Accessible and Inclusive Tourism
in Mountain Resorts
Ulsan, 14 – 16 October 2015
Accessible and Inclusive Tourism

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St. Anton / Lech / Zürs
approx. 60 km

Ischgl 58 km

Sölden / Ötztal 83 km

St. Moritz 118 km

Kaunertal
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Kaunertal: Austrian EDEN AWARD Winner 2013

https://www.youtube.com/watch?v=qEj8bqZNbyU
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The Kaunertal ingredients to success:

**Luck:** a „target group“ discovered us!

**Vision & courage:** 1st Wheelchair Hotel in the Alps

**Strategy:** Accessibility of **intact Alpine nature experiences** as a unique selling proposition (families with small children, „silver travellers“, people with handycaps) and a sustainable win-win-Situation for both locals (especially part-time mountain farmers) and visitors

**Communication:** Accessibility is a main feature on the websites of the Tourism Association and its major partners, but the real success is the mouth to mouth propaganda, which is the most reliable form of advertising – and it doesn’t cost anything!

**Credibility & reliability:** Never make any false promises

**Success motivates:** around 12 % of the 300.000 annual room nights in the Kaunertal region are due to its accessibility
Thank you for your attention!