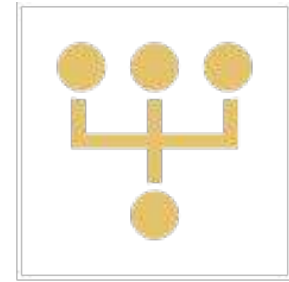




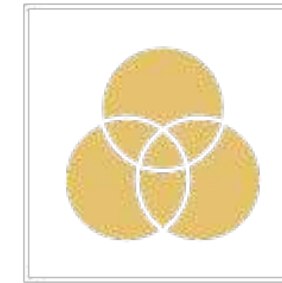
**COMMUNITY ENGAGEMENT &
RESIDENTS' QUALITY OF LIFE IN TRENTINO DESTINATION**

OUR VISION



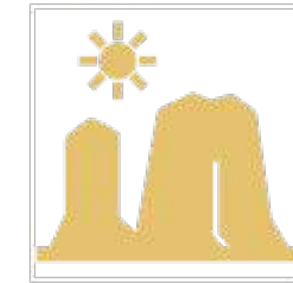
AUTHENTIC

Able to start
from us,
our local
community



BALANCED

Capable of
mitigating
excesses and
seizing
opportunities



LONG LASTING

Able to look to
the next
generation

MACRO OBJECTIVES

A **sustainable and accessible** Trentino

An open year-round Trentino: vibrant and welcoming

Aiming for better bed occupancy rates over the medium term

Ratio of residents / tourists

A robust and competitive **digital ecosystem**

An efficient and **coordinated tourism organisation**

OUR VALUES, THE CORE OF OUR POSITIONING

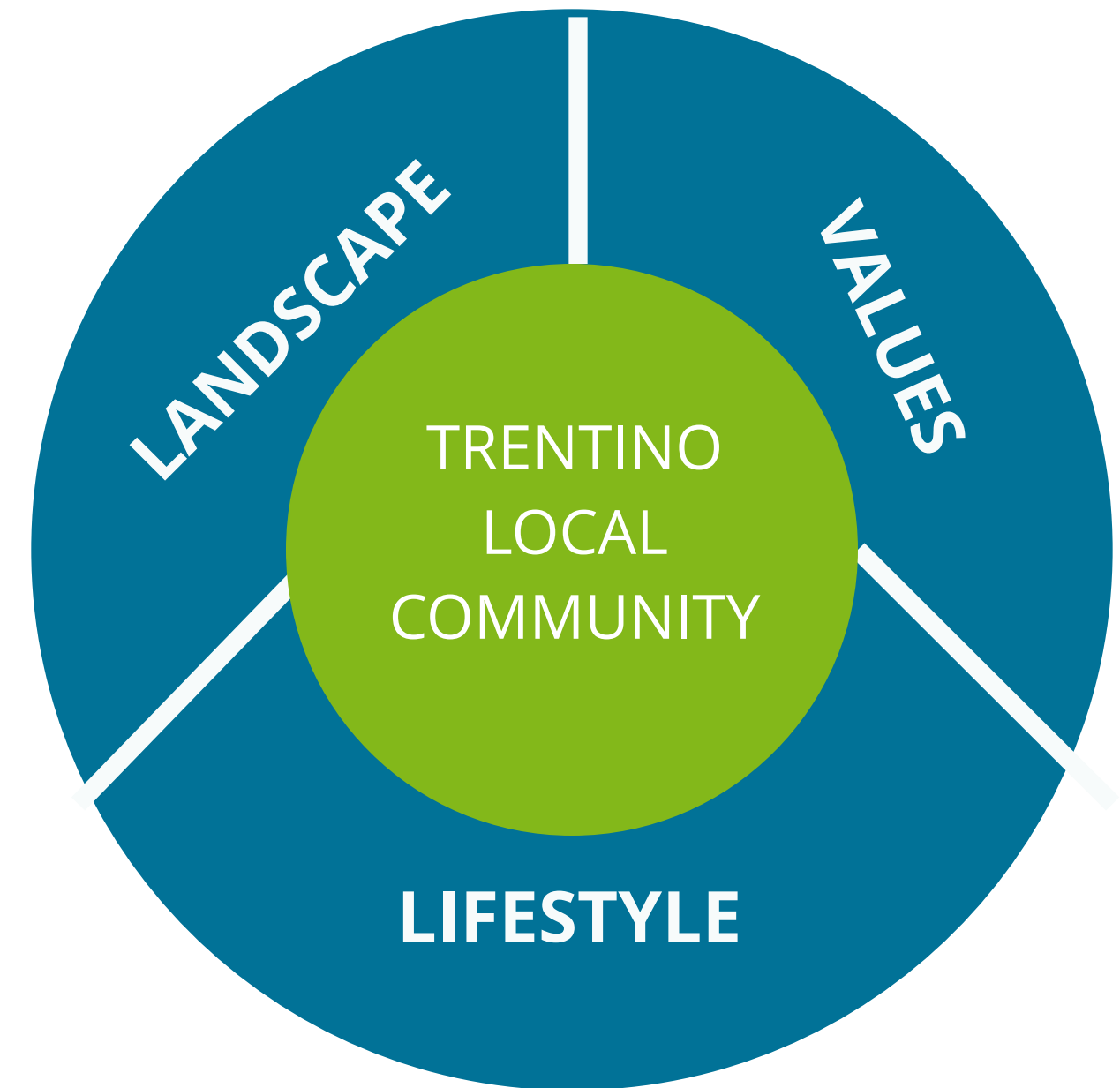


Tourism product development and communication are based on the same values

We start from our local community and the elements it expresses:

Landscape, Values, Lifestyles

which also intersect with the ESG criteria of Sustainability that we are now trying to promote throughout the Trentino region also through certification according to the GSTC standards.



EXAMPLES OF COMMUNITY ENGAGEMENT & RESIDENTS' QUALITY OF LIFE

LOCAL COMMUNITY, Volunteering and Cooperation

ACCESSIBILITY, Trentino Open

TAKE CARE AND SENSE OF LIMIT, Carrying Capacity



LOCAL COMMUNITY

VOLUNTEERING AND COOPERATION

Trento, European Volunteering capital 2024

Happy People, because social interactions and collective engagement significantly enhance our serenity and satisfaction. It goes beyond merely aiding the vulnerable and the young, cleaning up our neighborhoods, or culturally enriching the city. Through these actions, we also find profound gratification.

Pro loco (from the Latin 'in favour of the place' are local associations, created with the aim of promoting and developing the area. First one in Italy has been founded in Trentino region.



www.trentovolo.capital

*Condividere la felicità
significa moltiplicarla*

Ludovica Maria F.



ACCESSIBILITY - Trentino Open

The I Suoni delle Dolomiti Festival has a special focus on inclusivity.

Specifically, four concerts allow people with disabilities to enjoy a unique experience surrounded by the beauty of the Dolomites.

