

# GITANDO.ALL

Salone del Turismo  
e delle Vacanze per tutti

where the travel begins...

Fiera di Vicenza  
3-6 April 2014



simultaneously with  
**BENÉ**  
sentieri di benessere



FIERA DI VICENZA



REGIONE DEL VENETO

**V4A**  
village for all



Banca  
Popolare di Vicenza  
Sponsor Ufficiale Fiera di Vicenza

## Introduction

- Fiera di Vicenza boasts over 40 years of experience in the world of tourism and outdoor holidays
- In the heart of Veneto, the first region in Italy for its flair for tourism, GITANDO ALL is the meeting place and national reference point for the promotion of the tourism sector.
- GITANDO.ALL offers all facets of tourism
- GITANDO.ALL enables an ever-increasing number of visitors to choose their own holidays from hotels, well-being centres, spas, B&Bs, villas, agritourism properties, campsites, theme parks, or seaside resorts, in Italy or abroad, thanks also to the constant presence of a selection of the sector's publishers.
- The organisation of GITANDO.ALL can boast the collaboration of Village for all - V4A®, the international Quality Brand Hospitality for All which aims at including everyone in tourism and at promoting sport activity for all
- GITANDO.ALL is the first Exhibition in Italy and in Europe dedicated to all people with special needs and their families
- GITANDO.ALL is the first Exhibition in Italy to which the President of the Italian Republic has granted the “Medaglia di Rappresentanza” (Medal of Representation), an award that expresses the consent of the Head of State to the aims pursued by initiatives deemed particularly worthy

## Profile of the Visitors

(edition 2013)

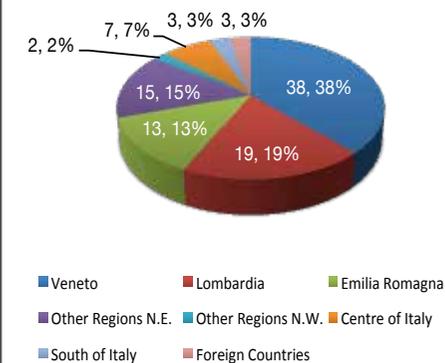
**More than 30,000 visitors in 2013, an increase of +22.6% compared to 2012**

Who visits GITANDO.ALL:

- the public in search of its vacation
- people with disabilities in search for aids for their disability and of holidays in accessible locations and facilities
- professionals
- public administrators
- companies
- educational institutions
- B2B workshop involving 100 buyers from 12 countries invited by Fiera di Vicenza in collaboration with ENIT and the Veneto Region

	2010	2011	2012	2013	2013 vs 2012	2013 vs 2012 %
<b>Visitors</b>	24.381	31.231	24.726	30.312	5.586	22,6%

## Geographical area of origin



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## The Selection of the Exhibitors

(edition 2013)

**262 Exhibitors in 2013, an increase of +34% compared to 2012**

- Who exhibits at GITANDO.ALL:
- companies from: Italy, Austria, Croatia, France, Romania, Slovenia.
- 25 exhibitors coordinated by Confedercampeggio, coming from Croatia, Slovenia, Austria
- at Bené, 50 exhibitors will present wellness facilities and products
- at GITANDO.SPORT, 20 Sports Federations

	2010	2011	2012	2013	2013 vs 2012	2013 vs 2012 %
Exhibitors	225	227	195	262	67	34 %



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## The Acknowledgement of the Institutions

(edition 2013)

### Medaglia di Rappresentanza:

- Since 2009, the President of the Italian Republic has been granting to Gitando all the Medaglia di Rappresentanza

### Sponsors:

- Italian Ministry of Tourism
- ENIT
- Veneto Region



## GITANDO.ALL 2014 • The Exhibition of Tourism

GITANDO.ALL wants to provide a link between the major international buyers and the best range of tourism in Italy so as to enable the final consumer to be swiftly matched up with something from all of these tourist suggestions. Special attention is reserved for all the structures that can offer a high level of accessible service to tourists along with particular care and guidance for the different types of customers.

