

Accessibility Statement

This statement was created on 20th August 2026.

Tourism Association Sterzing - Pfitsch – Freienfeld is committed to ensuring the accessibility of the website www.sterzing.com in accordance with Legislative Decree No. 82 of 27th May 2022, implementing the European Directive 2019/882.

Tourism Association Sterzing - Pfitsch – Freienfeld 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 27th 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:

- 1.1.1 Non-text Content (Level A)
- 1.2.1 Audio-only and Video-only (Prerecorded)
- 1.2.2 Captions (Prerecorded)
- 1.2.5 Audio Description (Prerecorded)
- 1.4.1 Use of colour (Level A)
- 1.4.2 Audio control
- 1.4.3 Contrast (Minimum)
- 2.1.4 Character key shortcuts (Level A – WCAG 2.1)
- 2.2.1 Timing adjustable (Level A)
- 2.2.2 Pause, Stop, Hide (Level A)
- 2.5.4 Motion actuation (Level AA – WCAG 2.1)

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 28th June 2025.
- Office file formats published before 28th 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 28th June 2025.

2. General Description of the Service

The website www.sterzing.com is the digital information and service platform of the Sterzing holiday region in South Tyrol. It is aimed at consumers who wish to find out more about Sterzing, Freienfeld and Pfitsch, the surrounding mountain and natural landscape, and the region's tourism offerings, plan their stay, or search for specific leisure, cultural, shopping and dining options.

The website provides a digital information, inspiration and planning service covering holidays, nature and activities, culture and places of interest, events, shopping, gastronomy, accommodation, as well as other services and leisure activities available throughout the year. At the heart of the offering is the Alpine town of Sterzing and the surrounding holiday destinations of Freienfeld and Pfitsch, combining urban life, culture, nature, mountain sports and regional cuisine.

Holiday destinations

The Holiday destinations section introduces the three municipalities of Sterzing, Freienfeld and Pfitsch, highlighting their distinctive landscapes and cultural characteristics. Sterzing is presented as a historic Alpine town with traditional townhouses, shopping streets, restaurants, bars, churches and other places of interest. At the same time, the town serves as a starting point for outdoor and leisure activities in the surrounding mountains and on the nearby Roskopf mountain. Freienfeld is located south of Sterzing and includes the villages of Maria Trens, Stilfes and Mault, among others. The website provides information about village life and culture, historic churches and farmsteads, the Maria Trens pilgrimage church and Reifenstein Castle, as well as hiking, cycling and other leisure opportunities. Pfitsch and Wiesen are more strongly characterised by the mountain scenery and natural landscape of the Pfitsch Valley. The website presents, among other things, hiking routes, high-alpine tours and mountain huts, as well as the Hochfeiler, one of the region's most distinctive peaks. The section therefore provides both guidance for exploring the holiday region and inspiration for planning individual holidays and leisure activities.

Culture

The Culture section provides information on historical, architectural and cultural attractions in Sterzing, Freienfeld, Pfitsch and the surrounding area. These include churches, museums, castles and historic residences, historic buildings, artistic and natural attractions, as well as guided town tours and audio guides. The cultural attractions presented on the website include, for example, the Zwölferturm tower, Sterzing's landmark, the Parish Church and the Church of the Holy Spirit in Sterzing, as well as the Maria Trens pilgrimage church in Freienfeld. Additional information is provided on the historical context and development of the region. The service therefore enables guests to find out about cultural attractions before and during their stay and to plan sightseeing visits and other cultural activities.

Shopping

The Shopping section provides information on shopping opportunities in Sterzing. The main focus is on the historic town centre, with its shops and shopping streets. According to the website, the range includes fashion and clothing, sports and sportswear, beauty and health, technology and graphic services, as well as jewellery, handicrafts, decorative items, household goods and regional products. In addition to individual shops, the website also provides information on markets and opportunities to purchase regional products, including the Sterzing farmers' market and the weekly market in the town square. Depending on the individual listing, additional information may be provided for each business, such as its

address, contact details, website or location on a map. The section therefore serves an information and orientation function for guests looking for shopping opportunities, regional products or specific shops during their stay.

