

URBAN TREKKING - information sheet

WHAT IS IT

Urban Trekking was born in Siena in 2003 as a new way of making “slow tourism” with the purpose of diversifying visitors away from the most popular circuits. An activity that combines sport, art, taste and the will to discover the most untrodden and interesting corners of the city, through itineraries characterized by steep rises and drops of terrain along with stairways.

It is a form of "vagabonding" tourism, free and full of surprises, suitable for all ages, without a particular preventive training. With comfortable clothing and shoes, the whole family can practice urban trekking with children and also persons who are less trained. In addition to being an activity that is good for body and mind, Urban Trekking is a sustainable “tool” for cities because it relieves the pressure of the areas crossed by traditional tourist flows, diversifying the flow in less known and peripheral areas of the City. In addition the Urban Trekking motivates the tourist to prolong his stay. A sustainable kind of tourism respectful of the residents' quality of life and, at the same time, an opportunity for the tourist to actively live the travel experience. A city walk becomes a way for visitors to discover the local tourist attractions by realizing a moment of cultural and spiritual growth.

FOR WHOM

Urban Trekking can be done by everyone, without age limit or special equipment.

WHEN

Every moment of the year is suitable to practice Urban Trekking, in any season, day or night, without the limits of traditional trekking. The National Day of Urban Trekking established by the City of Siena, pioneer of the project, is on 31 October.

WHERE

Along the streets of art cities characterized by ups and downs or by monuments with stairs and other roughnesses.

WHAT ARE THE BENEFITS OF URBAN TREKKING?

Urban Trekking is an activity that, in addition to being good for the spirit and mind, allows one to keep in shape. Walking at a steady pace for at least 20 minutes allows, in fact, to burn about 150 kcal.; it helps to remove risks related to hypertension, osteoporosis and remove the consequences of sedentary life such as stress, anxiety, depression.

The routes proposed by the cities that in recent years have joined the National Day of

Urban Trekking have an average duration ranging from one to four hours, allowing the user to burn from a minimum of 450 kilocalories (one-hour route) to a maximum of 1,800 kilocalories (four-hour route) for turn.

HOW TO JOIN

Urban Trekking confirms year by year its great success, in terms of participation (in the 2022 edition have joined the initiative about 80 Italian municipalities, and Porto city as member of URBINAT) and resonance in the media, being one of the most attended events by the lovers of this kind of tourism.

Every year the Municipality of Siena identifies the topic of the Trekking, often indicated by the *MIBACT (Italian Ministry of Culture and Tourism)*, or referring to particular anniversaries and current issues.

The topic for 31st October 2023 is:

“Trekking a colori: pratiche di sostenibilità attraverso i secoli”

“Trekking with colors: sustainability practices through the ages”

The municipalities members of URBINAT can join the initiative for free while the City of Siena, project leader, allows to use the brand Urban Trekking and provides:

- project coordination and organizational secretary of the event;
- communication (graphic design, website, social) and national press office;
- realization of a brochure;
- organization of the national press conference in Rome.

Of great appeal is the media coverage (national and specialized press) as well as on the Website: <https://www.trekkingurbano.info>

Social media profiles:

Facebook: <https://www.facebook.com/trekkingurbano>

Instagram: https://www.instagram.com/trekking_urbano/

THE PROPOSAL FOR URBINAT

The Municipality of Siena proposes to share this “best practice” that has been around for many years with great public success and a strong media appeal. In the year 2022 it was the subject of particular attention from the media and has seen a large number of requests from the participants.

Each URBINAT partner city will be able to freely organize its own initiatives. For registration at the project **“Trekking with colors: sustainability practices through the ages”** which will include:

- use of the Urban Trekking brand owned by the Municipality of Siena;
- posting of the itineraries of the participating cities on the website and its social profiles:

<https://www.trekkingurbano.info>

<https://www.facebook.com/trekkingurbano>

https://www.instagram.com/trekking_urbano/

- inclusion in national press releases;
- participation of a city representative at the national press conference.

**IN ORDER TO PARTICIPATE IN THE EVENT IS REQUIRED TO FILL THE
“MEMBERSHIP FORM” ATTACHED - TO BE SENT BACK BY 20 JUNE 2023 TO:
trekkingurbano@comune.siena.it**