



MY OWN

**LUGANO
REGION**

LUGANO REGION – SUSTAINABILITY POLICY

Mission

The Ente Turistico del Luganese (Lugano Region) is the RTO that, in collaboration with the institutions (public sector) and tourist operators (private sector), promotes the tourist attractions in the Lugano area all year round, **respecting sustainability and its territorial identity**, animating and maintaining the network of cantonal footpaths and cycle paths, assisting and informing tourists and providing promotion and marketing for tourism in the region.

Vision

To be the leading destination in the South of Switzerland in the Sport and Nature, Art and Culture and Food and Wine sectors, united in a comprehensive, unique and new experience for future visitors.

Greetings from the Director

Sustainability is a journey and one Lugano Region has already started.

Kind regards,

Massimo Boni



MY OWN

**LUGANO
REGION**

LUGANO REGION

Consistent with the 2030 Tourism Strategy promoted by the Agenzia Turistica Ticinese (ATT), where sustainability is a long-term strategic focus, and that of Switzerland Tourism with the Swisstainable programme, we have established our commitment to sustainability in our mission statement; and initiated various projects and measures in terms of sustainability. For example, joining the GDS-Index (The Global Destination Sustainability Index) and Swisstainable from 2021.

As we are aware of the impact that tourism has on our society, environment, and economy, we are constantly striving to improve our offer with activities and products that have a low environmental impact, are good for society and support the local economy.

We encourage our stakeholders to implement sustainable initiatives and projects by providing them with the support and information they need to offer 'virtuous' experiences to the destination's guests.

We are working on the development of a sustainability strategy for our region, which we plan to activate by mid-2024; through it we will identify the goals on which we will focus over the next five years.



OUR COMMITMENT – 3 AREAS OF FOCUS

Sustainable mobility

We promote environmentally friendly travel, encouraging tourists to use public transport, both to reach the Lugano area and to travel within the region.

Accessibility

Making accessibility information as easily available as possible for those who require it is a commitment that Lugano Region carries out by collaborating with experts in the field such as Claire & George, Pro Infirmis and OK:GO. We host local influencers in order to propose accessible activities, and where possible, we collaborate with public and private entities in order to improve accessibility in the region.

Corporate sustainability

Internally, we have committed to various measures; examples are the Bike Coin corporate mobility project, the choice of gadgets mostly made of recycled materials, durable and of Swiss and/or European origin. Last but not least, we choose local products as much as possible for our corporate events.



MY OWN

**LUGANO
REGION**

Control

This *Sustainability Policy* will be updated annually with project progress reports, achieved targets and any new objectives.

Massimo Boni

Director

Paolo Filippini

President