

Dolomites San Vigilio



**GSTC Global Conference
Sevilla, December 12-15**



PRIVATE ORGANISATION

ITALY - ALPS - SOUTH TYROL - DOLOMITES

WINTER AND
SUMMER
DESTINATION

5 DAYS
AVERAGE STAY

850,000
OVERNIGHTS



197
HOTELS



130
APARTMENT HOUSES



90
FARM HOUSES



25
B&B

RESTAURANTS - HANDCRAFTERS - SHOPS - SERVICES - SKI & BIKE SCHOOLS - CABLE CARS

NATURE

- Dolomites UNESCO World Heritage
- 2 Nature Parks
- 56% protected area
- 500 km of trails
- anthropogenic landscape



LOCALS

- Ladin heritage and language
- 4 languages since childhood
- 5.000 inhabitants
- majority of resident-owned businesses
- long-standing hospitality culture



OUR ROAD TOWARDS SUSTAINABLE LUXURY TOURISM

01

COMMUNITY

- kindness as the most important product
- taking care of locals' needs
- expressing local culture

02

ENVIRONMENT

- protecting nature is part of our culture
- determine the tourist offer
- create authentic and sustainable experiences

03

PROFIT

- generate profit for residents
- foster the quality of life

04

SUSTAINABILITY

- keeping balance
- engaging locals, visitors, businesses and institutions



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**REDEFINE
LUXURY**

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