



**Presentation of the Study conducted by ENAT,
promoted by the Province of Bergamo,
concerning the status of Accessible Tourism**

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Fiera Bergamo, 17 February 2024



@EUaccesstourism

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We are working to create equal tourism opportunities for all 



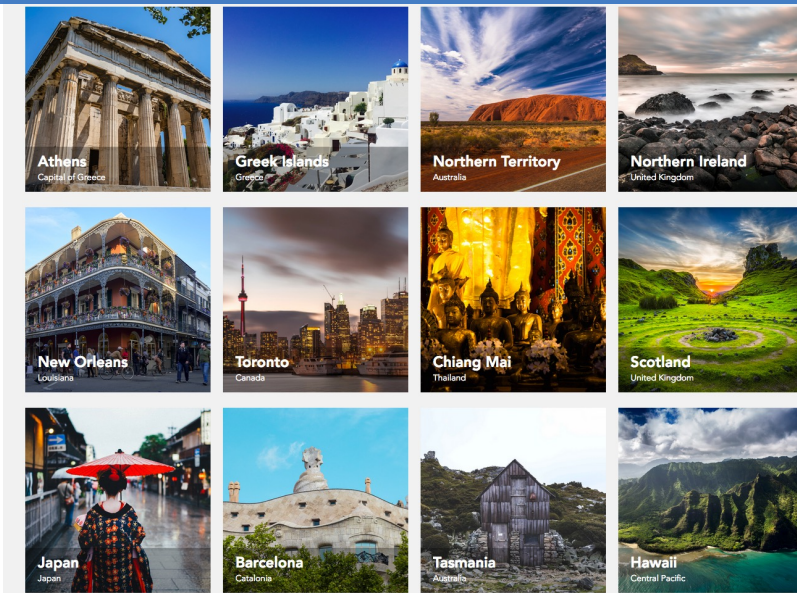
1,3 billion people have a disability
(World Health Organisation, 2023)

1 300 000 000

One in seven people, worldwide

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Tourist destinations – Are they accessible for all visitors?



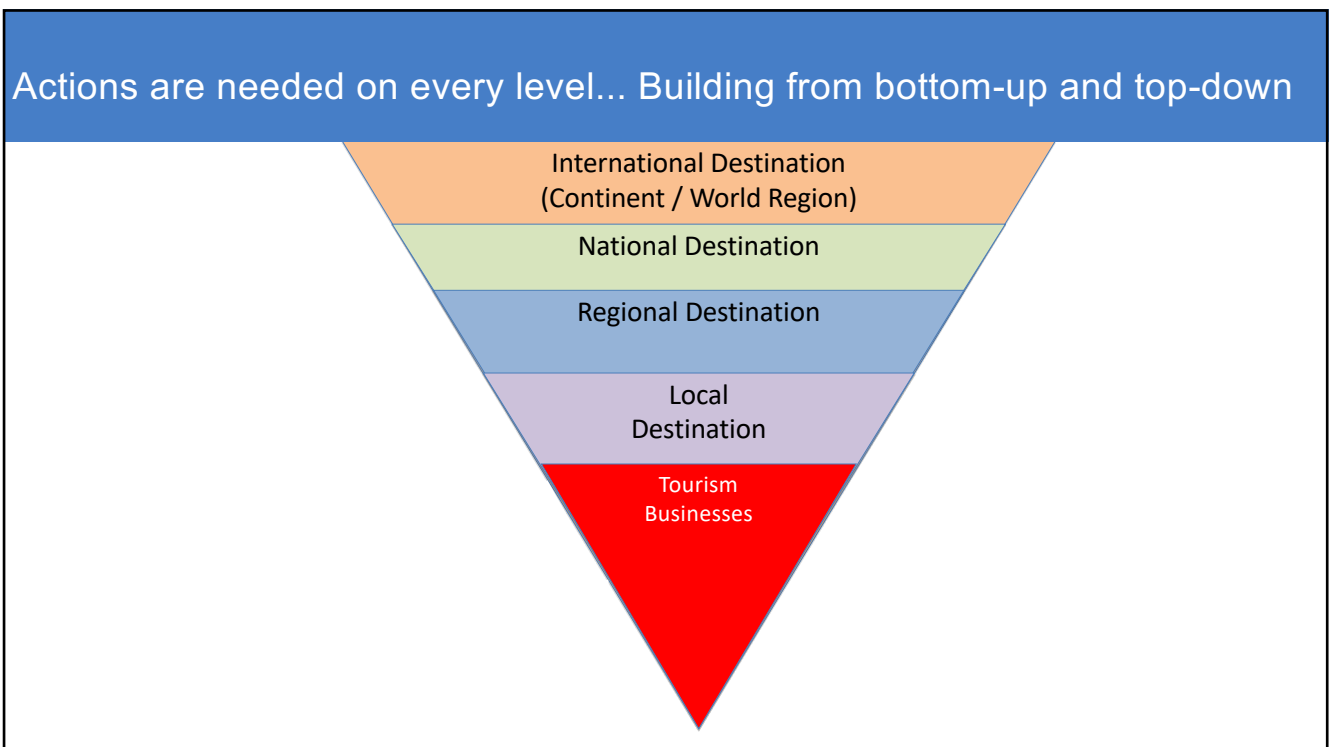
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What makes a successful Accessible Tourism Destination?