People with motor disabilities have access to a dedicated chaperone service from the parking area to the concert venue. This service is provided by trained personnel and supported by sustainable, inclusive transportation options.

People with hearing impairments can enjoy full immersion in the event thanks to the Italian Sign Language (LIS) interpretation service and to the Subpac: a high-tech backpack that uses an audio-tactile system to transfer a low-frequency response directly to the listener's body, for a unique sensory experience.



TAKE CARE AND SENSE OF LIMIT



CARRYING CAPACITY AND HOTSPOT MANAGEMENT: A DATA DRIVEN PROJECT ON THE MOLVENO AND TENNO LAKES

Tourism Carrying Capacity is defined by the World Tourism Organization as:

The maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction.



TAKE CARE AND SENSE OF LIMIT

CARRYING CAPACITY AND HOTSPOT MANAGEMENT:

A DATA DRIVEN PROJECT ON THE MOLVENDO AND TENNO LAKES

Study Subject: assessing the carrying capacity of Molveno and Tenno Lakes, perceived as tourist hotspots

Study Methodology: analysis of concrete data, including: Lake visitors' questionnaires, ISPAT and ISTAT data, Vodafone Analytics data, car and people counting sensors, surveys carried out by APPA and QSA about noise pollution and air quality, parking data analysis

Aim of the study: to develop or refine a new lake management model that preserves a high-quality guest experience while also safeguarding the local environment and enhancing the quality of life for residents.

TAKE CARE AND SENSE OF LIMIT

CARRYING CAPACITY AND HOTSPOT MANAGEMENT:

A DATA DRIVEN PROJECT ON THE MOLVENO AND TENNO LAKES

Study outcome:

1. There is currently no significant drop in guest satisfaction
2. There is currently no 'urgent' environmental degradation
3. The lakes experience high visitation from day trippers and destination guests alike. The combined influx often leads to peak times that can strain the system.
4. There is still ample room for distributing flows over June and September
5. An excessive number of people are arriving at the lake by car, with traffic and parking issues now being critical concerns also by local community

Next steps:

Gathering community feedback

Study of the parking reservation system and improvement of the road system

Implementing seasonal adjustments



TRENTINO

BREATHE, YOU'RE IN TRENTINO