



Transfer of Good Practice TD calls Veneto!

Overview of the transfer

*This presentation forms a part of the CHARTS project
Web based toolkit on Good Practice title and accompanied by
Guide, Brochure and DVD video clip.*

*It is developed with co-funding support from
European Regional Development Fund and made possible by the
INTERREG IVC programme 2007-2013.*



REGIONE DEL VENETO



Transfer of the TD survey system

www.t-d.se/en/TD-2/

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TD Here, you can search freely among 2485 sites or areas


Type your search word here Search TD

Welcome to TD

Many people want to participate in society, and partake in what society offers, but not everyone has the same opportunity to do so. The aim of TD is for every operation to be described so well, that you can easily decide whether or not you will be able to visit the site. [TD1](#)

Sites in TD

Right now we have **2485** published sites in TD
In TD1 **8012** sites



Southern	Central	Northern	International
+ Västra Götaland	+ Södermanland	+ Dalarna	+ Italy
+ Skåne	+ Stockholm	+ Gävleborg	+ United Kingdom
+ Blekinge	+ Uppsala	+ Jämtland	
+ Halland	+ Örebro	+ Västernorrland	
+ Kronoberg	+ Västmanland	+ Västerbotten	
+ Jönköping	+ Värmland	+ Norrbotten	
+ Kalmar			
+ Gotland			
+ Östergötland			

<http://www.t-d.se/en/TD-2/>

© TD 2013 [Log in](#) [Developers](#)

Here
we are!



REGIONE DEL VENETO



Culture and
Heritage
Added value to
Regional policies for
Tourism
Sustainability



European Union
European Regional Development Fund

Why the transfer of the TD practice

Rationale:

Given the importance of tourism in Veneto,
and the changed demographics of tourists
the Veneto Region has recognized
and committed to increase accessibility for all visitors
**“Development of social and Accessible tourism”
is a National project started in November 2011**

For this reason the opportunity offered by the TD
to offer an objective tool of accessibility
with regards some important hubs
on the East/west corridor in Veneto is part
of a general strategy on accessible tourism,
which the Region has been implementing on different fronts.



Why the transfer of the TD practice: economic impact

Untapped **potential for SMEs** = **> 20% lost customers**

Loyal, frequent travellers, travelling **off season** and for **longer periods**: the over 50s book 40 per cent more holidays than the under 30s, averaging five or six breaks per year

Accessibility matters also to ageing population
=> 60 is the new 40!

Actually elderly/disabled: Higher propensity to travel

Multiplication factor



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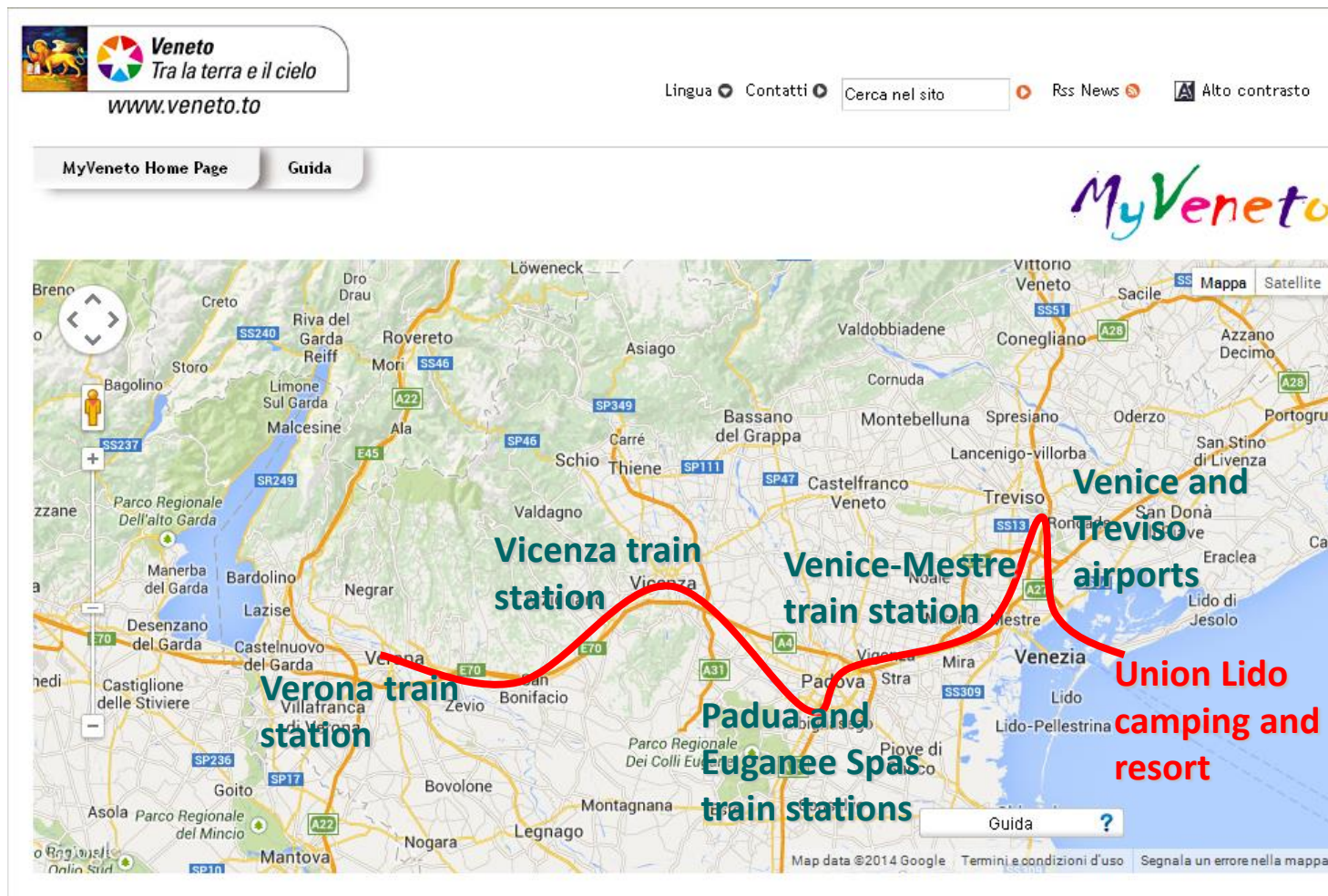


