and facilities in order to create adapted accessibility of existing itineraries, services > MAPPING AND EVALUATION Of the level of

physical limitations, disabilities or age. i.e. a tourism for all people, regardless of their opportunities linked to accessible tourism, in order to make them aware of the

of intervention: this scope by focussing on the following areas Project partners have been working to reach

> TRAINING of tourism services suppliers

patron saint of Europe. to the life of Saint Benedict from Norcia, the linking the most important places related and the "St Benedict Way" in Italy, a route pilgrimage route to Santiago de Compostela, "Way of St James" in Spain, the most popular existing itineraries of EU relevance: the owt gnois essivies and services along two to create an accessible tourism offer by Main aim of the SABER project has been

# Our scope

**Way of St Benedict** 



tourism offer along the two routes. increase the quality and accessibility of the to remove existing barriers, obstacles and services providers in order to committ them > ENGAGEMENT of public and private tourism

packages designed for both routes. commercialize the adapted destination identify the best channels to promote and

minimum accessibility requirements. services to adapt their facilities/services to services providers not offering accessible

contacts of tour-operators for better advice. you best, either in Spain or in Italy; also includes from ten different packages the one that suits

> **SETALOGUE** THE COMPLETE



#### of most suitable hand bikes to cover the criteria of packages, technical specifications of accessibility along the routes in Italy and accessible destination packages (design accommodations and their relevant level and tour operators about key features of SURVEY OF THE EXISTING SERVICES and > FACT SHEETS to inform travel agencies > AN ACCURATE AND GEO-REFERENCED

relevant measures to be undertaken.

commit and define an "Action Plan" with

and obstacles, stakeholders were asked to

was defined. To overcome existing barriers

applied in different areas of intervention

A "Chart of the Accessible Tourism Offer"

Spain to involve key local stakeholders.

> 8 ROUND TABLES ere organized in Italy and

to promote and commercialize the adapted

produced in order to identify best strategies

recommendations and advices before and

routes, type of accommodation selected,

> A COMMON MARKETING PLAN has been

destination packages.

during the tours etc.).

with agreed level of accessibility to be

# Main outputs and results

accessibility were taken into account.

and transfer services with higher level of

minimum risk for tourists with particular

route; the best accessibility conditions and

> 10 ADAPTED DESTINATION PACKAGES  $\mathrm{MGLG}$ 

tourism services providers, respectively.

and Spain were attended by 306 and 121

to raise awareness on accessible tourism:

accessible resources (services/facilities) were

to accessibility criteria. A total number of 953

(372 in Italy, 300 in Spain) and 275 services

and facilities checked and evaluated according

Spain: 670 km of trails checked on both routes

our training courses organized in Italy

> 5 workshops realized in Italy and Spain

identified along the two itineraries.

designed according to selected stages for each

needs as well as accommodation, restaurants

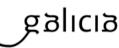


#### **Project Partners**















#### **Supporting Partners**









💯 Junta de Castilla y León







#### **Contacts**

www.openuproutes.eu info@openuproutes.eu www.facebook.com/OpenUpRoutes/



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www.openuproutes.eu

> MARKETING STRATEGIES in order to

destination packages and stimulate those

ncluding all useful information for you to choose





Way of St James





CODE ESCB001

6 STAGES

DIFFICULTY

SELF-GUIDED

**DESTINATION PACKAGE** 

### **Burgos - León**

**STYLE** Independent / self-guided

**DURATION** 9 days / 8 nights daily distance  $15\,\mathrm{km}$ TYPE OF TRIP Wheelchair with electric hand bike (PMR) and bicycle (companion)

TYPE OF TRAVELLER People with reduced mobility (wheelchair) with companion BOOKABLE DATES 1st April - 15th June / 1st September - 3oth October

**Burgos - León** 



History, nature and culture, between two of the most interesting cities on this route, both declared World Heritage Sites by UNESCO.

NORCIA **KEY RESULTS FROM FIELD TESTS** > 22.37 % of accommodations is accessible to PRM > 10.09 % of accommodations is accessible to PRM if accompanied > 26 % of low-budget accommodations is accessible > Without taking into account fountains, rest areas and public parking spaces, 38.22 % of services available MONTECASSINO to tourists are accessible to PRM

CODE **CSP-AGO** 

### Norcia - Montecassino

16 STAGES

**DIFFICULTY** 0000

7 SELF-GUIDED **DURATION** 16 days (or blocks of 4/5/6) TYPE OF TRIP Tour with road-book, GPS tracks and telephone assistance TYPE OF TRAVELLER Self-sufficient, physically trained people; visuallyimpaired people with companion; not

**DESTINATION PACKAGE** 

suitable for PRM

**DESTINATION PACKAGE** 

**STYLE** Self-guided tour

BOOKABLE DATES May-October. Some legs also in March / April / November



This tour is suitable for people who can walk medium-long distances and manage themselves along the entire route.

