

European Commission - June 6, 2014
Conference: "Mind the Accessibility Gap"



The European Accessible Tourism Directory

Introduction

- Overview
 - ✓ Background
 - ✓ Parties involved
 - ✓ Target groups (supplier/tourist side)
 - ✓ Advantages for suppliers and tourists
 - ✓ Results / Roadmap
- Demonstrations:
 - ✓ How to register as a supplier
 - ✓ How to look for accessible tourism services
- Pantou in social media

Background

- Several national / regional accessibility schemes and registers
- No register of accessible tourism providers at European level
- Pantou does not interfere with national or regional registers, rather serves as a promotional vehicle of tourism suppliers
- Possibility to extract data at different levels, e.g. types of suppliers, service supply chain etc.
- Pantou is the Greek word for "everywhere"

www.pantou.org

Pantou

Parties involved

Funded by
DG Enterprise



Consortium partners



Target Groups

- Tourism Suppliers: hotels / accommodation, restaurants, transportation services, equipment suppliers, etc.
- Tourists: People with different kinds of access needs, e.g.
 - ✓ mobility/vision/hearing impairments;
 - ✓ people with learning difficulties;
 - ✓ people with allergies;
 - ✓ families with small children etc.

Advantages for Suppliers and Tourists

○ Suppliers

- ✓ Recognised status
- ✓ More visibility, all over Europe and globally
- ✓ Networking and business development



○ Tourists

- ✓ Starting point for people looking for accessible tourism services in Europe
- ✓ Linking to national websites/schemes for more information

Results so far...

- Nearly 200 suppliers registered
- Of which 32 accessibility information schemes
- Most suppliers from Spain and Greece

Roadmap

- Optimisation of the search function
- Importing of supplier data from different accessibility schemes
- Promotion to push adoption of the service
- Value adding features for suppliers

Demonstrations

Pantou on Social Channels

facebook

facebook.com/**pantouorg**

Linked **in**

linkedin.com/**company/pantou**

twitter

@**Pantou_tourism**

Google+

plus.google.com/**+PantouOrg**

Pantou

Thank you
and
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