

Methods of reaching out to SMEs - by VISITFLANDERS



Part of the plan

Action plan: simultaneous attention to

- Accessible infrastructure and service
- Training & awareness raising
- Reliable information



1) Gradual

- Gradually let them connect with the theme.

Don't let them jump off the deep end!







Gradual

- By experience





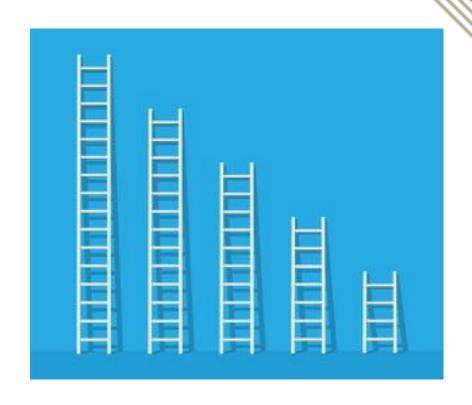




2) Customised

Depending on:

- available time
 - Half day sessions
 - Day sessions
 - Restaurants: on site,
 observation and training staff
- background
 - Guides
 - Reception staff
 - Management







3) Experts by experience

- Trained by INTER
- They can speak up for a wide range of people
- Informal setting
- Break the ice
- Grow confidence





4) Supportive

- Hotel inspectors (hotel rating) → coaches
- Top-down → thinking together
- Accessibility training for the coaches







5) Peer-to-peer

Learning network on tourism for people with extra care needs





Peer-to-peer

Hospitality campaign for restaurants and cafés



→ Choose a renommated ambassador



Peer-to-peer









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6) Create ambassadors



7) Face-to-face vs. On- and offline tools

- Face-to-face training
 - → Quality, in-depth
 - → Expensive

- On- and offline tools
 - → Quantity, wide reach
 - → Same approach



- Sector brochures: light vs. In depth

- Accessibility label





REN TOERISMEVLAANDEREN

- Online toolbox for head office and foreign offices

- Website for the tourism industry
- Grants:
 - → Policy of Visit Flanders: Not accessible → no grants
 - → More and more: attention for sensory disabilities

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