«Η προσβασιμότητα ως μοχλός τουριστικής ανάπτυξης»

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Πύργος, Πέμπτη 09 Ιουνίου 2022
In a nutshell:

- EU-financed project, 2006 to 2007
- "Mainstreaming disability in tourism"
- Combatting discrimination
- ENAT founded, 2008, as a non-profit association registered in Brussels

- International Board of Directors
- Multi-stakeholder network
- 290+ members
- In 50+ countries world-wide

Promoting Accessible, Inclusive Tourism for All
A few ENAT Members and Partners
Our Mission

“To make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world.”
What we do…

• Global Networking and Support for ENAT Members
• Business-to-Business - Strategic Tourism Development Projects
• Supporting National Tourism Organisations, Cities & Destinations
• Promoting European & Global Best Practices from around the world
• Providing Education and Vocational Training Curricula and e-Learning
• Developing International Standards on Accessibility and Tourism for All
• Managing the ENAT Accessible Tourism Directory (www.Pantou.org)
Accessible Tourism – Open, inclusive, catering for everyone
Accessible Tourism is not “special” tourism

It is part of every kind of offer

- Accommodation
- Adventure
- Culture
- Gastronomy
- Conferences & Fairs
- With kids
- Education
- Nature in the city
- City Break
- Religion
- Sports & Events
- Festivals
Return On Investment (ROI)
Before COVID-19

- Tourism numbers rising
- Tourism receipts growing
- Global population ageing
- Increasing demand for inclusive experiences
After COVID-19 Businesses and destinations are re-building tourism with stronger focus on:

- Sustainability
- Hygiene
- Inclusion
- Accessibility
- Safety
- Comfort

Recovering markets, improving quality, meeting the demand for higher levels of customer service
“Reopening Tourism for Travellers with Disabilities”
How to provide safety without imposing unnecessary obstacles

Basic recommendations for:

- Travel planning and information on new travel protocols
- Transportation
- Accommodation, bars and restaurants
- Activities at tourism destinations
The Purple Pound refers to the spending power of disabled households. A disabled household is a household in which at least one of the members has a disability. Organisations are missing out on the business of disabled consumers due to poor accessibility (both physical and digital) and not being disability confident in their customer service approach.

1 in 5
More than 1 in 5 potential UK consumers have a disability

£2 billion
Businesses lose approximately £2 billion a month by ignoring the needs of disabled people

73%
of potential disabled customers experienced barriers or more than a quarter of websites they visited

£16 billion
Taking averages per head, the online spending power of disabled people is estimated at over £16 billion

£17.1 billion
£14.1 million
The number of disabled people is increasing, from 11.5 million (2014) to 14.1 million (2019)

75%
75% of disabled people and their families have walked away from a UK business because of poor accessibility or customer service

1 in 5
Nearly 1 in 5 working adults have a disability

£274 billion
The spending power of disabled people and their households continues to increase and is currently estimated to be worth £274 billion per year to UK businesses

1 GB Pound = 1.18 EUR
(31 March 2022)
“The annual growth in PRM numbers is at least 6 times that of the overall rate of passenger growth at many airports globally”

European Regions Airline Association, 2018
“Seniors” are 65% of the Accessible Tourism Market

• 1 in 5 persons in European Union are over 60
• Seniors from Europe take 6 to 7 trips a year
• They have most discretionary income
• They are more active, “youthful”
• They take most overseas trips
Travel companions: the multiplier effect

People with access requirements travel with **1.9 companions** (on average)

They…

- Stay longer
- Spend more
- Make more repeat visits
- Travel throughout the year
Tips for Return On Investment (ROI) of Accessibility

1. Start planning for Access!
   - **Consider ways of INVESTING in good customer experience:**
     - Accessible websites
     - Accessible renovations
     - Accessible tourism experiences
     - Accessible communities based on new partnerships in destinations and regions
   - **Gather data, measure your progress!**
Tips for Return On Investment (ROI) of Accessibility

2. Audit your premises and your services

- **Access audit** – hire an expert
  - Buildings
  - Facilities
  - Services
- Make an access improvement plan
- Make a budget
- Improve continuously
3. Almost free – easy wins…

- Smile
- Ask: **How can I help you?**
- Pencil and paper
- Water bowl for dogs
- +100 other small things
4. Staff training and recruitment

- Know your customers
- Know yourself
- Work and learn as a team
- Seek out talent from diverse backgrounds
- Include people with disabilities in your team
Tips for Return On Investment (ROI) of Accessibility

5. Maintenance

- Observe accessibility problems
- Fix-it in time
- Anticipate problems and seek solutions
- Be aware of customer complaints
6. Capital investments

• Develop in phases
• Spread costs over time
• Avoid expensive mistakes
Tips for Return On Investment (ROI) of Accessibility

7. Inform customers about your accessibility!

- Make an Access Guide for visitors
- Accessible, WCAG compliant website
- Provide accessibility information upfront
- Describe access barriers, if any
- Share Access Guide with all staff
- Collect visitor data – satisfaction,
- Handle complaints - put it right
- Learn from mistakes

UK Destination Websites Study (2011-12)

Over 2 million accessibility searches across websites

“There were 26% more bookings for accommodation where accessibility information was published”

Source: New Vision Group
Put Accessibility at the heart of your business

- Engage with local partners in the community to create an unbroken chain of accessibility for all
- Promote your sustainable, accessible tourism destination on your accessible Website!
- Enjoy your work!

- …and let us know how you get on…
Thank you

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