

TTG INCONTRI

47^A EDIZIONE DELLA FIERA
B2B DEL SETTORE TURISTICO

22.24-10-2010

WWW.TTGINCONTRI.IT

RIMINI FIERA

TTG
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In contemporanea con:

TTI

TRAVEL TRADE ITALIA

Il workshop
dedicato
al prodotto
turistico italiano

www.ttiworkshop.it

organizzato da:

TTG

Rimini Fiera
gruppo

ON THE CALENDAR

RIMINI FIERA, Saturday October 23, 2010

I am not afraid

How to reorganise the tourist offer in order to win customers with special needs

A **meeting** shedding light on the scope of tourism for people with disabilities. It is aimed at those operators who are often more worried to cope with customers with diverse abilities than ready to seize the opportunity of getting informed and trained in order to welcome and retain them. Instructions on how to:

- Intercept the demand
- Reorganise the offer
- Raise awareness in the territory
- Learn about the best practices

The **meeting** will be the chance for a preview presentation of the study by TTG - carried out on a sample of domestic and international tour operators and travel agencies – on the tourist offer regarding such segment.

Moreover, IsITT, the Italian Institute of Tourism for All, will present the new book dedicated to the state of tourism for all in Europe, by the title “Viaggiare senza limiti: turismo e turismo per tutti in Europa” (Travelling without limits: tourism and tourism for all in Europe).

The meeting is organised by TTG Italia, in collaboration with:



FOR FURTHER INFORMATION

www.ttgincontri.it