

Sunflowers and Superyachts. Cruising under the Tuscan Sun

We caught up with Paolo Vannucci in his office today to talk business post-COVID, the upcoming Med season, and the future.

The Vannucci Group is a veritable institution in Italy and will shortly celebrate its 200th anniversary. This six generation family of marine agents are synonymous with all things Tuscany and yachts. Based in Viareggio they serve the entire Tuscan coast and further afield. It is the perfect location for a stopover during a summer cruise or to get some high-quality refit work done in the winter. In just a short few decades Viareggio has transformed from a small fisherman's village to being center stage of this industry.

What will happen this summer:

Italy was one of the first countries in Europe to be hard hit by Covid 19. It has now been heralded in the international press as one of most well managed throughout this health crisis. While locals will debate about specific aspects of how this pandemic have been handled, the overall situation is becoming more positive by the day.

Paolo told us, "We have had a lot of inquiries so far and boats are moving up towards the Monaco Gran Prix and will be coming down the coast shortly after. I think we will have a season very similar to last year. We worked well and served a lot of yachts both in the marinas and at anchor." Regulations are changing weekly with more restrictions expected to be eased in the coming weeks so check in with Vannucci for the latest updates.

They know Tuscan everything...

For most foreigners, the region of Tuscany IS Italy. Whether you're talking about rolling hills dotted with Chianti grape varieties, a juicy Florentine steak, or many of the peasant dishes now part of Italian haute cuisine, Tuscany is undoubtedly a foodie paradise. Vannucci is able reach yachts along the coast with fresh provisions via land or water with their fleet of tenders.

Personal chefs provide custom created cooking experiences for guests. Bespoke excursions are a fan favorite with owners and guests throughout the Tuscan countryside for wine tasting. With overwhelming cultural offerings and artisanal boutique shopping, there is something for everyone. "Viareggio is strategically located. Pisa, Livorno, and Lucca are just a short drive away. Florence and Siena are easily reached as well," Paolo said.

What's new?

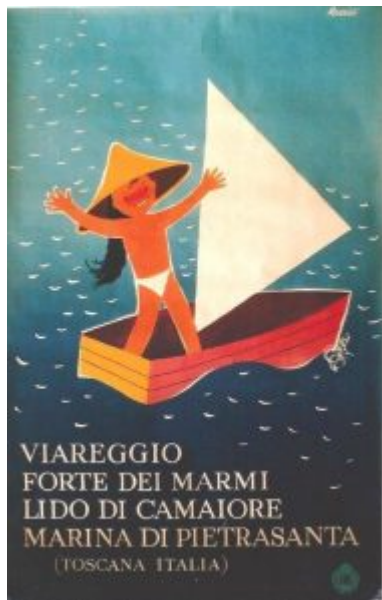
Vannucci's core business continues to be yacht agency services. However they are also a full service fuel trader and have a large and well organized provisioning and concierge division. The Group is continually reinforcing their offerings both in scope and breadth. "We pride ourselves on giving guests that once-in-a-lifetime experience. Whether it's an after hours private tour of an historical site or a private shopping experience, we are continuing to add new offerings to wow our yachts and guests," Paolo told us.

"We have also just joined AYSS and feel this is a significant step in our growth. We think it is important to support and be supported by other marine agents in this industry. Particularly in areas further afield where we do not operate, we appreciate the opportunity now to recommend one of the other vetted agencies to our clients," Paolo explained.

Cruising this summer in Italy? Paolo and his team would love to assist you! <https://www.vannuccigroup.it>

For more on AYSS and their member agents: <https://ayss.org>







Read more Superyacht industry news [right here!](#)