



Manifesto for inclusive and quality welcoming in motorway service areas

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Service areas serve millions of travelers each year, and the quality of their welcome contributes to the overall level of customer satisfaction on motorways

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In collaboration with CPD - Consulta per le Persone in Difficoltà, ASTM has developed a set of recommendations to direct and support those who design, manage and operate within service areas

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Recommendations are aimed at raising the quality standards of hospitality addressed to all types of users, including people with permanent or transitory disabilities and frailties, and will be promoted among service area operators

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Inspired by the principles of universal design, the guidance provides an overview of the functional characteristics of environments and their organization, including products, pathways, signage, common spaces, restrooms, and dining areas

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Inclusive welcoming goes through training of operators so that they can acquire essential information about disability and adequately manage both daily life and emergency situations