

ALL NOW

**Accessible tourism
is not only a social welfare matter
but an economic driver and essential human right!**

ACCESSIBILITY FOR LEISURE IN LIFE NOW

ALL Now

About the Project

- It fulfils and promotes accessible tourism through European tourist itineraries for all in Italy, Bulgaria and Germany. These itineraries include cultural festivals and folkloristic events in order to enhance tangible and intangible offers in the area.
- ALL Now creates and promotes a model of accessible European travel itinerary. It involves professional community of operators which work on acquainting the opportunity of accessibility in tourism by improving the approaching paths through overall accessible universal design.



- The project contributes for the creation of accessible destinations, attractions, sites and tourism related services in order to raise the satisfaction level of travelers. The itinerary enables people with disabilities to experience local cultural festivals and folkloristic events in a real and high quality accessible way.
- Furthermore, the ALL Now project strengthens the management skills in the tourism sector and enhances the growth of SMEs, local communities and territories.



Bulgaria

Varna

Varna is one of the most visited cities in Europe by tourists who travel for pleasure and holidaymakers. Situated on the Black Sea coast, it is known as Bulgaria's maritime capital. Region of Varna is well-known for its pure sands and the hot mineral springs.

(www.visit.varna.bg)

Museum of Archaeology

Varna is the cradle of the oldest European civilization. In the city you could see the original artefacts of the oldest gold treasure in the whole world (4600 – 4200 B.C.). The most significant exponents in the museum are from the Varna Neolith necropolis, which was found during accidental construction works in the west industrial zone of Varna in 1972. The Varna necropolis soon turned into a sensational scientific find, the significance of which surpasses largely the limits of the ancient history of contemporary Bulgaria.

(<http://www.archaeo.museumvarna.com/en/>)

Varna Summer Festival

This is the oldest music festival in Bulgaria and one of the festivals with the longest tradition in Europe. It is held every year in June-July. Today the festival is an important and prestigious forum for Bulgarian and international classical music. It can be seen a diversity of genres features opera, symphony concerts, chamber and choral music, cross-over projects, thematic series, International Summer Academy. (<http://varnasummerfest.org/index.php>)

Tall ships Regatta events
Varna's port hosts different regatta events.

People of all abilities can take part in the SCF Black Sea Tall Ships Regatta, including those with mental and physical disabilities, ensuring they are over the age of 15. Trainees may join for one or both of the race legs, as all ships entering the Regatta are particularly encouraged to recruit trainees between the ages of 15 and 25.



Sozopol

Sozopol is an ancient town and a seaside resort, located at 35 km south of Bourgas on the southern Bulgarian Black Sea Coast. The town established itself as a trade and naval centre in the seventh century BC. Ruled in turn by the Byzantine Empire, Bulgarian Kingdom and Ottoman Empire, Sozopol was assigned to the newly independent Bulgaria in the 19th century.

The architecture of the houses in the old town from the Bulgarian Renaissance period makes it a unique place to visit. Today it is one of the major seaside resorts in the country, known for the Apollonia art and film festival which takes place in early September.

Apollonia Art and Film Festival

The festival has been annually held since 1984. The visitors could enjoy more than 70 events from music (jazz, classical etc.) to theatre, and dance to film as well as art at stages all over town.

ACCESSIBILITY BY COUNTRIES



Italy

Fano

Fano is a famous seaside resort in northern Marche, with ancient roman origins, boasting now important monuments of the Augustan era.

Carnevale di Fano

Each year, the city of Fano (PU) is transformed into a Carnival, which is the oldest in Italy (dated 1347), featuring parades of giant floating paper wagons, masks, music, hundreds of pounds of sweets thrown by wagons and the final rife where The Great "Pupo" is burned for a unique and unforgettable show.

Today the Carnival of Fano is the most important event in the Marche Region and one of the first in Italy with more than 100,000 people.

(<http://www.carnevaledifano.com/>)

Museo della Via Flaminia

The Via Flaminia Museum, located in the church of San Michele Arcangelo, near the Augusto Arch, is the primary point of orientation, the virtual "gateway" to the territory near the ancient Roman Consular Way. It is equipped with high technology multimedia devices made by the Polytechnic University of the Marche Region. They provide historical and artistic information, amazing images and immersive experiences.



Fermo

Fermo is one of the most important cities in The Marche with its history as a city of learning and of cultural exchange on the Adriatic Sea. The city has preserved an unspoiled renaissance urban fabric.

(<http://www.comune.fermo.it/en/tourism>)

Tipicità

Tipicità is the showcase of the excellences in the Marche Region, linking agriculture, tourism and culture into a great party of gourmets. With all the traditional delicacies in The Marche, this event provide the possibility to taste and buy some typical products as: organic beer, organic products, chocolate directly from the producers. (www.tipicita.it/)

Cisterne Romane

The large underground complex of the great Roman cisterns, is an extraordinary archaeological building of 2.200 square meters, built in first century A.D. This huge water tank is made up of 30 intercommunicating rooms.