This presentation is based on an analysis of “**good practices**” in **tourist destinations**, looking at:

- ✓ **Governance Structures** – focusing on how destinations have placed accessibility and inclusion in their organisation
- ✓ **Processes** - identifying tools and mechanisms that support the development of accessible offers and experiences to welcome and cater for visitors of all ages and abilities
- ✓ **Outcomes** – highlighting the achievements of some of the outstanding destinations and tourism providers

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What makes a successful Accessible Tourism Destination?

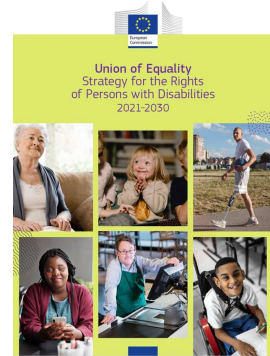
An accessible destination:

- ✓ Develops **accessible tourism services through a Universal Design approach**
- ✓ Has a **Policy and funded Action Plan for accessible tourism**
- ✓ Gathers data about the accessibility of physical environments, facilities and services
- ✓ Has an **accessible website**, conforming to WCAG Level A 2.1 or Level A 2.2
- ✓ **Publishes information about the accessibility** of accommodation, attractions, local transport
(Participates in a recognised **Accessibility Information Scheme**)
- ✓ **Promotes accessible offers and experiences** for visitors with disabilities and others with specific access requirements, alongside “mainstream” offers
- ✓ Gathers **data about the numbers of visitors with access requirements** and their satisfaction with the provided services

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Governance: EU and UN policies and regulations support Accessible Tourism

- UN Convention on the Rights of Persons with Disabilities RPD (2006)
- EU Web Accessibility Directive (2016)
- EU Accessibility Act (2019)
- EU Commission Strategy (Union of Equality 2021-2030)
- DG-GROW Transition Pathway for Tourism (T4T, 2021)
- UN Tourism’s new agenda (San Marino Action Agenda - November 2023)



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Guidance for public administrations ISO Standard 21902 and “User Guides”



¹ In collaboration with Turismo de Portugal, Turismo Argentina and ENAT
<https://www.accessibletourism.org/?i=enat.en.news.2312>

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Seven characteristics of successful Accessible Tourism Destinations

Processes and Outcomes:

1. Accessible Tourism means “Tourism for All”

– Develop a new mindset, an attitude, that says:

“We are working to design our venues, services and experiences for everyone.

We don’t leave anyone behind”



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Seven characteristics of successful Accessible Tourism Destinations

2. Make a Regional or Destination Accessibility Action Plan.

- Get high-level political support and long-term commitment.

- Promote your plan with the help of “Accessibility Champions” who can show your achievements



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Seven characteristics of successful Accessible Tourism Destinations

Inclusion is the goal, Accessibility and Universal Design are the keys

3. Don't do everything yourself. Create an organisation that builds cooperation and trust

- Successful destinations collaborate with local and regional partners and use networks to find good practices and adapt them to their locality.
- Create accessible offers by integrating several suppliers in the delivery chain – accommodation, transport, attractions, experiences, tourist guides, etc.



