

Veroniek Maat
Owner, Accessible Travel Netherlands

**Inbound tour operator
based in Rotterdam, The Netherlands**

Mission:
**‘Enabling everyone
to visit the Netherlands’**



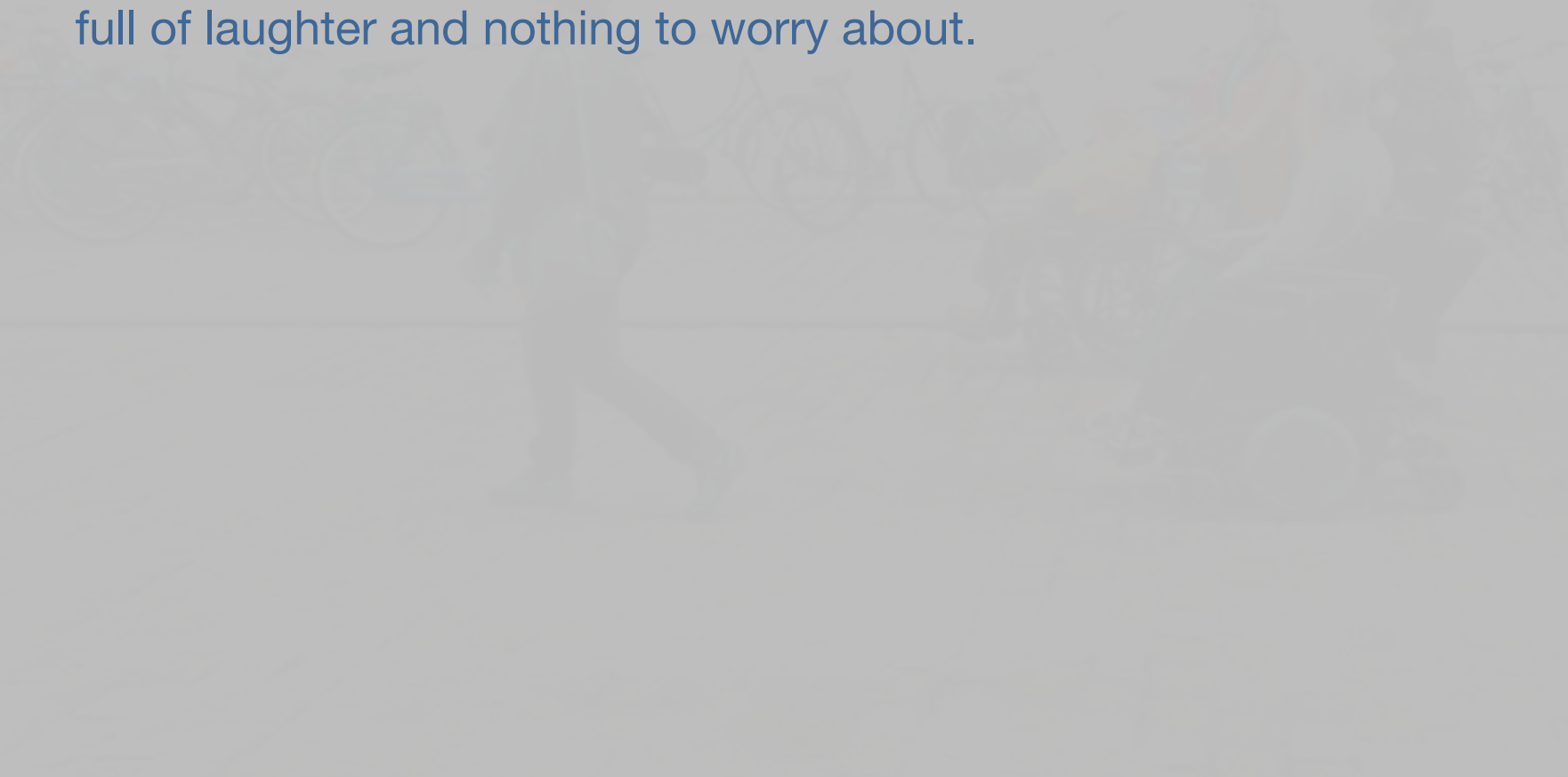
Tour operator - accessible travel services

- Day to day itineraries
- Accessible travel packages - city trips
 - Accommodation
 - Private taxi transfers and train tickets
 - Cultural and food tours in cities with professional tour guides
 - (Shore) excursions with private driver and / or guide
 - Workshops and outdoor activities
 - Mobility equipment hire
 - Care assistance
- Fully accessible river cruises
- Cross-country tours (The Netherlands, Belgium, Germany, Luxemburg, France)

Why Accessible Travel Netherlands?

