

Biella hosts the first International Fair dedicated to Accessible Tourism - Mèsenté

Two days of talks, training sessions, and meetings to share experiences, best practices, opportunities, and perspectives for a more accessible future for everyone.



Biella, September 2024 – The first [International Fair dedicated to Accessible Tourism \(BITA\)](#) will take place in Biella on October 25-26, 2024, focusing on inclusive and tailored tourism for all.

BITA originated from the Mèsenté project, which was created in 2019 through the cooperation between GAL Valli di Lanzo Ceronda e Casternone, GAL Montagne Biellesi, and GAL Valli del Canavese. The project aims to create a brand that identifies all those realities capable of offering high-quality tourism products that merge business needs with a focus on the demand for hospitality that requires attention, dialogue, and technical expertise.

The goal of "Mèsenté," a word meaning "my path" in the Piedmontese dialect but also "my feeling," symbolizes the journey of life, which each person experiences in a personal way, with highs and lows, much like a mountain trail.

The project is therefore the perfect setting to bring to life the first International Fair on Accessible Tourism, organized in collaboration with the Consulta per le Persone in Difficoltà (CPD), which, together with the Italian Institute for Tourism for All (IsITT), has been working for years to improve the accessible tourism offering in Piedmont, collaborating with the entire local tourism chain through the Turismabile project. The event aims first and foremost to be an opportunity for B2B meetings



between operators in the sector and individuals and associations interested in exploring this topic, allowing them to share experiences, best practices, and future perspectives while also fostering development and commercialisation opportunities.

BITA 2024 - Programme

The first day - Friday, October 25, from 10:30 AM to 6:00 PM at the **Città Studi in Biella** - will be a moment of training and dialogue for a more inclusive and accessible tourism future for everyone.

The morning panel will start with the question, "Is Accessible Tourism an opportunity in 2024?" Moderated by Doris Zaccone, an avid traveller and Radio Capital host, accessibility and tourism experts will engage in discussions aimed at highlighting how a more accessible world is not only a right but also an opportunity for growth and promotion of a territory.

The afternoon will be moderated by Giovanni Ferrero, Secretary of ISITT and Director of the Consulta for People with Difficulties, who will guide guests through different types of disabilities in travel and various ways to ensure a quality experience: "A blind journey," led by content creator Marco Andriano and Franco Lepore, President of UICI; "Accessible tourism as a possibility for improving social-relational skills in individuals with autism spectrum disorder," by Roberto Keller; "Turquoise Spirit: the colour of accessibility on the road" by Rocco Cericola, LIS teacher and deafness expert; "Accreditation as a tool to ensure the reliability of compliance assessments for Accessible Tourism," by Elena Battellino, Accredia/Uni representative, and Fabio Borio, President of Federalberghi Torino and Director of Hotel Genova.

To register for the conference, go to [Link to Registration Form](#).

Change of location for the second day: A workshop entirely dedicated to industry operators will be held on Saturday, October 26, from 9:30 AM to 1:00 PM at Palazzo Gromo Losa. The morning will be dedicated to meetings between demand and supply, allowing for the promotion of the territory, the establishment of new commercial collaborations, the sharing of knowledge, and the promotion of innovative solutions to meet the needs of an increasingly diverse and growing market.

Regional educational tours

In line with the "Piemonte For All" project, three different itineraries have been organised as part of BITA to guide the buyers participating in the workshop in discovering the Piedmont region from an accessible perspective. The organisation of these three educational tours relied on the valuable collaboration of the six Piedmontese Tourist Boards (ATL) and the Piedmont operators who actively contributed to the "Piemonte For All" catalogue, commissioned by the Piedmont Region and coordinated by Visit Piemonte. All itineraries will start in Turin and end in Biella, with each one focusing on a different product—gastronomy, active tourism, and cultural tourism—covering various areas and provinces of the territory in a balanced way, showcasing the diverse and heterogeneous tourist offerings of Piedmont to national and international guests.

The event is organized under the patronage of the Piedmont Region and ENAT, the European Network for Accessible Tourism. Turismabile-CPD is a Full Member of ENAT.

For more information:

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