

# Accessibility Statement

*This statement was created on 08<sup>th</sup> June 2026.*

Alpe di Siusi Marketing Soc. coop. is committed to ensuring the accessibility of the website [www.seiseralm.it](http://www.seiseralm.it) in accordance with Legislative Decree No. 82 of 27<sup>th</sup> May 2022, implementing the European Directive 2019/882.

Alpe di Siusi Marketing Soc. Coop. believes it is a collective moral obligation to enable all people to access information, products, and services without obstacles or barriers – so that everyone can live with dignity, equality, and independence.

Therefore, resources have been invested to make the website more user-friendly and accessible to all people, including those with disabilities.

In accordance with Legislative Decree No. 82/2022, the following information is provided:

1. Information on the assessment of how the service meets accessibility requirements, including an explanation of the applicable requirements.
2. General description of the service in accessible formats.
3. Descriptions and explanations necessary to understand how the service operates.
4. Description of how the service meets accessibility requirements.
5. Information demonstrating that the provision and monitoring of the service ensure compliance with the requirements.

## 1. Accessibility Requirement and Applicable Criteria

The requirements for digital accessibility are established by Legislative Decree No. 82 of 27<sup>th</sup> May 2022, which implements the European Directive 2019/882.

The website's content must comply with the criteria set out in the Web Content Accessibility Guidelines (WCAG) 2.1 at conformity levels A and AA, as well as the technical standard UNI EN 301549. The four fundamental principles of digital accessibility according to WCAG 2.1 are:

- **Perceivable** – Content is presented clearly and understandably.
- **Operable** – The user interface is easy to navigate for all users.
- **Understandable** – Information and processes are intuitive and easy to comprehend.
- **Robust** – The website is compatible with common assistive technologies.

In accordance with the above legislation, the self-assessment model published by AgID (Agenzia per l'Italia Digitale) provides a clear list of 50 success criteria to be used for verifying website accessibility.

The guidelines published by the agency on the accessibility of IT tools further clarify that web content includes both textual and non-textual information, downloadable documents and forms, as well as two-way interactions such as the processing of digital forms and the completion of authentication, identification, or payment processes.

## Non-Applicable Criteria

Of the 50 success criteria listed in the applicable technical standards, the following are considered not applicable to this website:

- 1.2.2 Captions (pre-recorded)
- 1.2.4 Live captions
- 1.4.2 Audio control
- 2.1.4 Character key shortcuts (Level A – WCAG 2.1)
- 2.2.1 Timing adjustable (Level A)
- 2.3.1 Three Flashes or below Threshold
- 2.5.4 Motion actuation (Level AA – WCAG 2.1)
- 3.1.2 Language of parts

## Content excluded from the Scope of the Application

Pursuant to Article 1, paragraph 5, of Legislative Decree No. 82/2022, the provisions do not apply to:

- Time-based, prerecorded media content published before 28 June 2025.
- Office file formats published before 28 June 2025.
- Maps and online mapping services, provided that essential information for navigation maps is made available in an accessible digital format.
- Content from third parties that is neither funded, developed, nor controlled by the relevant economic operator.
- Content of websites and mobile applications considered archives, i.e., containing only content that has not been updated or modified after 28<sup>th</sup> June 2025.

## 2. General Description of the Service

The website [www.seiseralm.it](http://www.seiseralm.it) is the official tourism portal of the Dolomites Region Seiser Alm in South Tyrol. It is aimed at end consumers who wish to find out more about the region, plan their holiday or research specific tourism services. The website offers a digital information, inspiration and planning service covering holidays, activities, culinary experiences, events, mobility, accommodation and service offers in the Dolomites Region Seiser Alm. The region includes, among others, the Seiser Alm as well as the holiday resorts of Kastelruth, Seis am Schlern, Völs am Schlern and Tiers am Rosengarten.

### Dolomite villages

The menu item Dolomite villages provides information about the Dolomites Region Seiser Alm and its holiday resorts of Kastelruth, Seis am Schlern, Seiser Alm, Völs am Schlern and Tiers am Rosengarten. It describes the scenic and tourism-related characteristics of the region, in particular the Seiser Alm as Europe's largest high-altitude Alpine pasture, the Schlern, the Schlern-Rosengarten Nature Park and the Dolomites UNESCO World Heritage Site. Additional information is provided on the location of the individual villages, their respective character and the opportunities they offer for relaxation, nature experiences and stays in the Dolomites. The website presents the region as a year-round holiday destination offering different types of holiday in both summer and winter.

### Active

The menu item Active provides an overview of leisure and activity options in the Dolomites Region Seiser Alm. It offers information on hiking, biking, climbing, running and other summer activities, as well as winter activities such as skiing, cross-country skiing, winter hiking, snowshoe hiking and tobogganing. It also provides information on seasonal activities, family-friendly offers, suggested tours and lift facilities. This section is designed to help guests find suitable sporting and nature-based activities for different seasons, interests and fitness levels.

### Enjoyment & Experience

The menu item Enjoyment & Experience provides information on culinary, cultural and experience-oriented offers in the Dolomites Region Seiser Alm. It presents, among other things, mountain huts, Alpine pastures, restaurants, bars, regional culinary offers, events, sights, cultural activities, shopping opportunities, and wellness and relaxation offers. The section also includes content on special experiences, excursion destinations and bad-weather programmes. It helps guests shape their stay not only around active and nature-based experiences, but also around culinary, cultural and relaxation-oriented activities.

