



www.tur4all.com

TUR4all Platform

TUR4all Accessibility Information Scheme

Founder:





What is Accessible Tourism?



Looking for the accessible tourism concept



Concept linked to the **elimination of barriers** that allow all people to enjoy an activity under equal conditions.



Enjoyment characterized by being autonomous so that no person will need any assistance.



It does not only entail the elimination of barriers of any kind (physical, sensory, cognitive), but also aims at ensuring that tourism environments and services are enjoyed on equal terms by all people, avoiding the creation of spaces exclusively for people with disabilities.

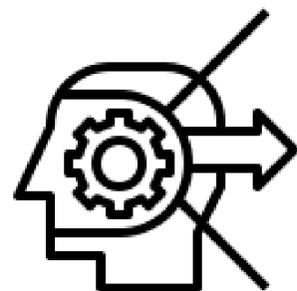


Tourism for all has a dimension that reaches more people than those who have a disability. The benefits of universal accessibility and design for all include all people, also elderly, children and families.



Market needs, customer profile and trends

What do travellers expect?



- Understanding accessibility from a global point of view, meeting diversity requirements.



- Evolution of accessibility as part of the standard service, at no extra cost.

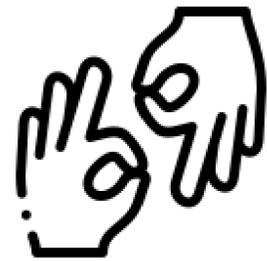


- Having all the information you need to plan your trip in advance and travel without obstacles.

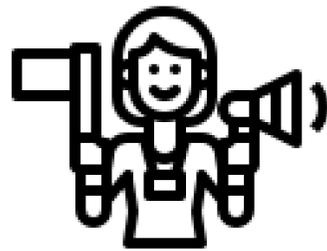


- **To be able to be autonomous, at all stages of the journey.**

Main demands of a customer with accessibility needs for an optimal travel experience



- **52%** Communication support services



- **51%** Personalised information about accessibility



- **22%** Health services



- **16%** Personalised insurance





What is TUR4all?



TUR4all

WHAT IS IT?

Multilingual in 11 languages
International platform to **provide and disseminate information about Accessible Tourism Resources**
(already implemented in Spain and Portugal (with our partner Accesible Portugal), Germany, India and growing internationally)



En una iniciativa conjunta, la Fundación Vodafone España y PREdif, en colaboración con la Fundación Vodafone Portugal y Accesible Portugal, convergieron en la idea de lanzar la primera plataforma de turismo accesible gestionada por expertos en accesibilidad.

TUR4all es una plataforma dinámica que divulga la oferta turística accesible. Nuestro objetivo es proporcionar información fiable y actualizada sobre las condiciones de accesibilidad de hoteles, restaurantes, museos y monumentos, transportes adaptados, entre otros.