### Highlights:

- Qualified tourist facilities
- Partnership with Confedercampeggio
- European reference event for accessible tourism
- Innovative network including families, companies, associations, institutions
- Together with the Veneto Region, to promote the presence of all Italian regions and tourism promotion bodies
- Collaborations with new EU countries and with the BRICS countries



## **GITANDO.ALL 2014** • The Stock Exchange of Accessible Tourism (BIFA)

On Thursday, 3 April, the 4th edition of the workshop “Buy Italy for all” will take place, offering Italian sellers the opportunity to meet buyers of the Italian and international market. The workshop is dedicated to the promotion and marketing of Quality Tourism and Accessible Tourism in Italy.

Buyers coming from the following countries will be invited to participate in this Stock Exchange: Italy, Spain, Germany, Austria, France, England, Denmark, the Netherlands, Belgium, Poland, Russia, the United States, Brazil, India, Jordan, Turkey.

The workshop represents the opportunity to enter new markets and develop one’s own potential.

The participating Companies:

- tourist accommodation facilities offering housing and vacation solutions for quality tourism for any tourist destination such as sea, mountain, lake and cities of art without any limitation whatsoever
- tour operators and travel agencies offering packages and proposals of holidays for groups and/or individuals interested in quality tourism and/or accessible tourism
- consortia, cooperatives, associations and foundations promoting services
- companies providing services



## **GITANDO.ALL 2014** • The International Meeting on Accessible Tourism (MITA)

As in every edition, also in 2014, GITANDO.ALL will hold the annual International Meeting on Accessible Tourism during which the following will be presented:

1. some of the Case Histories of the Veneto area in collaboration with and curated by the Veneto Region;
2. some of the Best Practices awarded by the European Union in the Access City Award contest on accessibility;
3. some of the Best Practices of the cities belonging to the League of Historical and Accessible Cities;

The Meeting is organised in collaboration with:

- the Veneto Region
- the European Union
- the League of Historical and Accessible Cities



## GITANDO.ALL 2014 • The Arena for Sport and Leisure

Thanks to the cooperation with the regional branch of CONI in the Veneto region, the area dedicated to sport at the Exhibition will be consolidated, thanks not only to the presence of all the Olympic Federations, but also of all Paralympic ones, which with the support of the Ability Channel, will enrich the exhibition space with events and exhibitions.

The area, featuring a strong experiential vocation, will have among its protagonists, in addition to the exhibiting and sponsoring companies, also several Testimonials that will promote sporting activities to the participating public.



## GITANDO.ALL 2014 • Solutions for All

An exhibition space to gather the works of the best designers, created focusing the attention and approach on the opportunity to use the same without barriers.

The project aims to involve the most representative organisations working on the subject, starting from the design stage - with the involvement of Design For All Italy and of the Association for Industrial Design - until the final stage of realisation of the products with the involvement of national projects of great value, such as “Formedabile” and “Libero Accesso” (the latter curated by Confartigianato Vicenza)

Protagonists of this space will also be Universities, this in order to provide proposals, presentations, studies and researches, or innovative ideas dedicated to the visitors to the trade show.

Special attention will also be paid to the retail system and consumer experience in the store, which often leads the public to select the visited places also based on accessibility parameters. During the 2013 edition, organised in collaboration with Largo Consumo and under the patronage of POPAI, there was a panel discussion of great interest entitled “Retail for All: the Value of Accessibility for a retail experience & fun suitable for all consumers”, which involved speakers coming inter alia from major distribution brands such as IKEA, SVICOM, COGEST Italia, IGD and SISA.



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## GITANDO.ALL 2014 • Bené

- A showcase dedicated to promoting wellness hotels, spa hotels, spa destinations and medical SPAs
- An information space for those looking for a holiday of total relaxation and body care
- An interactive space, the Beauty Garden Relax, where the visitors can try a massage or an anti-ageing treatment, and where to leave a sentence on one's own desire for relax

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## Participation

**Registration Fee:**  
170,00 € + VAT

**Fitted Area:**  
130,00 € per sqm. + VAT

**Area non allestita:**  
80,00 € per sqm. + VAT

**Free entry**

## Contacts

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## Web & Social Network

[www.gitando.it](http://www.gitando.it)



Gitando e Gitando.All - Fiera di Vicenza

**ORGANIZATION:** Fiera di Vicenza S.p.A. - Via dell'Oreficeria, 16 - 36100 Vicenza - T. +39 0444 969111 - [www.vicenzafiera.it](http://www.vicenzafiera.it)

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