

V4A® International Quality Brand Hospitality for All

Born in 2008



#Hospitalityforall #OspitalitàAccessibile #V4A #Accessibileèmeglio

Roberto Vitali
CEO & Founder V4A®

A recognized Brand

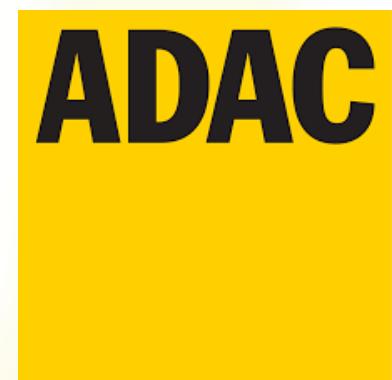


Marchio Qualità Internazionale Ospitalità Accessibile
International Quality Brand Hospitality for All

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Ministro del Turismo



Vision & Mission by V4A®

VISION di V4A®

Disabled people who travel are tourists as well

MISSION di V4A®

Everybody Holidays

OUR VALUES byV4A®

Competence Experience Reliability

CONTINUAL IMPROVEMENT OF QUALITY IN TOURISTIC CHAIN

Accessibility is an extraordinary complexity



Everybody Holidays



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Destination Management Organization

HOSPITALITY SYSTEM

ONLY IF YOU KNOW THE NEED

YOU CAN BUILD

FOR ALL

SERVICES
TRANSPORT
ENTERTAINMENT
CULTURE
LOCAL TRIP
SHOPPING
SPORT
LEISURE
ACCOMODATION
TRAVEL



***"La forza della catena
è nell'anello debole"***

***The Chain's Strength
is in the weak ring!***

Roberto Vitali ©



UNWTO Ulysses Award
for Innovation in technologies for tourism



Ministero dello
Sviluppo Economico

Patent - Attestato di Brevetto

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Maps with measurements (for bathroom and room)



www.V4A.it

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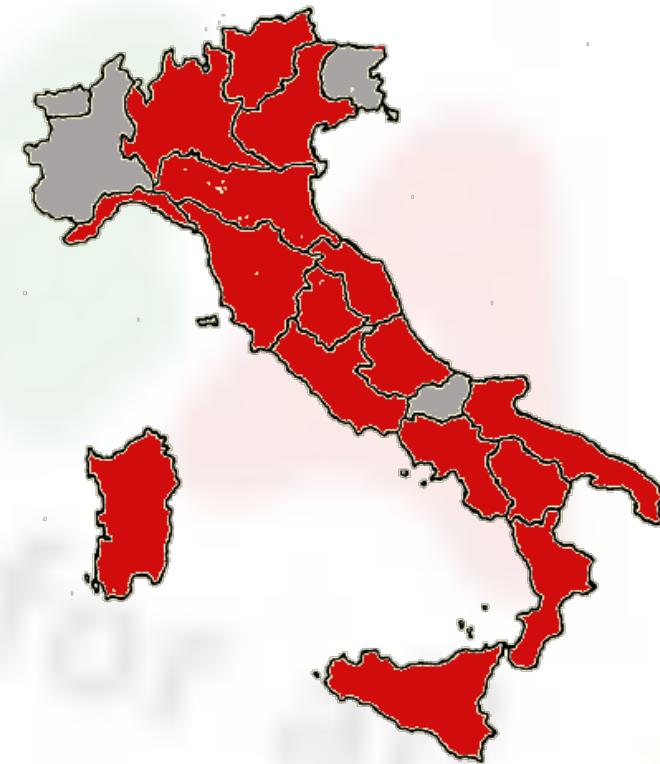
Maps of distribution

Roberto Vitali ©



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Over 60 Turistic Structure with V4A® Label in Italy



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Other Touristic Projects for creating the Accessible Destinations we worked

Veneto



Emilia Romagna



Other Touristic Projects for creating the Accessible Destinations we worked

San Marino



Marche



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Other Touristic Projects for creating the Accessible Destinations we worked

PUGLIA FOR ALL



EXPÒ 2015



www.expofacile.it

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Other Touristic Projects for creating the Accessible Destinations we worked



www.itinerariaccessibili.it



**Cultural Heritage Routes
in Italy**



Ferrara



Padova



Other Touristic Projects for creating the Accessible Destinations we worked

RETE TURISTICA ITALIA JONICA

Italia Destination Management Organization



*Italian District
Accessible Tourism
the first DMO involved
in Accessible Tourism*

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In our experience

we need an European Tourism **Sustainable, Responsible and “For All”**

for reach **this goal**

we need the ***reliable information*** for enabling this tourists

we don't need

"declaration of accessibility for kind of disability"
patent for "respect the architectural barrier law"

And remember!

Disabled peoples who make tourism are tourists!

...and where is possible accessible tourism the person with disabilities can work!

Only in this way the Tourism produces **INCLUSION & BUSINESS FOR ALL**

Thank You for your Attention



more info

www.V4A.it | info@V4A.it