and how, especially in recent years, thanks to a strategic plan centered on the quality of the offer, urban regeneration and the environment. Hotels have changed, where the original imprinting of authentic hospitality is always present but many have become interpreters of the urban renaissance of the city, leaving room for innovation and creativity, design and research. The baths have been transformed, becoming true containers dedicated to wellness, from dawn to after dinner, with whirlpools and fitness areas, the chiringuito and gourmet restaurant, beach tennis courts, sup at sunset, and yoga by the sea. But above all, it is changing the waterfront, one of the most important and ambitious redevelopment projects. Just a stone's throw from the Grand Hotel in the summer of 2020, the **Parco del Mare** (Sea Park), the first stretch of the city's new waterfront, was inaugurated: away with concrete, parking lots and cars to give way to a pedestrian promenade overlooking the beach, including green oases, bike paths, inclusive play areas, an en plein air gym with Technogym equipment, the Rimini Beach Court, a super-colorful basketball court. This first stretch was gradually joined by other kilometers to the north and south, with free wi-fi, fitness islands, fountains and water games, special spaces dedicated to sportsmen, families, and the very young, such as the **Foresta del mare** (Forest of the Sea), a space inspired by Gianni Rodari's nursery rhymes, with lighted and sounding sardines, swings, slides, small boats, telescopes, strawberries and shells. Among the most innovative installations is the **Wellness Tree**: 7 meters high and located in Piazzale Kennedy, it is a one-of-a-kind, 100 percent sustainable piece and has already become the icon of the Mediterranean's largest open-air gym. In the heart of the Parco del mare is the **Belvedere**, a terrace that overlooks the Park and the horizon and that, thanks to an original architectural intervention, hides inside it a state-of-the-art hydraulic system that protects water quality and bathing. A true green revolution, under the banner of sustainability and quality of life for citizens and guests. A revolution that has also involved the beaches, which are increasingly ecological and include separate waste collection and plastic free as well as a ban on smoking on the shoreline. And if the wind of change is blowing strong, there remain some fixed points that are instead unchanging. The Rimini Riviera has the safest beaches in Italy, constantly supervised by lifeguards, a veritable institution: a baywatch turret every 150 meters watches over bathers' dives all day long, while on the beach safety has always been the responsibility of the careful organization of our lifeguards, who guarantee serene and risk-free vacations.