

A group of people, including a man in a wheelchair and a woman with a cane, standing in a historic square with a large building in the background.

# Accessibility

## New opportunity in tourism

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[visit.brussels](https://visit.brussels)

# 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**





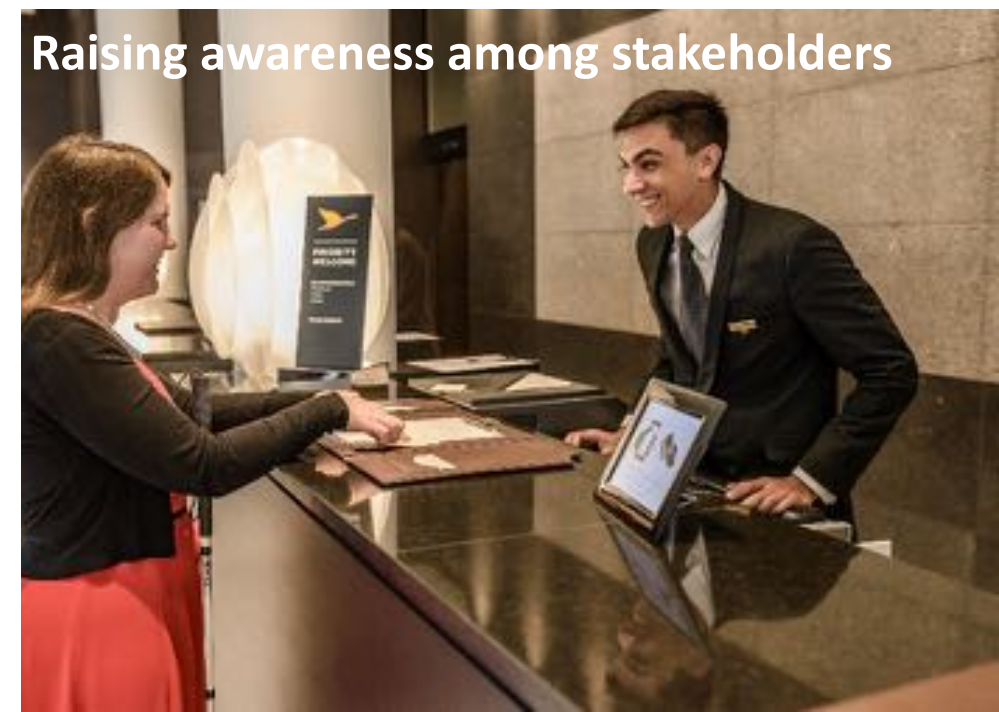




Staff training & accessible booth



Guided tours accessible for all



Raising awareness among stakeholders





be accessible  
be.brussels



Accessible museums and  
tourist attractions in Brussels

visit.brussels



More than 50 accessible museums & tourist attractions

Collaboration with handy.brussels









World Summit on Accessible Tourism

# Destinations for All

Brussels 1-2 October 2018

> 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



## 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](http://handy.brussels/PMR) routes)
  - **visit.brussels websites** : more inclusive
  - New **Access-I** certifications
  - **Awareness programmes**  
(round tables and specific trainings)
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- 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!**

