

A SUSTAINABLE DESTINATION BY NATURE

About us

Our DMO can count on 50 members (municipalities, trade associations, local associations, ...) and manages an area with these characteristics:

- 66,000 inhabitants in 29 municipalities
- 70% average waste separation (over 80% in the largest municipalities)
- electricity production from renewable sources higher than required
- 2.2 million presences per year
- 17,000 beds

Has undertaken a certification process:

- Siena





43 thousand hectares of forests
765 km of trails
2 Blue Flag lakes
100 alpine lakes
100% energy from renewable sources

Choosing sustainability as an added value for the destination was a spontaneous step for these very reasons.

A territory full of resources and made up of people who chose to work on issues related to sustainability, even before everyone started thinking about it.

Being certified is definitely not a goal but a starting point for improving the quality of life of residents, the value of guest experiences, and for preserving the territory of Valsugana and Lagorai.

The process

2017

Sustainability is recognized as one of the destination's priorities. There is a need to enhance what one has and make residents and guests aware of certain values that distinguish Valsugana. The GSTC is identified.

2018

The participatory process begins. Local realities, residents and other territorial actors are involved to understand perceptions and work on improving the matter. The collection of data begins according to the identified standard.

2019

Valsugana is the first Italian destination to obtain a certification for sustainable tourism according to GSTC criteria. This "milestone," becomes a starting point to continue to grow on the issue of sustainability, in all its meanings.

The involvement of Stakeholders -2022-

As we began the certification process, we realized that we needed to work even more closely with local realities and operators to create more coherence and awareness within the destination regarding the issue of sustainability.

There are several actions that we have always implemented: board of directors meetings, shareholders' meetings, discussions with municipalities, local realities and operators. But we are convinced that this is what we need to strengthen in the coming years.



The cooperative engagement

In the past few years we have focused on involving the operators. In fact, we have already developed several activities together with them :

- System projects and communication
- Meetings and discussion sessions
- Targeted communication

However, three years after receiving the certification, none of the destination's facilities are GSTC certified. We want to walk alongside operators to create more consistency and awareness within the destination regarding the issue of sustainability.

CHRONOPROGRAM





Leave footprints
of kindness

A central graphic features two white footprints, each filled with a leaf pattern. The footprints are enclosed within a dashed white circle. The text "Leave footprints of kindness" is written in a white, cursive font around the circle.

VALSUGANA
LAGORAI



Communicate one's value

We know how difficult it is to communicate about the sustainability issue and get it fully understood.

We have developed a kit for operators so that they can convey to guests the added value of the destination, our commitment as inhabitants and users of the area, but most importantly what sustainability means: environment, people, traditions, economy, and so much more.

Leave footprints of kindness



Sustainability is a journey that has no end

Paul Bredwell

VALSUGANA
♥ LAGORAI

#live^{love}valsugana