CODE **ESCW002** 

6 STAGES **DIFFICULTY** 

SELF-GUIDED

**STYLE** Independent / self-guided

**DURATION** 9 days / 8 nights DAILY DISTANCE 20 km TYPE OF TRIP Walking tour / pilgrimage TYPE OF TRAVELLER Visual / cognitive

DESTINATION PACKAGE

disability / seniors **BOOKABLE DATES** 1St April - 15th June / 1st September - 3oth October



Experience the best of the Camino: a tour designed for seniors or people with visual or cognitive disabilities, always travelling with a companion.

CODE CSP-GEO

#### Norcia - Montecassino

16 STAGES

**DIFFICULTY** 

**STYLE** Tour with professional guide **DURATION** 16 days (or blocks of 4/5/6) TYPE OF TRIP Walking tour / pilgrimage TYPE OF TRAVELLER Self-sufficient, physically trained people; visuallyimpaired people with companion; not suitable for PRM

BOOKABLE DATES May-October. Some legs also in March / April / November



This tour is suitable for people who can walk medium-long distances with the support of a hiking guide.

CODE ESCB003

3 STAGES

DIFFICULTY

SELF-GUIDED

**DESTINATION PACKAGE** 

# **Burgos - León**

**STYLE** Independent / self-guided **DURATION** 6 days / 5 nights DAILY DISTANCE 40 km TYPE OF TRIP E-bike / pilgrimage TYPE OF TRAVELLER Seniors with companion

**BOOKABLE DATES** 1st April - 15th June / 1st September - 3oth October



Pedalling on the Camino: a trip designed for senior tourists who wish to travel few stages of the Camino by bike. The use of an electric bicycle is recommended.

CODE **CSP-VGE** 

16 STAGES DIFFICULTY



**STYLE** Guided tour with a qualified guide and support vehicle **DURATION** 16 days (or blocks of 4/5/6) TYPE OF TRIP Walking tour / pilgrimage TYPE OF TRAVELLER Self-sufficient, yet not physically trained people, i.e. visually-impaired, families, senior people; not suitable for PRM

BOOKABLE DATES May-October. Some legs also in March / April / November



This tour is suitable for people who can walk medium-long distances with the assistance of a hiking guide and a support vehicle for any contingency.

CODE ESCB004

4 STAGES DIFFICULTY



**DESTINATION PACKAGE** eón - Santiago

**STYLE** Self-guided with adapted support vehicle with driver **DURATION** 6 days /5 nights DAILY DISTANCE 15 km

TYPE OF TRIP Hybrid hand bike and bike TYPE OF TRAVELLER PRMs (max. 2) and companions with no disability (max. 3) BOOKABLE DATES 1st April - 15th June / 1st September - 3oth October



For small mixed groups of participants with reduced mobility (PRM) and participants without any disability travelling by bike; with accommodation in hotels.

CODE **CSA-HEB** 

#### **DESTINATION PACKAGE**

DESTINATION PACKAGE

#### Norcia - Montecassino

Norcia - Montecassino

16 STAGES

DIFFICULTY

SELF-GUIDED



/ pilgrimage TYPE OF TRAVELLER People who prefer walking on tarmac, cyclists; suitable also for physically trained PRM

**STYLE** Self-guided tour with road-book,

GPS tracks and telephone assistance

**DURATION** 16 days (or blocks of 4/5/6)

TYPE OF TRIP Bike, E-bike cultural tour

**BOOKABLE DATES** May-October. Some legs also in March / April / November



For people who prefer walking or cycling on tarmac and also for PRM who can manage themselves along the entire route since a sidewalk is not always in place.

CODE ESCB005

DESTINATION PACKAGE

4 STAGES

DIFFICULTY ••000

SMALL GROUPS WITH SUPPORT VEHICLE

## León - Santiago

**STYLE** Self-guided with adapted support vehicle with driver **DURATION** 6 days /5 nights DAILY DISTANCE 15 km TYPE OF TRIP Hybrid hand bike and bike TYPE OF TRAVELLER PRMs (max. 2) and companions with no disability (max. 3) BOOKABLE DATES 1st April - 15th June /

1st September - 3oth October



For small mixed groups of participants with reduced mobility (PRM) and participants without any disability travelling by bike; accommodation in pilgrim hostels.

CSA-GVS

**DESTINATION PACKAGE** 

#### Norcia - Montecassino

16 STAGES DIFFICULTY

•••••• **STYLE** Guided tour with professional

**DURATION** 16 days (or blocks of 4/5/6) TYPE OF TRIP Bike, E-bike cultural tour / pilgrimage



 $\ensuremath{\mathsf{TYPE}}$  of traveller People who prefer walking on tarmac, cyclists; suitable also for not physically trained PRM **BOOKABLE DATES** May-October. Some

legs also in March / April / November



For people who prefer going on tarmac although a sidewalk is not always in place; suitable for PRM with a hiking guide and a support vehicle for any contingency.