

# A flexible environment is a smart one.



SENZA LIMITI

**ProfiloSmart**

[www.profilosmart.com](http://www.profilosmart.com)

# Choose a Smart Bathroom

**The Profilo Smart solution is versatile and can be adapted to the individual needs of each guest, without compromising your standard bathrooms.**

We've created a flexible system that is easy to use and highly customisable.

With Profilo Smart you can turn any standard bathroom into an accessible one in seconds, without the use of any special tools. Our discreet and versatile track system, unlimited colour palettes and beautiful accessories allow you to create stunning bathrooms. Offering you endless design possibilities for positive, supportive and beautiful environments.

**Would you like to turn a standard bathroom...**





# Benefits for Hotelier

## Versatile Guests Allocation.

Flexible environments are resourceful. Adopting Profilo Smart's system, will allow you to allocate guests (with or without special requirements) in a more versatile way.

**In case of overbooking this feature will give you the chance to freely re-arrange the rooms avoiding the need to ever refuse guests again.**

## A tailored offer for a new group of individuals.

With Profilo Smart it is possible to offer a better service in terms of comfort and safety in the bathroom. It is possible to attract a new group of individuals with a specific offer for seniors and for people with reduced mobility.

Adopting the Profilo Smart system and acknowledging these individuals as sensitive market groups, will allow you to seize the "Tourism for All" related market opportunities.

**... into an  
accessible one  
within  
seconds?**



# Integrate our system in any environment

## Deep customisation possibilities.

A Profilo Smart offers endless customisation possibilities. The cover of our flexible system can be customised with any colour or pattern, which means that the system can literally disappear within any environment.

It is possible to match the colour or material of the walls or you can choose to make the elegant design of the system stand out.

Plastic components of our products come in 5 standard colours, while the aluminum comes in 2 finishes, anodized and stainless steel finish.

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## Discreet and elegant design, Made in Italy

A common problem with accessible bathrooms is that architects usually have to sacrifice beauty for functionality. Profilo Smart allows you to avoid compromises: the result is a better functionality and a flawless design. The very discreet design of Profilo Smart, allows you to hide the system in plain sight, camouflaging it within the style of the environment. Profilo Smart takes pride in its Italian heritage: all of our products are designed and made in Italy in a state of the art facility.

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# Continuity

Only rarely is the design of an accessible bathroom of a 4/5 star Hotel coherent with the overall quality & design standard of the rest of the hotel.

Even when the lobby or the rooms appear warm and finely designed, accessible bathrooms often look cold and maintain a “clinical” feeling.

With Profilo Smart it is possible to equip a bathroom with a superior functionality and also an elegant design.

It is possible to be coherent with the design of the hotel and create continuity with the warmth and the style of the rest of the hotel.

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# Benefits for the Guest

## Nice design and superior functionality, in every bathroom.

With Profilo Smart, all the guests can at last enjoy a finely designed bathroom. Our flexible system allows you to address the needs of seniors and of guests with

reduced mobility with an unprecedented accuracy. With our flexible approach it is possible to have accessories that perfectly fit to anyone regardless of their body characteristics and mobile capabilities. They will feel at home. And they will come back.

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*"It is a known fact that an accessible built environment is a crucial requirement for around 10% of the population, a necessity for approx. 30 to 40% and comfortable for 100%".*



# Tourism for all: trends

## Ageing population.

An ageing population is a world-wide phenomenon.

In 1999, 10% of the World's population were aged 60 years or more, a figure which is expected to grow to 29% in 2050.

With an aging population, where a large proportion has grown up travelling, **tour operators may soon find their core customer** evolving with this demographic change.

**There is a direct link between age and disability.**

A person is 14 times more likely to have a disability by the time they reach 65 years old than a four-year old.

What's more, unlike past generations, **this group of individuals are seeking an active and adventurous experience** for their post work lives, and **tourism is seen as an important component of their quest for life experiences.**

## Tourism for all: Market Size.



**€88.6 billion** by 2025  
+65% if compared to 2005



**€1 billion** by 2025  
Approx. 20% of the total sector

## Lost potential.

Evidence suggests there is substantial volume in the accessible tourism market, however an analysis of the available information demonstrates that only a very small percentage of the market addresses the needs of accessible tourism.

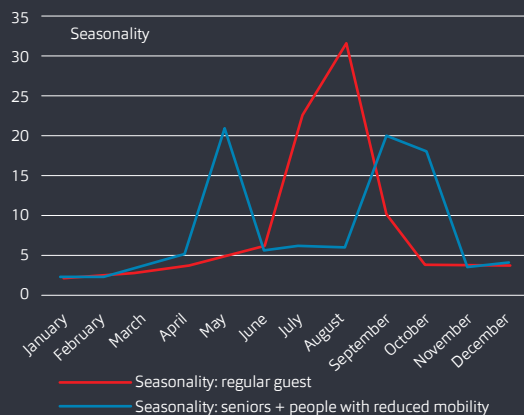
It has been estimated that over 37 per cent of European citizens do not take holidays due to perceived barriers to accessible travel.





## De-seasonalized market.

Monthly distribution of nights spent (%) in tourist accommodation.



### Facts.

Travel habits of seniors and of people with impairments:

- Tend to travel in May, September and October both for holidays and short-breaks.
- 88% of people with disabilities interviewed claimed to be independent of school holiday dates when planning their holidays.
- Tend to become regular clients after finding accommodation that suits their needs.
- Tend to spend an average of 1.16 times more than the typical tourists.
- Tend not to travel alone.
- Tend to take longer breaks and holidays.
- Tend to become brand evangelists (they would talk about a good or a bad experience up to 10 times more than other people).
- 62.3% are prepared to pay extra for additional accessible offerings.

### A market opportunity.

Accessible Tourism already represents a great market opportunity, but there is a gap between its market value and the market potential.

It is possible to clearly identify 2 great barriers:

- The target is not acknowledged as a sensitive market group.
- Insufficient infrastructure.

### What if we could overcome these two barriers?

Taking action on these two issues through an adequate set of mobility aids and with a targeted communication strategy, will help to fill the gap between the market value of accessible tourism and its real potential.

**Profilo Smart**  
**helps you removing**  
**infrastructural**  
**barriers.**



SENZA LIMITI

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5 YEAR  
GUARANTEE