Teatro dell'Aquila

The 18th-century city theatre "dell'Aquila" is one of the largest and most beautiful in The Marche. It's a prestigious building, enriched with the historical backdrops of Sanquirico and with the central fresco painted by Cochetti. The facility, as being one of the most highly regarded cultural assets of the City, is a venue for important events: from opera, to classical music and plays.

Accessible
Europe



Germany

Dessau

Dessau is a city in the Bundesland of Saxony-Anhalt. The name Martin Luther is inseparably connected to the federal state, where the great reformer was born, lived and died. From there the reformation went around the whole world, and to this day it influences many lives and customs. The Luther Memorial Sites in Luther Cities Wittenberg and Eisleben were declared by UNESCO as World Heritage of Humanity.

Campusfest Dessau

The Campusfest Dessau offers visitors numerous cultural highlights and brings the campus life closer to the visitors of the university. In numerous interesting exhibitions and activities, students' work and projects provide a broad insight into the various fields of study. In addition to creative workshops and participatory activities that the students offer, everyone is invited to sporting activities too. Studios, workshops and artist's workshops are open and invite the visitor to take a look at several demonstrations in the robot laboratory and the experimental building of building 05.

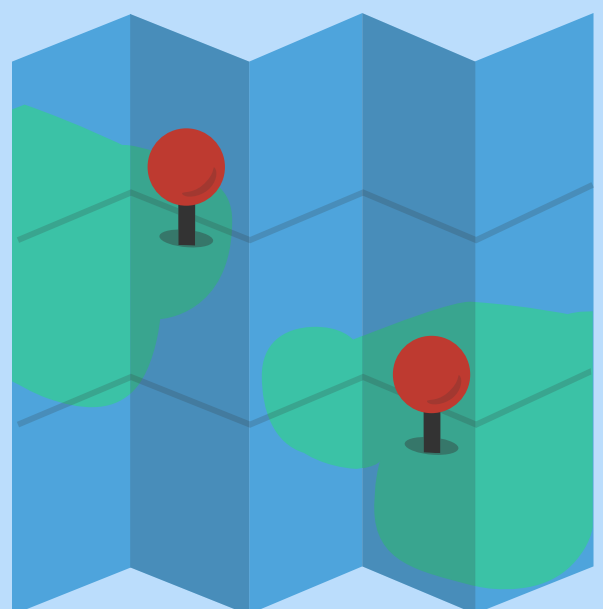
Along the Bauhausstrasse and at the seminar place, the visitor can find advice on questions about studying, academic exchange or further education. The beach bar of the student council of the AG culture spreads a summery flair. The Haiti Project Team, the Café am Campus and the Wörlitz Brewery provide many treats.



Different bands and live acts on the stages at the Bauhausstraße and the seminar place promise Good moods until late into the night as well as the aftershow party in the cafeteria.
<http://www.hs-anhalt.de/aktuelles/news/detail/article/campusfest-2017-am-14-juli-auf-dem-campus-dessau.html>

Brahm und Tschaikowski Concert

The „Anhaltisches Theater Dessau“ is one of Europe's largest stage houses in a unique cultural landscape between World Cultural Heritage, Luther, Bauhaus and Gartenreich. The Theatre has a wide offer of music theatres, concerts, drama, ballet and puppet theatre. One part of the various programme are the Brahms und Tschaikowski-Concerts, which takes place several times a year in the Marienkirche near the actual theatre. Music enthusiasts then come from all over the world to the city of Dessau in Saxony Anhalt.
(http://anhaltisches-theater.de/konzerte_kammermusikverein_201617)



THE ALL NOW ITINERARY MODEL

The itinerary model for innovative tourist products is designed for EU citizens with special needs and considers only 3 events, one for each country: Varna Summer Festival for Bulgaria, Fermo Tipicitá Event for Italy and Campusfest Dessau for Germany.

The three itineraries provide information about the selected events, event organizer, tips about the area, destination attraction and accessibility by different means of transportation from EU, as well as average prices for accommodation and flight tickets. The tourist packages will be provided by country/local DMC (Destination management companies) and will include accommodation and a meal offer, transportation from the customer country of residence to the destination, insurance, transfer from/to the airport, visit of events and additional excursions/entertainment programme to be extra paid.