Elige un país de la red TUR4all



España



Portugal



Alemania



India



Colombia

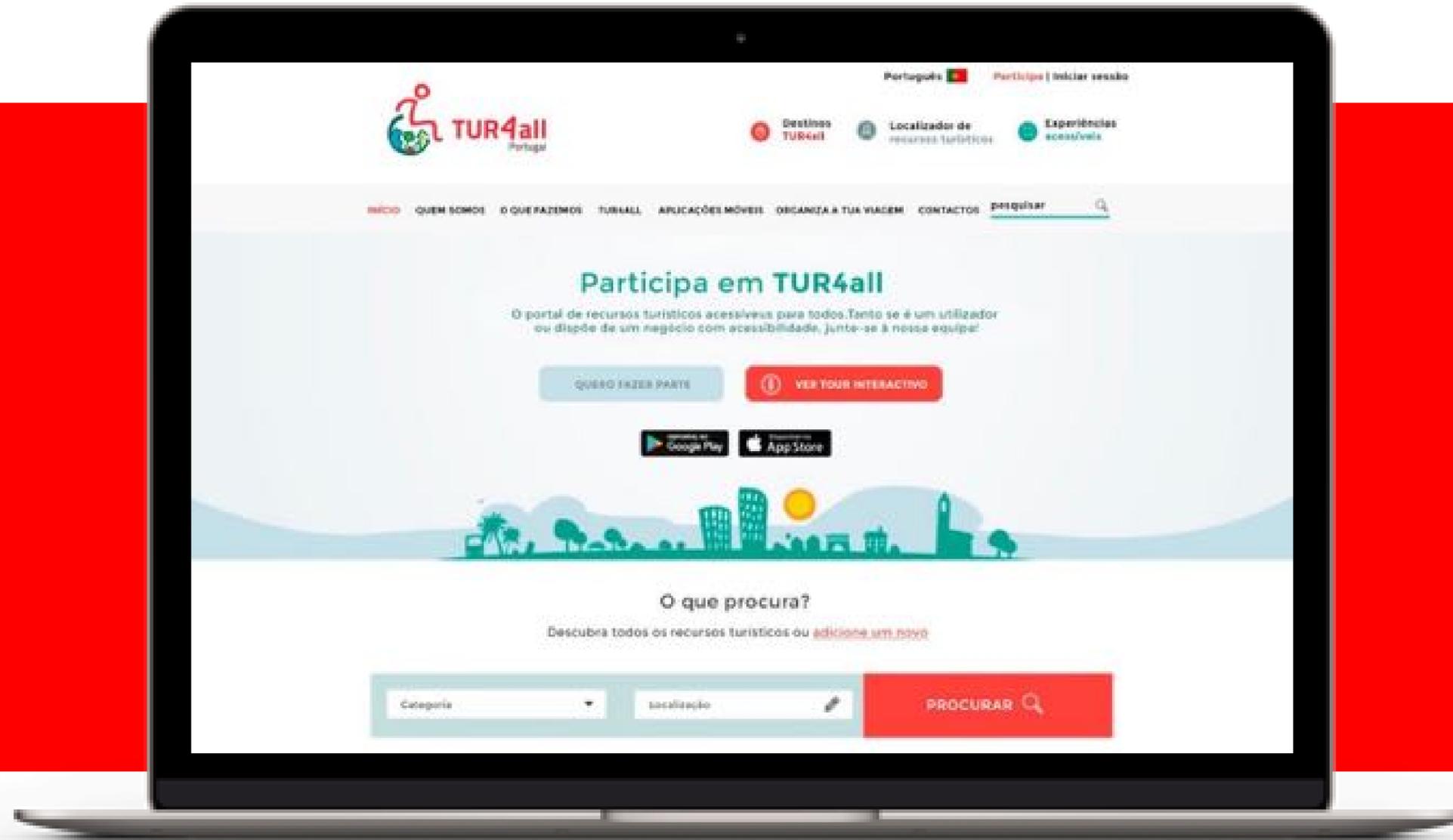


Perú

Si quiere que su país forme parte de la red TUR4all escribanos a: info@tur4all.com

TUR4all

PUBLIC WEB PAGE



Accessible, fully compliant with **W3C's WCAG 2.0 web accessibility standard**, considered the international ISO/IEC standard.

Relevant information also available in **easy-to-read** format.



Dissemination

TUR4all

SOCIAL NETWORKS
and 250.000 visitors
per year



[Go to Twitter](#)



[Go to Facebook](#)

TUR4all

NEWSLETTER

2.5 million people
read us



[Browse newsletter](#)



[Browse newsletter](#)



Social Impact

TUR4all
USERS



Empowering tourists with accessibility needs, enabling them to become **prescribers** of accessible tourism resources and destinations