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Seven characteristics of successful Accessible Tourism Destinations

Inclusion is the goal, Accessibility and Universal Design are the keys

4. Get training

- for destination managers and staff, and offer training to businesses, volunteers and NGOs
- know your customers' needs and how to deliver accessible services throughout the whole service chain



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Seven characteristics of successful Accessible Tourism Destinations

Inclusion is the goal, Accessibility and Universal Design are the keys

5. Apply Universal Design and accessibility standards and guidelines

- to ensure high quality tourism services
- design for the widest range of customers, considering their access requirements and preferences



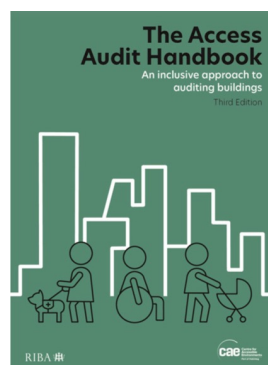
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Seven characteristics of successful Accessible Tourism Destinations

6. Carry out Access Audits

- of public spaces, buildings, facilities and services using objective criteria and measurements

RIBA
Access Audit Handbook
<https://www.ribabooks.com/>



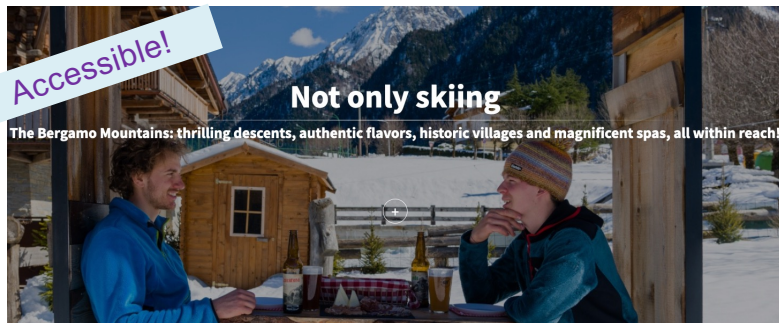
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Seven characteristics of successful Accessible Tourism Destinations

Inclusion is the goal, Accessibility and Universal Design are the keys

7. Make Accessibility part of your brand.

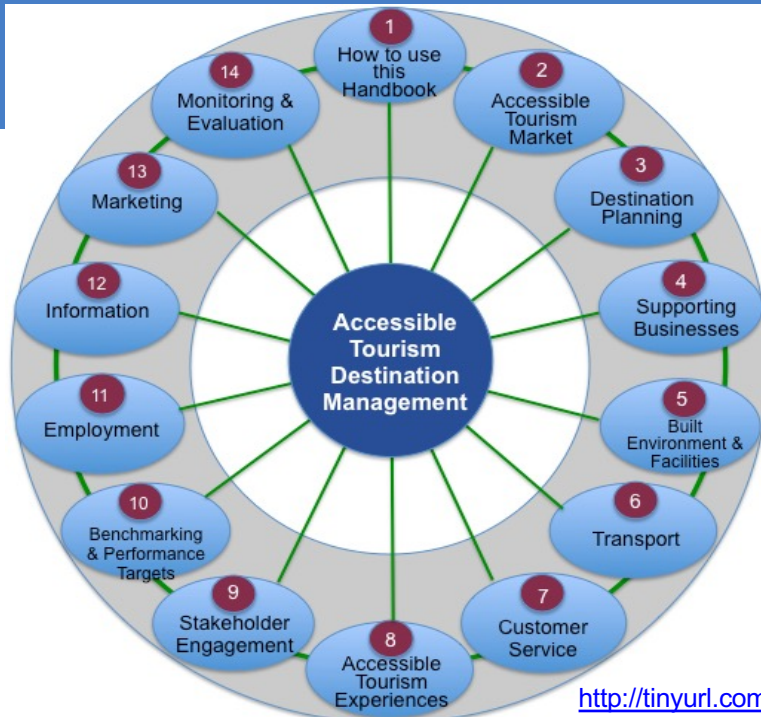
- Publish and promote accessibility information on your website, in Apps, in print.
- Use audio information, sign language and Braille where possible



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Accessible
Tourism
Destination
Management
Handbook
by ENAT



<http://tinyurl.com/enat-at-handbook>

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Government support for small tourism businesses is vital!

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European Network for Accessible Tourism

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Mille grazie!



www.accessibletourism.org

Bergamo, 17th February 2024

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