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Accessible Tourism Training Conference

Multiplier Event

Brussels, 13 November 2019





ENAT
European Network for
Accessible Tourism

Working together to make
Tourism in Europe Accessible for all



Supported by the
European Commission

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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



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ENAT Partnerships



Digital Services Partner



Organisation with Observer Status



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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A few ENAT Members and Partners



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

9



Keep in mind...

- **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

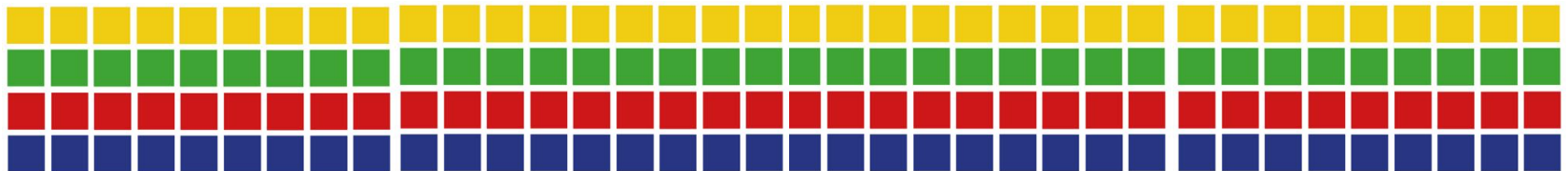
Customer Service

Facilities

Built Environment

Transport

TAD – The Ability Advisor





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TAD E-Learning:

<https://learning.abilityadvisor.eu/>

ENAT: enat@accessibletourism.org

ENAT E-mail:

www.accessibletourism.org



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Thank you