TUR4all

PRIVATE COMPANIES

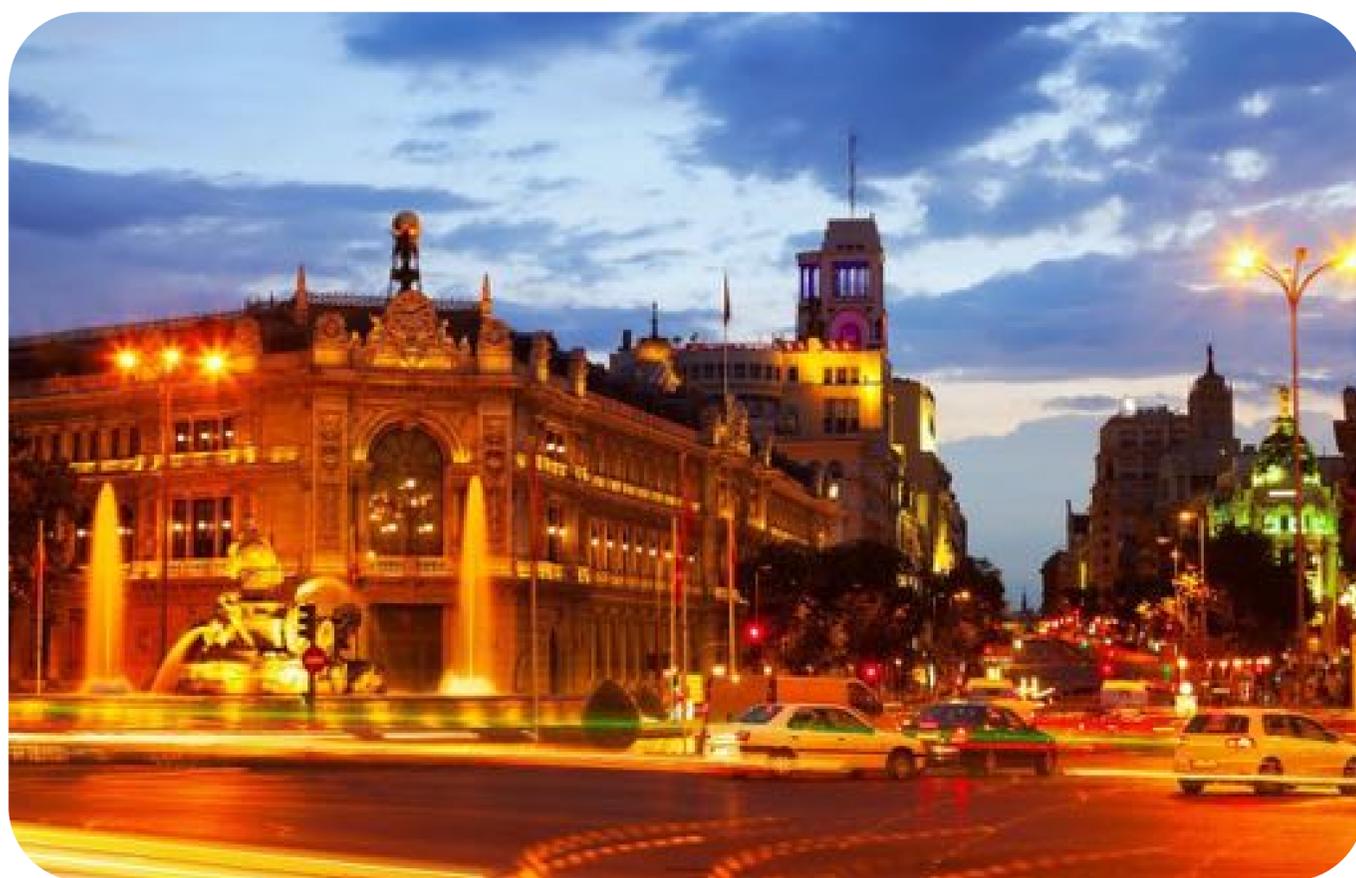


We help you to:

- **Reach a greater number of clients (suitable information)**
- **Improve the quality** of your facilities and services and customer care for clients with accessibility needs.
- Promote your business as being **socially responsible**
- **Reduce the effects of seasonality**
- Be awarded the **TUR4all label**

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DESTINATIONS / PUBLIC ADMINISTRATIONS



- TUR4all makes it easy to create **accessible experiences** for all
- The destination stands out from other destinations for its acknowledged accessibility (**competitive edge**)
- TUR4all acts as a **communication and marketing channel** for its accessible tourism resources
- TUR4all provides indicators for **planned accessibility management.**



Our edge



TUR4all

WHAT MAKES US STAND OUT?



TUR4all is a social project started in 2012 in the very heart of PREDIF, the Spanish Representative Platform for People with Physical Disabilities.

The people we represent expressed a need for objective and reliable information about the accessibility of tourism resources.

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WHAT MAKES US STAND OUT?



All accessibility criteria used in TUR4all enjoyed the consensus of the national social entities that represent people with disabilities in Spain. They provide for the accessibility needs of individuals with physical, visual, hearing and cognitive disabilities in addition to food intolerances and allergies among others. Tourism-sector professionals were also directly involved in this process.

TUR4all

FUTURE ACTIONS

- Design and implement a digital marketing strategy that promotes the use of TUR4all across the society in Spain, Portugal and other countries.
- New booking button in the platform to book directly from TUR4all with the resources verified by experts.
- Design a communication and marketing strategy for the TUR4all label.
- Internationalization of TUR4all platform

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FUTURE ACTIONS RESERVE BUTTON





Promoted by:



With the support of:



With the backing of:



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