

DESTINATION MANAGEMENT

ACCESSIBLE TOURISM IN PORTUGAL

Teresa Ferreira



Genoa: 18 June 2026



Topics

I - Institutional commitment

II - Empower to Act

III – Raise Awareness

**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



I - INSTITUTIONAL COMMITMENT

NATIONAL STRATEGY FOR THE RIGHTS OF PEOPLE WITH DISABILITIES 2026-2030

(published)

5 AXES: Territories | Citizenship | Education
Employment | Health

2 MEASURES FOR TOURISM

- Accessible Historical Centers in Cities (financing)
- Inclusive Employment in Tourism (training)

I - INSTITUTIONAL COMMITMENT

NATIONAL STRATEGY FOR TOURISM 2035

(to be published)

Agenda for the enhancement of communities
and regeneration of territories

Program for promoting diversity, equity and
inclusion in tourism

II – EMPOWER TO ACT

> Assess accessibility conditions, disseminate reports

- 169 Museums: National Museums Network
- 33 Nautical Stations: Nautical Portugal Network
- 15 Greenways: Greenways Partners Network

> Training on Accessible Tourism

- UNESCO Networks: 7 Geoparks and 13 Biosphere Reserves
- Other Networks

> Eligible investment in accessibilities (financing in place)

II – EMPOWER TO ACT

Certification under NP ISO 21902:2022 formally recognizes **organizations that adopt accessibility best practices**, offering inclusive tourism products and services.

Evaluation is conducted by an **official Certification Body** to ensure compliance with the standard.



Timeline



2022

2023/24

2025/26

2027

- Analysis of NP ISO 21902:2022
- Working Group *
- Contacts with national authorities for standards

- Development of Accreditation
- Certification Scheme documents with national authorities

- Public Presentation of Certification Scheme
- Training for Certification Auditors
- Interpretative Guide

- Dissemination
- Financial Support
- First Certifications

* Helena Ribeiro, Turismo de Portugal; Ana Garcia, Accessible Portugal

III – RAISE AWARENESS

ACCESSIBLE FESTIVALS PROGRAM

**O SEU PRÓXIMO
PÚBLICO JÁ EXISTE.
SÓ NÃO CONSEGUE
ENTRAR.**

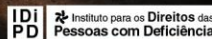
O programa que distingue os festivais que já viram o que os outros ainda não perceberam. Estes chegam a um público mais vasto, mais fiel e cada vez mais exigente.

LIMITAÇÃO MOTORA | SENSORIAL | COGNITIVA
SÉNIORES | FAMÍLIAS

CANDIDATE AGORA O SEU FESTIVAL!

✉ info.allforall@turismodeportugal.pt

TURISMO DE
PORTUGAL 

IDI
PD 

Instituto para os Direitos das
Pessoas com Deficiência

Ministério do Trabalho, Solidariedade e Segurança Social



100+ festivals identified as potential candidates

2 M+ attendees reached through festivals already recognized (2023, 2025, 2026)

1 annual award with financial support for the most accessible festival of the year

Your next audience already exists. They just can't get in.

III – RAISE AWARENESS

PARTNERS & INFLUENCERS



ACCESS LAB
National Tourism Award
Winner 2025



ASSOCIAÇÃO SALVADOR
*Climbing stairs shouldn't
be such a torment*



SOFIA MARTINS
Podcast
Travel is for All

Thank you

teresa.ferreira@turismodeportugal.pt



Genoa: 18 June 2026

