

## **Interview with Ms Ingrid**

**Ms Ingrid runs the hotel „La stua“ together with her father. The hotel, which was founded 40 years ago, specialises in products and services for motorcyclists. Therefore it belongs to the so called niche tourism.**

**The name “La stua” derives from a dialectal word meaning the room in which family members, friends and guests get together in order to eat, talk and have fun.**

**Ingrid and her family have always focussed on quality rather than quantity. However, quality does not exclude quantity, as was shown by the 7,500 motorbikes that Ingrid counted last year.**

**As for the age of visitors, most of them are older than 50 years.**

**Ingrid has such a strong passion for motorcycles that last year she even organized a motorcycle rally, the “Bikers on the Rock”. This event is going to take place also this year.**

**We should remember that many people want to come to Trentino in order to tour the Dolomites which belong to the most beautiful mountains in the world.**

**Ingrid finishes her speech by saying that she has inherited the passion for motorcycles from her father.**