Accessibility
New opportunity in tourism

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New perspective in tourism

People with disabilities = 30% of the population

Accessibility is everyone's business
Everybody is concerned

Accessibility is a matter of quality

A smart city is an accessible city

Accessible tourism is tourism: “Tourism for All”

Accessibility is good for all of us!
Brussels: first steps towards accessible tourism

Collaboration with AMT Concept
- Member of CAWaB
- Touristic guide and website “Brussels for All” (now: handy.brussels)
- Numerous coachings & staff trainings

Commitment of politics & visit.brussels board
- Handistreaming, equal.brussels, BXL Inclusive
- Strategic plan
- Affinity marketing – target group

visit.brussels > member of ENAT
- Best practices / Benchmarking
Today’s achievements

Accessibility is now on the agenda of Brussels, also beyond tourism and visit.brussels
Staff trainings
Raising awareness among stakeholders

Guided tours accessible for all

Staff training & accessible booth

Raising awareness among stakeholders
More than 50 accessible museums & tourist attractions

Collaboration with handy.brussels
Over 400 participants from 255 different organisations and companies, from 40+ countries, gathered under one roof to get to know each other, share experience and best practices at #dfa2018.

About the legacy: reflection on the issue of accessibility in Brussels.
Towards more accessible events

Handy Events Guide
The keys to accessible events
Practical guide to organizing outdoor events that are accessible to persons with reduced mobility

visit.brussels
ACCESS-I: introduction of an accessibility label (for hotels, museums, events, etc.)

- One single non-profit organization that groups together professionals in accessibility
- Use of one single evolving methodology
- Promotion of one single certification
- Reducing self-declaration = professionalising the tourism offer
- Gradually putting into place a coherent effort in Brussels
- Make information on accessibility levels available to the public for 7 categories of people with special needs

3 degrees of accessibility:

GREEN = accessible in full autonomy
ORANGE = accessible with a punctual help
WHITE = an information sheet is available
New projects in 2020

- New projects with AMT Concept “Brussels for All” (handy.brussels/PMR routes)
- visit.brussels websites: more inclusive
- New Access-I certifications
- Awareness programmes (round tables and specific trainings)

- Collaboration with OITS
- Collaboration with Natagora “Nature for All”
- Collaboration with Explore.Brussels
  → BANAD Festival more inclusive
  → Brussels Neo-Classical Biennial
- Collaboration with Toerisme voor Autisme
Impossible to make a whole region like Brussels accessible: focus on what we can do

Information needs to be updated: work is never done, budget!

Accessibility is good for all of us!
Thank you!