BULGARIA

Event (s): Varna Summer Festival, sub event "Love is Folly" film festival
Event organizer: Goranov I&V Ltd and Cosmos travel

Tips about the area:

Make your choice from the extensive program of cultural events from April till October (Varna summer festivals) at: www.visit.varna.bg

Visit Varna Archaeological museum with the world's most ancient gold treasure (5th Millennium BC) at: <http://www.visit.varna.bg>

See the magnificent Tall ships regatta attracting hundreds of thousands of visitors

Improve your health by using the Spa and wellness facilities at Estreya Hotel: www.hotelestreya.com

Enjoy the experience of the excursion "Lovely Bulgaria" (the country and its people) at Baba Radka - Solnik: www.babaradka-solnik.com

Destination attractions: www.visit.varna.bg

Transportation Accessibility from EU:

Varna is easily accessible by plane. The Varna airport is close to the city center (the distance is 12 km), by railway to Varna railway station, by bus through regular lines to all major EU cities.

Varna Airport provides assistance to passengers with reduced mobility, intending to make use of air transportation services, irrespective of whether departing, arriving or being transit passengers. The airport has been provided with relevant parking lots, sanitary premises, and ambulift vehicles.

Sample tourist package with price in EUR net to travel agencies:

Destination: Varna, Bulgaria

Price: EURO 430 per person in double room

Accommodation: Odessos 3-star hotel, city center, 20 meters from the Festival and Congress centre

Number of tourists: min 6, from EU countries

Duration: 6 days/5nights on HB

Dates: 27.08-02.09.2017

Guide services: meet, greet, scheduled info hours at hotels, guided tours and excursions

Key elements: event visit, day trips, entertainment

ITALY

Event (s): Tipicità in Fermo (4.03-6.03.2017, 3.03-5.03-2018)

Event organizer/other organization to act as DMC:

www.tipicita.it/visitare/
www.turismo.marche.it

Tips about the area:

Visit Fermo and surroundings

www.comune.fermo.it/en/tourism

Visit "excellence" in Marche Region: www.tipicitaexperience.it/

Visit Marche Region: www.turismo.marche.it/

Destination attractions: www.tipicita.it/

Transportation Accessibility from EU: Transportation Accessibility from EU: Tipicità in Fermo can be reached by train from Rome/Milan/Venice/Bologna, by car via the highway from Rome/Milan/Venice/Bologna, or by plane to the nearest Ancona airport.

Sample tourist package with price in EUR net to travel agencies:

Destination: Fermo, Italy

Price: EURO 200 per person in double room

Accommodation: 3/4-star hotel shown on e-platform

Number of tourists: min 6, from EU countries

Duration: 3 days/2 nights on BB

Dates: 03.03.- 05.03.2018

Guide services: meet, greet, guided tours and excursions (optional)

Key elements: event visit, day trips, entertainment

GERMANY

Event (s): Campusfest Dessau (14.07.2017)

Event organizer/other organization to act as DMC: Hochschule Anhalt – Anhalt University of Applied Sciences

Tips about the area:

Visit Dessau and surrounding areas: Schloss Luisium, Schloss Mosigkau, Schloss Kühnau, Schloss Georgium, Wörlitzer Park, Gartenreichtour Fürst, Franz, Bauhausarchitektur

Destination attractions: <https://tourismus.dessau-rosslau.de>

Transportation Accessibility from EU: Dessau has a train station which also offers lifts for wheelchair users. It is directly connected to Leipzig and Halle from where you can reach the airport Leipzig/Halle. Travel time is about an hour. According to the airports website, the airport is accessible designed. Sanitary facilities, elevators, telephones, shops and dining facilities are freely accessible. The airport can be reached from 37 airports in 18 countries.

Sample tourist package with price in EUR net to travel agencies:

Destination: Dessau, Germany

Price: EURO 200 per person in double room

Accommodation: 3/4-star hotel shown on e-platform

Number of tourists: min 6, from EU countries

Duration: 3 days/2 nights on BB

Dates: 13.07.- 15.07.2017

Guide services: meet, greet, scheduled info hours at hotels, guided tours and excursions(optional)

Key elements: event visit, entertainment

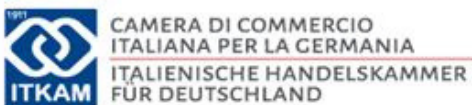
ALL NOW

LET'S GET TOGETHER TO BUILD OUR OWN ACCESSIBLE EUROPE

The model can be adopted by other stakeholders. If you want to know more do not hesitate to contact us!

PROJECT PARTNERS

- Italian Chamber of Commerce for Germany
- Sistema Camerele Servizi s.c.r.l.
- Marche Region, Italy
- Village for all - V4A
- Italian Institute for Tourism for All
- Bulgarian Chamber of Commerce and Industry
- Goranov I &V Ltd.
- Hochschule Anhalt - Anhalt University of Applied Sciences
- Associazione Italiana Confindustria Alberghi



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