MIND THE ACCESSIBILITY GAP!
Rethinking Accessible Tourism in Europe

6 June 2014
Charlemagne Building Bruxelles

TRENTINO MONTAGNA
ACCESSIBILE

PROVINCIA AUTONOMA DI TRENTO

Web-site: www.accademiamontagna.tn.it
Trentino has a surface area of 6,212 sq. km, 530,000 inhabitants, 84.5 people per square meter. More than 70% of the area is covered by forests and pastures, 16% is rock, glaciers and snowfields. 17% of its territory is protected environment. 28% of the GDP is from environment and sport related tourism. There are 49,000 small to medium size businesses.

There are approximately 1,500 hotels, which together with other hospitality options (B&B, guesthouses, private lets, holiday homes) can accommodate a total of 160,000 people.

Trentino offers more than 500 km of runs for alpine skiing, connected by 236 lifts, 520 km of trails for cross-country skiing and 510 km of cycle ways designed for families, and a similar number of routes for mountain bikes.
**PROJECT GOALS**

*To define Trentino tourism with a **HIGH QUALITY STANDARD IN ACCESSIBLE TOURISM**

*To allow **EVERYONE** to enjoy a holiday in Trentino

*To attract **NEW** guests/visitors

The Trentino region created **three quality trademarks** concerning accessible tourism. The first trademarks registered and acknowledged by public institutions, planned and built together with all interested parties.
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Information
- Accessible website
- Info book
- Accessible Trentino app

Transport
- To get to destination
- During the event
- Reserved parking spaces

Premises
- Accessible refreshment stands with special menus
- Selected hotels

Accessibility
- Box seats
In every area of the event

Volunteers
- 200 trained volunteers to welcome disabled people

Training
- Schools and business categories

Sport during the event
- Sport activities for disabled people
Utilising a geolocation system it allows the disabled person to choose the type of premises and know the accessibility standard available.

- 1300 uploaded premises
- Trustworthy facts due to surveys by organizations of disabled people
- Possibility of creating a user profile
- Tips on the best routes

**Incredible Future Development and Use Potential**
FIEMME WORLDCUP 2013 IN NUMBERS

250,000 spectators;
600,000,000 TV audience worldwide;
800 TV and radio accredited operators;
450 journalists;
150 photographers;

21 events with medals awarded;
650 athletes;
62 attending nations;
500 technicians;
1,200 involved volunteers.

MORE than 400 disabled people involved

THE FIRST CERTIFIED EVENT...AND THE BEGINNING OF A NEW WAY
PROJECT OUTCOMES

TRAINING ON ACCESSIBLE TOURISM IN HOSPITALITY SCHOOLS
About 1000 students

ARTISANS ASSOCIATION
Training module on “Accessible building”

NEW LOCALIZED PROJECTS FOCUSING ON ACCESSIBLE TOURISM
> surfacing
> elevation profile
> support structures
> duration

NEW ACCESSIBLE AREAS

ACCESSIBLE WALKWAYS
Per un Trentino accessibile

La vacanza in Trentino è per tutti!
- Dare informazioni aggiornate e precise sull’accessibilità del territorio.
- Rendere fruibili i siti web per tutte le tipologie di utenti e disabilità.
- Certificare hotel, agriturismi, case e appartamenti per fornire informazioni dettagliate sull’accessibilità delle strutture.
- Questi gli obiettivi principali del progetto Trentino per Tutti

Specialization and development of the OPEN hospitality offer

150 ski instructors trained to teach disabled people
THE OPEN TRADEMARK
OUTCOMES

HOTEL MULTILEVEL
- Gold
- Silver
- Bronze

FINANCIAL CONTRIBUTIONS
to businesses with the OPEN trademark

SOCIAL
- Cultural enrichment of residents
- Respect of citizenship rights
- Improved life quality for the entire population (people temporary or permanent disabled, mothers with strollers, children, etc.)
- Voluntary associations taking on a primary role and being valued
- Social inclusion

ECONOMIC
- Trentino being more competitive on the tourism market
- Longer tourist seasons
- New target market
- Boost to local economy in the areas where Open projects are developed (work for local craftsmen to eliminate barriers, welfare services and civil engineers)
- Income for the disabled people associations that support the projects
Video with audio description for the visually impaired and Subtitles for the deaf
blind and visually impaired people can now easily and safely travel thanks to

www.ttesercizio.it
Now impaired people can help other people

Fantastic!