



# A vacation tailored to everyone!

People with accessibility needs  
or disabilities  
who travel are **tourists**

Roberto Vitali  
co-founder CEO Village for all V4A  
[www.villageforall.net](http://www.villageforall.net)



A ciascuno la sua vacanza!  
A vacation tailored to everyone!

## Chi Siamo - Who We Are

We started since 2008 as a social project and evolved into a consulting company specializing in tourism innovation, with a focus on Accessible Hospitality and Inclusion.

Our services

Audit to assess for different types of needs

Develops customized growth pathways for Tourism businesses

Training for staff

We transform people with disabilities into empowered consumers

We transform the constraints in opportunity for Tourism industry



Roberto Vitali



Silvia Bonoli



# Accountability by



CON IL PATROCINIO DI



La Girobussola



ASITO.I.  
ASSOCIAZIONE ITALIANA  
OSTEOGENESI IMPERFETTA





# How you see these guest



**we imagine**  
**20%**

**but...**  
**80%**





# Our new point of view



We set the attention to accessibility needs

Mobility disease  
Sensory disease  
Cognitive disease

We must focus on the needs, not the origin

People with accessibility needs do not  
always have a disability



People with **accessibility needs**  
or disabilities who travel **are tourists**

ACCESSIBILITY  
STANDARD



Vs



Design for All

Inclusione



# What the numbers tell Us



## Italy

**7,6 milion**

persons with disability certifications

**12,83% of italian population**

**12,6 milion**

persons with access needs

(with limitation in daily activity along 6 month)

## World

**1,3 bilions**

persons with disabilities

**17% world population**

## Europe

**34%** elderly people/over 65

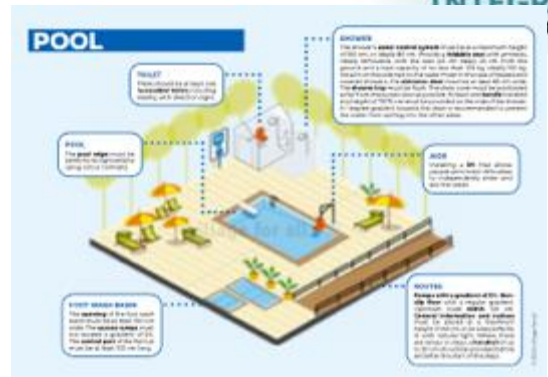
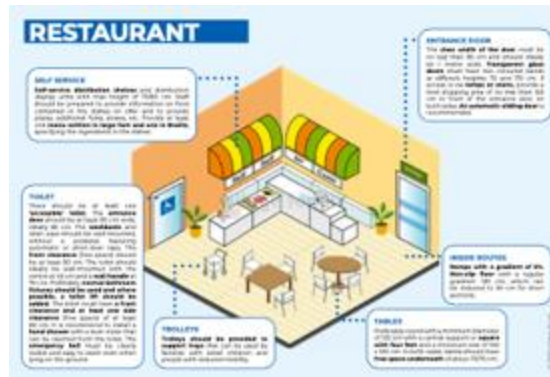
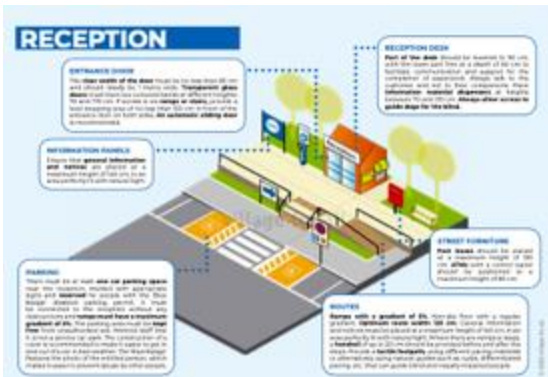
by 2050



