

TUSCANY

NEVER-ENDING RENAISSANCE

**“Every journey is more beautiful
when experienced together.”**



visittuscany.com



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

Charter of Values for Pet Tourism

Travelling together, really

Pet-friendly tourism stems from the genuine bond that unites people with their four-legged friends, true life companions who contribute to the well-being and serenity of those who love them. When one chooses to take them on a trip, the desire is to live experiences without giving up, sharing places and moments with those who are part of one's life. In recent years,

this sensitivity has become an increasingly widespread cultural phenomenon: there is a growing desire to move together, to find prepared destinations, welcoming environments and services designed for them as well. Tuscany, a land of hospitality and beauty, fully embraces this change and transforms it into an opportunity: to build a more aware, empathetic and organised offer, capable of responding to the needs of travellers and, at the same time, of generating value for communities, operators and territories.



Tuscany: a naturally pet-friendly destination

The region has always combined culture, nature, landscapes and authentic relationships. It is a land that lives in harmony: that between man and the environment, between tradition and innovation, between community and guests. Being pet-friendly in Tuscany means integrating this harmony into the way of welcoming, communicating and caring for all guests.

It also means building aware territorial ecosystems: a network of structures, services, operators, communities and territories. Different actors and contexts, but united by the same goal: to offer a smooth, peaceful and value-rich travel experience with your pet.

The Charter of Values: a shared commitment

The Charter was created to offer a common framework to those working in the world of hospitality - accommodation facilities, bathing establishments, museum activities, territorial communities, guides and tour operators - and wishes to contribute to the growth of an increasingly pet-welcome Tuscany.

It is a guide that combines vision, responsibility and concrete action: an invitation to collaborate, inform, educate and put the well-being of animals and people at the centre, with a view to mutual respect and harmonious coe-



xistence. A journey that does not only affect those travelling with a pet: it affects everyone. Because a more caring, inclusive and kind tourism generates positive effects for the whole community.

The five pillars of pet-friendly hospitality

1. Transparency

It is the commitment to communicate in a clear, complete and usable manner all information related to the reception of four-legged friends: regulations, spaces, available servi-



ces, limitations and opportunities.

Transparency means allowing travellers to organise their stay with peace of mind, avoiding misunderstandings and ensuring positive experiences during their stay.

Being transparent also means showing, not just describing. Clear photos of dedicated spaces, rooms, outdoor areas, access and any restrictions help guests to really understand what the facility offers and how they can move around with their pet.

Communication – on websites, social networks, brochures, posters and with the support of trained staff – thus becomes a tool to build trust and welcome even before arrival.

2. Respect and education

It is the commitment to consider pet re-

ception as a dialogue between different needs: those of the little friend, its owner, the other guests and the facility staff.

Respect means promoting correct, conscious and responsible behaviour based on mutual education and harmonious coexistence.

It means recognising the identity of the animal, understanding its nature, protecting its needs without forgetting those of its surroundings. Empathy, listening and attention: essential ingredients for tourism that values relationships and turns every encounter into an opportunity.

3. Pet safety and well-being

It is a commitment to put the four-legged friend at the centre of the travel experience, with a view to genuine care.

Adequate spaces, healthy environments, specific attention, and the availability of information on services in the area – from vets to pet shops, from dog-walking areas to dog-sitting services – are essential tools for ensuring serenity.

Well-being is also prevention: having trained personnel, knowing how to read signs of stress, adopting practices that reduce risks and discomfort.

Because a calm and protected animal generates positive experiences for everyone.

4. Welcoming and Inclusion

It is the commitment to consider each pet and each traveller as part of the temporary community that experiences the facility or destination.

It means offering a real, not symbolic experience,

made up of dedicated spaces and services, but also of attention to the differences between animals, between people and between needs.

Welcoming in an inclusive way means making every guest feel part of a place that recognises and respects them.

It is to ensure that travelling with a pet is not a concession, but an experiential right that enriches everyone: the tourist, the facility and the territory.

5. Freedom and Harmony

It is the commitment to promote a way of travelling that allows people to experience their bond with their four-legged friend without unnecessary restrictions, respecting the territory and the community.

Freedom means being able to explore trails, vil-



lages, cities of art, beaches and cultural sites feeling truly welcome, and not simply tolerated. From this freedom comes harmony: that condition in which people, pets and places coexist naturally, generating a deep sense of shared well-being. A balance that makes the Tuscan experience even more unique, authentic and memorable.

From words to deeds

Being pet-friendly is not a statement, it is a path. A set of good practices – small and large – that operators and territories can activate every day to improve the experience of those travelling with an animal.

Meaning:

- **communicate in a transparent manner;**
- **provide adequate and clean spaces;**
- **ensure safe and accessible routes;**
- **train staff on the needs of four-legged friends;**
- **map services in the area and share them with guests;**
- **collaborate with local communities and operators;**
- **develop a culture of welcome that goes beyond rules and becomes widespread awareness.**



And now that we are pet-friendly, how do we tell the story?

The quality of pet hospitality is a value that is built together: operators, communities, territories, travellers. Telling it means bringing out a Tuscany that knows how to be inclusive, attentive, empathetic, prepared. A Tuscany that welcomes every member of the family and chooses to make kindness a hallmark of its tourism. It is an invitation to participate, to share, to improve. Turning a holiday into a harmonious experience for all.

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