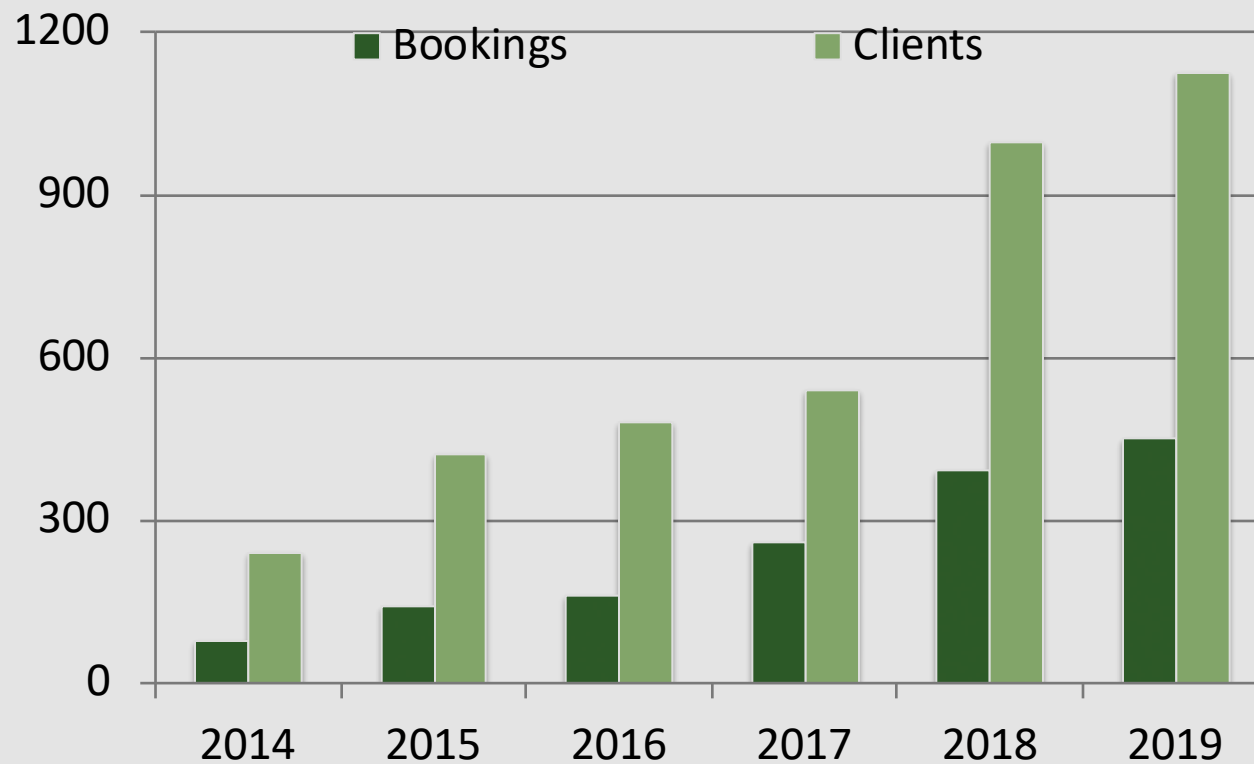
To make it easier for people to visit the Netherlands

And while in the Netherlands, to ensure an enjoyable holiday, full of laughter and nothing to worry about.





Core business:
inbound accessible tourism to the Netherlands







Youtube video:
[‘Exploring wheelchair accessible Amsterdam with Accessible Travel Netherlands’](#)



Our challenge

- Provide positive experiences at all times.
- Accessibility of the complete supply chain
 - Booking
 - Arriving
 - Visit
 - Departure
- As the organizing party, we are depending on the quality of services provided throughout the supply chain.