Croatian  
Camping  
Union



NADA  
AKTIVNOST  
SIGURNOST  
UKLJUČIVANJE  
POTREBA  
SPOSOBNOST  
DOSTUPNOST  
SKRB  
TURIZAM  
ZA SVE  
JEDNAKOST  
PRIHVACENOST  
INTEGRACIJA  
FALNOST  
POŠTOVANJE  
LJUBAV  
RAZ  
PAŽNJA  
KONTAKT  
ZAJEDNIŠTVO  
ZELJA  
OSMIJEH  
BRIZNOST  
MIR





**Camping Valkanela**  
Croatia, Vrsar  
Pets allowed • Inclusive games • Special Dog



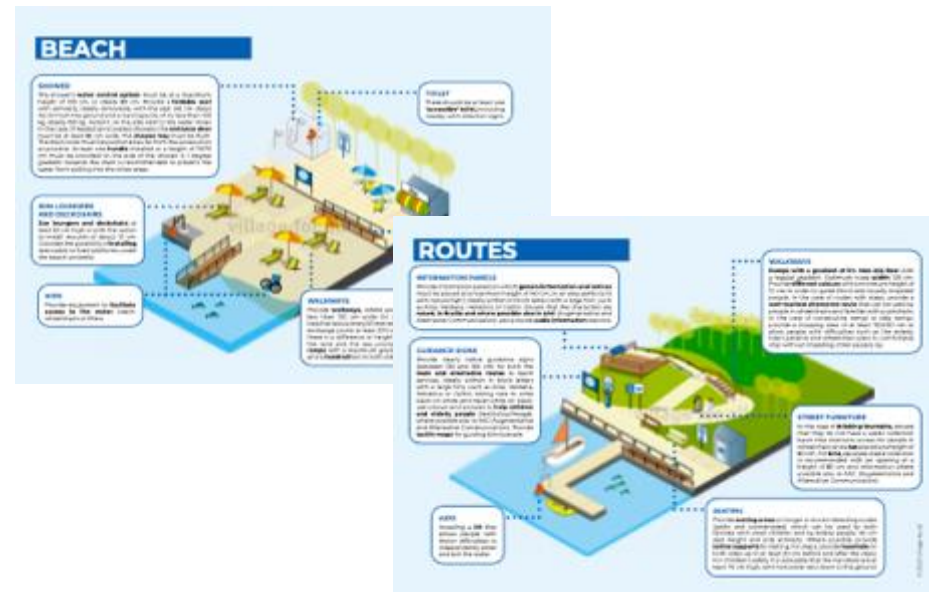
**Camping Cikat**  
Croatia, Mali Lošinj  
Pets allowed • Bathroom equipped with grab bars • beach wheelchair • Facilities for children under 3 years • Raised sun loungers • High chair • Induction system • Pool lift • Special Dog



**BiVillage Holiday Centre**  
Croatia, Fažana  
Pets allowed • Bathroom equipped with grab bars • beach wheelchair • Equipment for children under 3 years • Roll-up pathway • High chair • Induction system • Pool lift • Special Dog



**Camping Kovacine**  
Cres, Croatia  
Pets allowed • Accessible gym • Pool lift • Special Dog







# Why invest in Accessible Tourism



*New quality standard  
for all*

## **Better Communication**

objective information about their accessibility

## **Better Hospitality**

training prepares entrepreneurs and their staff to meet accessibility needs

## **Better Accessibility**

through aids, tools, and interventions, including organizational measures, to ensure optimal accessibility

**Better Perceived Quality** by all guests

**Better Recognition of their Offer**

**Access to a New Market**

which currently has very limited offerings

**Accessibility and Hospitality**

deliver significant economic and communication results



# Accessibility and Inclusion Development strategy



**Social impact**

The destination is a  
system of  
Hospitality



**Where the persons with disabilities  
goes on Holiday, can WORK!**



A ciascuno la sua vacanza!  
A vacation tailored to everyone!

Thank You

[www.villageforall.net](http://www.villageforall.net)

FB @villageforall

IG @Village\_for\_all

[info@villageforall.net](mailto:info@villageforall.net)



Roberto Vitali



Silvia Bonoli