ENAT
Delivering Accessible Tourism Experiences for All Visitors

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ENAT - European Network for Accessible Tourism
non-profit association
Founded 2008

www.accessibletourism.org
Who we are....

- EU project, 2006 to 2007
- Mainstreaming disability
- Combatting discrimination
- ENAT founded as non-profit association, Brussels 2008
- International Board of Directors
- Multi-stakeholder network
- 100+ members
- 30+ countries world-wide

Promoting **Tourism for All**

[www.accessibletourism.org](http://www.accessibletourism.org)
A few ENAT Members and Partners
What we do…

- Global Networking and Members’ Online Community
- Business-to-Business - Strategic Tourism Development Projects
- Supporting National Tourism Organisations, Cities & Destinations
- Promoting Good Practices from around the world
- EU-funded Projects: Tourism Research and Development support
- Education and Vocational Training Curricula and e-Learning
- Developing International Standards
- ENAT Accessible Tourism Directory (www.Pantou.org)
Tourist Destinations: Are they Accessible for All?

- Athens, Greece
- Greek Islands, Greece
- Northern Territory, Australia
- Northern Ireland, United Kingdom
- New Orleans, Louisiana
- Toronto, Canada
- Chiang Mai, Thailand
- Scotland, United Kingdom
- Japan
- Barcelona, Catalonia
- Tasmania, Australia
- Hawaii, Central Pacific
Our Mission

“To make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world.”
Accessible Tourism – Open to Everyone

Tourists come in all shapes and sizes

Let them in!
Accessible Tourism is not “special”

It is part of every kind of offer

- Accommodation
- Adventure
- Culture
- Gastronomy
- Conferences & Fairs
- With kids
- Education
- Nature in the city
- City Break
- Religion
- Sports & Events
- Festivals
“Universally Designed Tourism for All”

Making environments, venues and services suitable for the widest range of customers, including:

- Seniors,
- Families with small children,
- People with disabilities,
- People with long-term health conditions … and many more.

Ensuring equal opportunity to enjoy tourism experiences

**Accessibility means**: Inclusion, comfort, safety, sustainability
1 billion people have a disability (World Bank, 2011)

1 000 000 000

One in seven people, worldwide
Not forgetting...

• 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
UN Convention on the Rights of People with Disabilities (2006)

- Aims to “promote, protect and ensure the full and equal enjoyment of all human rights and fundamental freedoms by all persons with disabilities, and to promote respect for their inherent dignity”.
- Article 30 requires: “Equal access to participation in cultural life, including leisure, tourism and sport”
- Convention ratified by 177 States parties (October 2018).
- Optional Protocol Ratifications/Accessions by 92 States parties

Some of ENAT’s partners and activities
UNWTO “Tourism for All” Brochure for World Tourism Day, Bangkok, 2016
Developed with the support of the ONCE Foundation for social and economic inclusion of people with disabilities and ENAT

Accessibility as a tool for reaching the UN Sustainable Development Goals
A new initiative by UNWTO, ILO, ENAT and partners
“Recommendations on Accessible Tourism
“Adopted by UNWTO General Assembly Resolution A/RES/637(XX) of August 2013”

Recommendations developed with the support of the ONCE Foundation for social and economic inclusion of people with disabilities and the European Network for Accessible Tourism (ENAT)
UNWTO Manuals on Accessible Tourism for All: Principles, Tools and Good Practices
Developed with the support of ACS Foundation, ONCE Foundation for social and economic inclusion of people with disabilities and the European Network for Accessible Tourism (ENAT)
Studies and projects for EC and EU Parliament

16 EU-funded projects and tenders since 2008

- Vocational Education and Training
- Competitiveness and Innovation
- Research and Development - FP7
- Horizon 2020
- Europe Aid

See: [https://www.accessibletourism.org/projects](https://www.accessibletourism.org/projects)
Participating in Global and European Standards work

ISO DIS 21902 (ongoing)
Tourism and related services – Accessible tourism for all
Requirements and recommendations.

CEN-CENELEC JTC 11 Mandate M/420
prEN_17210 (ongoing)
European Standard on Accessibility of the Built Environment
“T-Guide” Course
Professional Development course for Tourist Guides on
how to prepare and carry out guided tours for visitors
with intellectual disabilities or learning difficulties

- Jointly accredited by FEG and T-Guide since 2015
- Over 40 qualified “T-Guides” in 7 countries

https://www.t-guide.eu/
Partnership with Blue Flag International

Revision of Global Accessibility Criteria for Blue Flag beaches, marinas and tour boats. Member of Blue Flag Evaluation Committee.
Tourism numbers rising
Tourism receipts growing
Global population ageing
Increasing demand for inclusive experiences
Accessible tourism generates €400 billion revenues per annum and is expected to grow annually by 1% for the coming years.

- 3% of the total EU GDP
- It supports 9 million jobs

**But:** Only 9% of EU28 touristic services promote themselves as “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

- Improvements could raise its economic contribution by 25%
- and could attract up to 75% more international travellers
Lack of accessibility is a cost for the tourism sector!

