Accessible Tourism Training Conference
Multiplier Event
Brussels, 13 November 2019
Who we are....

- EU project, 2006, DG EMPL
- Mainstreaming disability & Combatting discrimination
- NGO founded, Brussels 2008
- International Board of Directors

- Multi-stakeholder network: public, private, NGOs, ...
- 100 members
- 30+ countries world-wide

www.accessibletourism.org
@EUaccesstourism
What we do…

- Global Networking and Members’ Online Community
- Tourism Development Projects
- B2B Consulting
- Supporting NTOs, Cities & DMOs
- Promoting Good Practices, Knowledge Management
- Education and Training
- Pantou Accessible Tourism Directory
- World TFA Quality Programme

Promoting Tourism for All

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EU Accessible Tourism Figures

- Accessible tourism generates **€400 billion** revenues per year

- Is expected to grow annually by 1% for the coming years

- Accounts for **3%** of the total EU GDP

- It supports **9 million jobs**
EU Accessible Tourism Figures

- But: **only 9%** of EU28 tourist services are accessible
- A potential **44%** increase in demand per year for accessible tourism if appropriate services were put in place
- An additional **1.2 million enterprises** need to provide accessible services to meet future demand
- Access improvements could raise its economic contribution by **25%**
- and could attract up to **75% more international travellers**
Lack of Accessibility Costs!

Due to lack of accessible services the tourism sector

- loses €142 billion of revenue
- fails to give jobs to 3.4 million workers

Each year!
Accessible Tourism is...

“Universally Designed Tourism for All”

- Making environments, venues and services suitable for the widest range of customers, including people with disabilities, seniors, families with small children… and many more.

- Equal opportunity to enjoy tourism experiences

Accessibility ensures Comfort, Safety, Sustainability
Design for All – Universal Design

Considering the requirements of the widest range of visitors

Tourists come in all shapes and sizes

Let them in!
• 70-80% of disabilities are invisible!

• Visitors with a temporary disability

• Visitors with a long-term health condition

• Visitors who are frail, with age-related health problems
Drivers for Accessibility

• Ethically - right to do
• Legally - requirement
• Business - good sense
Pillars of Accessible Tourism

- Information
- Customer Service
- Facilities
- Built Environment
- Transport

TAD – The Ability Advisor
Thank you