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Transfer Overview



http://www.t-d.se/en/TD-2/Search-results/?facet_country=it&hits=10



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When and how did we do it?


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County
Cavallino - Venezia (2)
Padova (2)
Tessera-Venezia (Ve) (1)
Treviso (1)
Venedig (1)
Venezia (1)
Verona (1)
Vicenza (1)


Union Lido Riviera Restaurant



RISTORANTE
RIVIERA
PIZZERIA





Address  Via Fausta, 258
I - 30013
Cavallino - Venezia

Telephone  +39 (0) 4 12575111


Updated  7/4/2014


Email  info@unionlido.com


Home page  <http://www.unionlido.com>


 To site  Show on map  Images  Related sites


Union Lido Vacanze - Reception Area








Address  Via Fausta, 258
I - 30013
Cavallino - Venezia

Telephone  +39 (0) 4 12575111


Updated  7/4/2014


Email  info@unionlido.com

Home page  <http://www.unionlido.com>

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Hotel Continental




Address  Lista Di Spagna 166, Cannaregio
30121
Venedig

Activities between June 2013 and June 2014

1. Meeting in Venice between TD staff and Veneto Region
2. Training of surveyor at the Union Lido Camping and Resort and Continental Hotel in Venice
3. Fall 2014 Decision of other locations to survey

The surveyed locations in Veneto



Stazione ferroviaria Vicenza

Address 🏠 Piazzale della stazione
36100
Vicenza


Telephone ☎ +39 (0)none

Updated 📅 7/9/2014

Email ✉ salablu.verona@rfi.it

Home page 🌐 www.rfi.it

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Stazione ferroviaria di Padova Centrale

Address 🏠 Piazzale Stazione, 1
35100
Padova


Telephone ☎ +39 (0)none

Updated 📅 7/9/2014

Email ✉ salablu.venezia@rfi.it

Home page 🌐 www.rfi.it

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Aeroporto di Treviso Antonio Canova

Address 🏠 Via Noalese 63/3
31100
Treviso

Telephone ☎ +39 (0) 422 315211

Updated 📅 7/4/2014

4. Continuing collaboration with TD staff to include specific locations in the system



Stazione ferroviaria Terme Euganee-Abano-Montegrotto

Address 🏠 Viale Stazione 6
35036 Montegrotto Terme
Padova


Telephone ☎ +39 (0)none

Updated 📅 7/9/2014

Email ✉ salablu.venezia@rfi.it

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Stazione ferroviaria Venezia-Mestre

Address 🏠 Piazzale Pietro Favretti
30171 Mestre
Venezia


Telephone ☎ +39 (0)none

Updated 📅 7/9/2014

Email ✉ salablu.venezia@rfi.it

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Aeroporto Marco Polo di Venezia

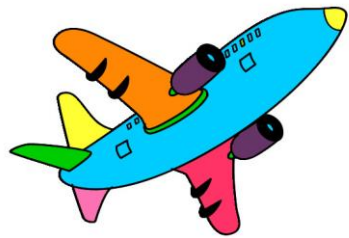
Address 🏠 Viale G. Galilei, 30/1
30173
Tessera-Venezia (Ve)

Telephone ☎ +39 (0) 41 2606111

Updated 📅 7/9/2014

5. Survey of the selected locations

Overview of surveyed areas for each location



- Drop-off and pick-up area
- Parking (short term)
- Bus stops
- Entrance to the terminals
- Information
- Departure and arrival halls
- Shop area
- Toilets

- Parking and footpath
- Bus stops and footpath
- Entrance to hall
- Terminal
- Toilets



<http://www.t-d.se/en/TD-2/Contracts/Veneto/Aeroporto-Marco-Polo-di-Venezia/>



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INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS



European Union
European Regional Development Fund

Side activities – Added value of TD

The transfer of the TD survey system has prompted the interest on some related issues and consequent activities:

- **Means of Public transport (busses) are not surveyed by TD**
 - *Qualitative semi structured Questionnaire* to the 3 main companies that Provide public transport from Marco Polo Airport to the seaside (Cavallino) and to the Spa towns of Abano and Montegrotto.
- **Accessibility has both ethical and economic implications, SMEs look at good examples:**
 - *Study case on Union Lido Resort*



Lessons learned

The transfer of the TD survey system has taught us some lessons:

- It is important to provide objective information on a overarching definition of accessibility, and let the visitors make an informed choice based on objective data and their specific needs
- The TD system has been an important effort in terms of time and competences, which requires a strong commitment and capability to manage complexity
- It would be useful to include some qualitative or explicative notes or comments that may facilitate visitors to interpret some technical data.



**THANK YOU
FOR YOUR ATTENTION!**

ANY QUESTION?