Because of poor accessibility, the tourism sector is losing:

- € 142 Billion each year
- More than 3.4 million jobs
Ever-rising numbers of tourists (- until COVID-19)

Source: World Tourism Organisation (UNWTO)
Global population is getting older

Figure 1. Percentage of the population aged 60 years or over, estimated for 1950-2014 and projected to 2050

Source: UN, 2014
Relation between ageing and disability

Source: World Bank (2011)
World Report on Disability.
“Seniors” are 65% of the Accessible Tourism Market

- 1 in 5 persons in European Union are over 60
- They want to travel and enjoy life
- Seniors from Europe take 6 to 7 trips a year
- They have most discretionary income
- They are more active, “youthful”
- They take most overseas trips
People with access needs travel with **1.9 companions** (on average)

**On average:**
- People with disabilities have **+2.2 companions**
- Older people **+1.6 companions**

**AND they…**
- Stay longer
- Spend more
- Make more repeat visits
- Travel throughout the year
Total value of accessible tourism market in Great Britain is around £17.7 billion (England £15.3bn, Scotland £1.3bn, Wales £1.11bn)

England trips taken by those with an impairment and their travelling companions in 2018

- The total expenditure generated by those with an impairment or those travelling within a group where a member had an impairment is estimated to be £15.3 billion
- Inbound visitor spending by this group was £0.5 billion in 2018
- Domestic overnight visitor spending by this group was £3.2 billion in 2015
- Day visitor spending by this group was £11.6 billion in 2018.

Great Britain Day Visitor Survey 2018, Great Britain Tourism Survey 2015 and International Passenger Survey 2018
England trips taken by those with an impairment and their travelling companions in 2018

Contribution to tourism - spend

The spend from trips taken by those with an impairment and their travelling companions made up:

- 2.2% of all inbound trip spending in 2018
- 16% of domestic overnight trip spending in 2015
- 20% of day visit spending in 2018.

Great Britain Day Visitor Survey 2018, Great Britain Tourism Survey 2015 and International Passenger Survey 2018
England trips taken by those with an impairment and their travelling companions in 2018

Average spend

- The average spend per inbound visit was £660 for all trips, compared to £740 for trips taken by those with an impairment and their travelling companions.
- The average spend per domestic overnight trip was £191 for all trips, compared to £210 for trips taken by those with an impairment and their travelling companions.

GBP 740 = BYN 2,528. 1 BYN = 0.2927 GBP
England trips taken by those with an impairment and their travelling companions in 2018

- The average length of stay per inbound visit was 7.3 nights for all trips, compared to 11.6 nights for trips taken by those with an impairment and their travelling companions.

- The average length of stay per domestic overnight trip was 2.9 nights for all trips, compared to 3.3 nights for trips taken by those with an impairment and their travelling companions.
The Accessible Tourism Directory
https://pantou.org
Accessible Tourism Marketing and Quality Management

Pantou.org – The Accessible Tourism Directory
ENAT World Tourism for All Quality Programme

Promoting
Accessible Tourism for All

https://pantou.org
Centre for Contemporary Arts
Glasgow, United Kingdom

Service description:
CCA: Centre for Contemporary Arts is Glasgow’s hub for the arts. Our year-round programme includes cutting-edge exhibitions, film, music, literature, spoken word, festivals, Gaelic and performance. At the heart of all activities is the desire to work with artists, commission new projects and present them to the widest possible audience.

Website: http://ccaglasgow.com

Services
Visitor Types
- Small Children
- People with motor impairments
- People who use a wheelchair
- People of very large or small stature
- People who are deaf or hard of hearing
- People without speech or with speech impairments
- People who are blind or have vision impairments

Log in
The Accessible Tourism Directory

- Initially funded by European Commission
- Now wholly supported by ENAT and EWORX S.A.
- Supports Tourism SMEs
- Includes over 70 types of services, e.g. cultural heritage, accommodation, equipment suppliers, tourist guides...
- Covers ALL customer types and access needs
- Over global 900 suppliers registered
- Free of charge for suppliers and visitors

http://Pantou.org
Reopening Tourism for Travellers with Disabilities

- Travel Planning and Protocols
- Transportation Accommodation, Bars and Restaurants
- Tourist Activities

Safety for All, without imposing unnecessary obstacles

https://www.accessibletourism.org/?i=enat.en.news.2185
Due to the financial hardship caused by COVID-19 pandemic the General Assembly decided to charge no membership fee for 2020-21. Giving relief to:

- Over 75 Small and Medium sized Enterprises and
- Individual members (self-employed, pensioners, students)

New members are also welcome! [https://www.accessibletourism.org/?i=enat.en.membership](https://www.accessibletourism.org/?i=enat.en.membership)
Accessible Tourism: How to proceed?

1. Develop National and Regional policies and action plans, in cooperation with tourism actors and stakeholders
2. Engage with International Networks
3. Improve skills (training & education)
4. Improve the offer (infrastructure and activities)
5. Improve communication and information (to businesses & visitors)

- Accessibility from start to finish…
  …Ensuring an inclusive experience for All
  … Leaving no-one behind
Thank you

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