The supply chain

Service	Supplier	Possibility for error
Hotel reservations	accommodation	
Private taxi transfers	taxi companies, taxi drivers	
Guided tours / representatives	tour guides	
Mobility equipment hire	local companies that provide these	
Museum tickets	Museums or museum ticket suppliers	
Workshop; cheese making, clog decorating, power kiting, blokrating	Workshop locations	
Care- or medical assistance	Care taker / companies that provide care takers	
Train tickets	Train ticket provider	

 low

 medium

 high



How suppliers relate to each other

- A smooth customer journey depends on:
 - communication with clients and suppliers
 - the suppliers
 - how suppliers are connected.
- Example 1:
- Delivery of equipment to a hotel (hotel perspective)
 - Hotel front office staff should be informed
 - Communication internally
 - Understanding why the equipment is important for the guest
 - Understanding the process (delivery, pick-up, payment)



How suppliers relate to each other

- Example 2:
- Delivery of equipment to a hotel (equipment provider perspective)
 - Know where the entrance of the hotel is
 - Know where in the hotel to bring the equipment
 - Understand hotel processes
 - Understand tourist behavior
- Consequences



How suppliers relate to each other

- Example 3:
- Availability of equipment during tours
 - 'Accessible tours' booked by travel agents or online booking sites
 - No correct communication about the needs of the clients
 - Difficult to provide needed services





How suppliers impact a customers journey

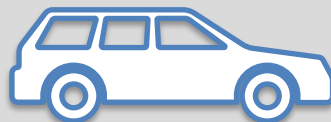
- Example 1:
- Keukenhof flower gardens
 - No mobility scooters available for hire anymore
 - No willingness to accept delivery of mobility scooters for people to use
- Museum regulations

How suppliers impact a customer journey

- Example 2.
- Hotels challenge accessible travel providers in several ways;
 - Continuing change of staff
 - Lack of understanding about:
 - accessibility in general
 - why people need an accessible room
 - why certain mobility equipment is necessary
 - how equipment is used
 - Partly adapted rooms, missing adaptations
- This impacts the journeys in the following ways:
 - the need for equipment to be accepted and in place
 - the knowledge and patience to answer questions

How suppliers impact a customer journey

- Example 3.
 - Taxi companies and drivers of wheelchair accessible vehicles
 - being of service to clients for different purposes
 - understanding the timing of travel plans
 - flight times
 - train times
 - communication with international visitors
 - knowing the city as a destination



Training of suppliers is essential

- As a travel organizer, we can provide information to suppliers
- Challenge: information is just once or maybe temporarily made available to staff, but not on long term.
- In order to improve customer journeys on the long term, it's important that suppliers are trained to help (international) tourist:





As important, training for:

- Students should be educated to have basic knowledge, which can be improved during the job in the supply chain.
- Policy makers;
 - Perspective Destination Holland 2030, NBTC
 - 5 strategic pointers

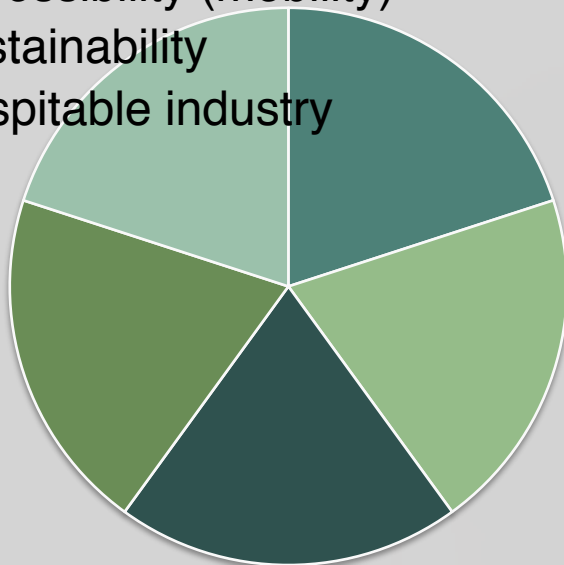
■ Balance advantages and disadvantages

■ All areas of The Netherlands

■ Accessibility (mobility)

■ Sustainability

■ Hospitable industry



Questions?



www.toegankelijkcreizen.nl