Gastronomy

The Gastronomy section provides an overview of restaurants, bars and other dining options in Sterzing, Freienfeld and Pfitsch. The website presents a variety of establishments, ranging from South Tyrolean inns and traditional Alpine huts and mountain refuges to restaurants, pizzerias, bars and establishments offering fine dining. The culinary offering includes traditional South Tyrolean and Eisack Valley dishes, as well as Italian cuisine and contemporary interpretations of traditional dishes. Users can find information about individual establishments and, depending on the listing, access further details such as location, contact details or additional information about the establishment. The service therefore supports guests in finding dining options and planning visits to restaurants and other places to eat during their stay.

Indoor swimming pool

The Indoor swimming pool section provides information about Balneum Sterzing, which offers both indoor and outdoor swimming facilities as well as a sauna area. The website describes, among other things, a sports pool, whirlpools, a toddlers' pool, an Outdoor-Pool open all year round, and a sauna and wellness area covering more than 1,000 m². In addition to a general description of the facility, the website provides practical information for visitors. This includes contact details, location, opening hours and a link to the Balneum website. The section therefore serves both to inform visitors about the available swimming, sauna and leisure facilities and to support the practical planning of a visit.

3. How the Service Works

The website can be accessed on desktop computers, tablets and smartphones using a standard web browser. As a general rule, no registration is required to use the website. Users can freely access and use the publicly available content and functions as follows:

- The content can be accessed via the website's main navigation and is organised thematically, in particular into Region, Winter, Summer, Events and Plan your holiday. Within these sections, further subsections are available on holiday destinations, shopping, gastronomy, culture, indoor and outdoor swimming pools, activities, accommodation and tourist service information.
- Users can access individual topic areas via the navigation and find further information on Sterzing, Pfitsch and Freienfeld, culture and places of interest, shopping, gastronomy, events, summer and winter activities, hiking and mountaineering, cycling, skiing, cross-country skiing, family activities, as well as the Balneum indoor and outdoor swimming pools. Additional information is also available

on topics including weather, webcams, travel and the activeCARD Sterzing guest card.

- For practical travel planning, the website provides an accommodation search for Sterzing, Pfitsch and Freienfeld. Users can enter their travel dates and the number of adults and children, search for available or suitable accommodation, and access detailed information on individual accommodation providers. Depending on the accommodation, further contact, information, enquiry or booking options are available.
- The website also provides up-to-date and practical information for planning a stay and for use while at the destination. This includes, in particular, weather information, live webcams, event dates, information on open lifts, activities, gastronomy, shopping opportunities, excursion destinations, travel and mobility, as well as information from the tourist information office. Further internal or external digital services can be accessed via additional links.
- The service is accessed via a web browser. Users select the desired content using menus, links, buttons, search functions, selection fields and input fields. Depending on the function selected, the website displays information pages, accommodation offers, event listings, weather or webcam data, maps or location information, or further digital services. For certain offers, users may be redirected to external services, such as online ticket shops or websites operated by tourism providers.
- In the Events section, users can access information on current and upcoming events in the holiday region. In addition to selected highlight events, an events calendar provides dates and further information.
- Guestnet is linked as an additional digital guest information service. Users can access this external service from the website and find further information to help them plan and organise their stay.
- The Info & Service section provides additional information and digital content, such as downloads, an overview of accommodation, an A–Z guide and an overview of tours. Contact details for the tourist information office are also provided, allowing users to obtain further information or get in touch directly.

4. Compliance with Accessibility Requirements

Tourism Association Sterzing - Pfitsch – Freienfeld 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 about 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

Tourism Association Sterzing - Pfitsch – Freienfeld 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 Tourism Association Sterzing - Pfitsch – Freienfeld 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@sterzing.com

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.