### Info & Service

The menu item Info & Service provides practical information for preparing and organising a stay in the Dolomites Region Seiser Alm. This includes information on how to get there, mobility in the region, the Seiser Alm cable car, lift facilities, access to the Seiser Alm, the South Tyrol Guest Pass, parking, buses and taxis, as well as weather, webcams and current information. In addition, service offers such as downloads, information material, accessibility information, details for holidays with dogs and contact details for the local tourism associations are provided.

### Plan your holiday

The menu item Plan your holiday supports users in the practical preparation of their stay in the Dolomites Region Seiser Alm. It provides information on accommodation, offers,

mountain refuges, camping options and thematic accommodation categories, for example for bike enthusiasts, runners, cross-country skiing fans or people looking for accessible or sustainable accommodation. In addition, search, enquiry and booking options are available to help users select and organise a suitable holiday offer.

### 3. How the Service Works

The website can be accessed via desktop computers, tablets and smartphones using a standard web browser. No registration is required to use the website. Users can access and use the functions provided freely and as follows:

- The content can be accessed via the website's main navigation and is organised thematically into Dolomite locations, activity offers, food and experiences, information and services, and holiday planning.
- Users can use the navigation to access individual subject areas and retrieve further information on holiday resorts, activities, events, sights, mobility, weather, webcams, lift facilities, accommodation and tourist offers.
- For specific travel planning, the website provides search, filter, enquiry and booking options in the area of accommodation and offers. Users can research accommodation, select thematic accommodation categories, view offers and submit non-binding enquiries. In addition, content such as excursion destinations, activities or accommodation can be added to a personal favourites list in order to structure individual travel planning.
- Furthermore, the website provides up-to-date information for stays in the region. This includes, in particular, information on weather, webcams, open mountain huts, lift facilities, mobility offers, access regulations, parking facilities and the South Tyrol Guest Pass. Via contact functions, newsletter registration, downloads and links to social media, users can obtain additional information or contact the responsible offices.
- The service is used via a web browser. Users select the desired content through menus, links, search functions, filters, buttons or forms. Depending on the selected function, information is displayed, search results are provided, enquiries are submitted, or external or supplementary digital services are accessed.

### 4. Compliance with Accessibility Requirements

Alpe di Siusi Marketing Soc. Coop. has implemented measures to make its website accessible and compatible with assistive technologies, with the aim of improving usability for all users.

The features introduced to enhance accessibility include, among others:

- Compatibility with assistive technologies (e.g. NVDA, JAWS)
- Keyboard navigation
- Appropriate colour contrasts

- Text alternatives for graphic and multimedia content
- Zoom and text size adjustment
- Skip links for quicker navigation
- Forms and input fields with clear labels for easier interaction

## Conformity Status

To determine the conformity status, the guidelines and self-assessment model of AgID (Agenzia per l'Italia Digitale) were used. The technical audit carried out by an expert in digital accessibility at the time of drafting or updating this statement yielded the following result:

The current conformity status of the website is: partially compliant.

Despite the measures implemented, the website currently only partially meets the requirements of Annex A of the UNI CEI EN 301549 standard due to the following non-compliances.

## Non-Accessible Content

The web pages do not fully comply with the requirements of Chapter 9 “Web” of the UNI CEI EN 301549 standard. Specifically:

- There are external videos that have neither subtitles nor audio description.
- Some images have low contrast.
- There are links with similar labels.
- Some elements cannot be navigated using the keyboard. When navigating with the keyboard, the navigation order may not always be logical.
- Some elements may not clearly communicate their function to screen reader users.

Some downloadable PDF documents on the website do not meet the requirements of Chapter 10 “Non-web documents”, particularly with regard to the following criteria:

- 10.1.1.1 Non-text content
- 10.1.3.1 Information and relationships
- 10.1.4.3 Contrast (minimum)
- 10.1.4.11 Non-text contrast
- 10.2.4.3 Focus order
- 10.2.4.6 Headings and labels
- 10.3.1.1 Language of page

## 5. Service Delivery Process and Accessibility Monitoring

Alpe di Siusi Marketing Soc. Coop. has devoted particular attention to the service delivery process to ensure compliance with the applicable digital accessibility regulations. External experts have also been engaged, especially for the following activities:

- Technical accessibility review of the website through a gap analysis
- Resolution of non-compliances in the source code
- Preparation of publicly available accessibility documentation

As required by current legislation, the Alpe di Siusi Marketing Soc. Coop. conducts regular technical audits to ensure the long-term accessibility of the website and to implement improvements where necessary – also based on feedback and suggestions from users.

The technical audits are carried out by an external accessibility consultant who uses up-to-date technical tools that comply with current standards. The assessments include:

- semi-automated source code analyses
- manual usability tests
- tests using assistive technologies (as screen readers)

## 6. Support and Reporting Barriers

If you experience difficulties accessing content or functions on the website or require additional assistance, you can send a message to the following email address:

[info@seiseralm.it](mailto:info@seiseralm.it)

Please include the following information in your message:

- First and last name
- Address of the website or the affected page sections
- Clear and concise description of the issue encountered
- Assistive tools used (operating system, browser, any assistive technologies)
- Any suggestions for improving accessibility

Reports received will be handled as quickly as possible and contribute to the continuous improvement of the website's accessibility.