



# 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 renowned 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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