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
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

- 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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