Nature, people, landscape and development

WHY WE LIVE WELL IN TRENTINO

Whether you come here to spend a few days in nature, play sports, work, study, or even just to sample good food, a visit to Trentino is a high-quality experience. Italians definitely think so, as demonstrated by their choice of the province of Trento not only for tourism, but for its standard of living. Europe has also confirmed this by certifying the province's commitment to sustainability.

What are the ingredients for a "high" quality of life? Undoubtedly, services and infrastructures that work, a diverse and dynamic economy, excellent education, continuous investment and a commitment to innovation and development. Not to mention a well-kept and carefully managed environment and, of course, the beauty and variety of a natural setting rich in biodiversity, where in just a few dozen kilometres you can go from Mediterranean colours and scents to snow-white glaciers and the deep blue of high-altitude lakes. These are all qualities that Trentino is proud to boast, first and foremost in the provincial capital of Trento. The city ranks fifth in Il Sole24 Ore’s 2022 quality of life ranking and first in the “generational” quality of life ranking presented at the Trento Festival of Economics in June 2022. It is the only regional capital in Italy to have achieved a balanced urban profile and to offer services and opportunities for all three generations at the same time. The indicators for which it ranked top included life expectancy, fertility rate, sports activities for young children, low prescription drug use for chronic illnesses and the number of libraries. Furthermore, Trentino was the “sportiest” region in Italy in 2022 according to a survey by Pts for Il Sole 24 Ore.

A protected and safeguarded environment

Three natural parks and networks of nature reserves, four UNESCO World Heritage Sites and a Biosphere Reserve, a network of Natura 2000 sites and provincial nature reserves: an array of protected areas that together cover more than **30% of the territory**. However, protection in this mountainous area is not just a matter of imposing rules and restrictions: it is the *modus vivendi* adopted by the communities that live there and take an active and participatory role in the protection of their region in every aspect of their lives.

This is why everything in Trentino, from agriculture to traditional handicrafts, from the use of resources to education, from the management of tourist activities to sport, contributes to the conservation objectives. This vision was also recently recognised at the European level: the whole network of protected areas met with the local community to discuss issues of sustainable tourism, obtaining **CETS** (European Charter for Sustainable Tourism)certification.This confirms the extent to which nature, landscape, and environmental quality are central to both the political agenda and local awareness in Trentino.

Quality in tourism goes hand in hand with sustainability

With the number of visitors exceeding **5 million each year**, many people in Trentino are committed to a single common objective: making tourism a low-impact experience**.** How? By saving energy and water, reducing the impact on the environment, promoting zero-kilometre products and improving the landscape. These are some of the choices made by municipalities, companies, protected areas, businesses, hotels, restaurants and mountain huts to ensure the fair use of resources and to allow their guests to actively participate in the protection of the region.

In light of this commitment, in 2019 **Valsugana** became the first and only certified destination for sustainable tourism according to the criteria of the **GSTC – Global Sustainable Tourism Council**.

Moena, Alpe Cimbra and San Martino di Castrozza-Primiero are **Alpine Pearls** destinations, part of the Austria-based association that has been committed since 2006 to promoting tourism in the Alps with an emphasis on sustainability and soft mobility.

The **Dolomiti di Brenta Paganella** area, meanwhile, has introduced software to facilitate the development of low-impact tourism and help operators keep track of consumption. This digital platform, known as **Calculator**, enables tour operators to measure and monitor their water and energy costs and consumption, waste production and carbon emissions in real time. Numerous labels certify this firm and coordinated commitment to the territory, which are always on display and visible: **Qualità Trentino, Ecoristorazione Trentino, Slow Food, Green Way Primiero, EMAS and PEFC**.

WHERE WE ARE, HOW TO REACH US

Trentino is located in **the north of Italy**, between Veneto and Lombardy and about a hundred kilometres from the Austrian border, in the heart of the Italian Alps. It has historically been a “bridge” between Northern Europe and the Mediterranean world

Its predominantly mountainous territory straddles the most important axis of communication and trade between Italy and Northern Europe, including historically: the Adige Valley, which is traversed by a railway line and **the A22** motorway connecting Verona and the Po Valley with Munich.

Road connections

Road traffic is ensured all year round on the provincial road network. **Between 15 November and 15 April, all cars must be fitted with winter tires or carry snow chains.**

Rail connections

Trento and Rovereto stations are served by long-distance and high-speed trains

Airports

Those travelling by plane can fly into **Verona (90 km from Trento)**, **Bergamo (135 km)**, **Venice (163 km)** or **Milan (250 km)** and reach Trentino in one to two hours by either renting a car, taking a shuttle bus or catching a train.

On Saturdays and Sundays in the winter season, from December to March/April, the main ski resorts in Trentino are connected by direct transfers with the airports of **Verona**, **Bergamo**, **Milan Linate**, **Milan Malpensa**,**Venice**,**Treviso** and **Bolzano** and with the **railway stations** of **Venice Mestre, Milan Centrale** and **Trento**. The **FlySki Shuttle** service runs to and from the resorts of Val di Fassa, Val di Fiemme, San Martino di Castrozza-Passo Rolle-Primiero, Val di Sole-Passo del Tonale and Madonna di Campiglio-Pinzolo-Folgarida. Information and connection details: <https://www.flyskishuttle.com/it/>

More information available at this [link](http://www.visittrentino.info/it/articoli/info-pratiche/come-arrivare)

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