

# Catalonia's Tourism 4 all Network

Building the conditions for an accessible destination

**xtpt** xarxa  
turisme per  
a tothom



**Generalitat  
de Catalunya**

Genoa: 18 June 2026



# 1

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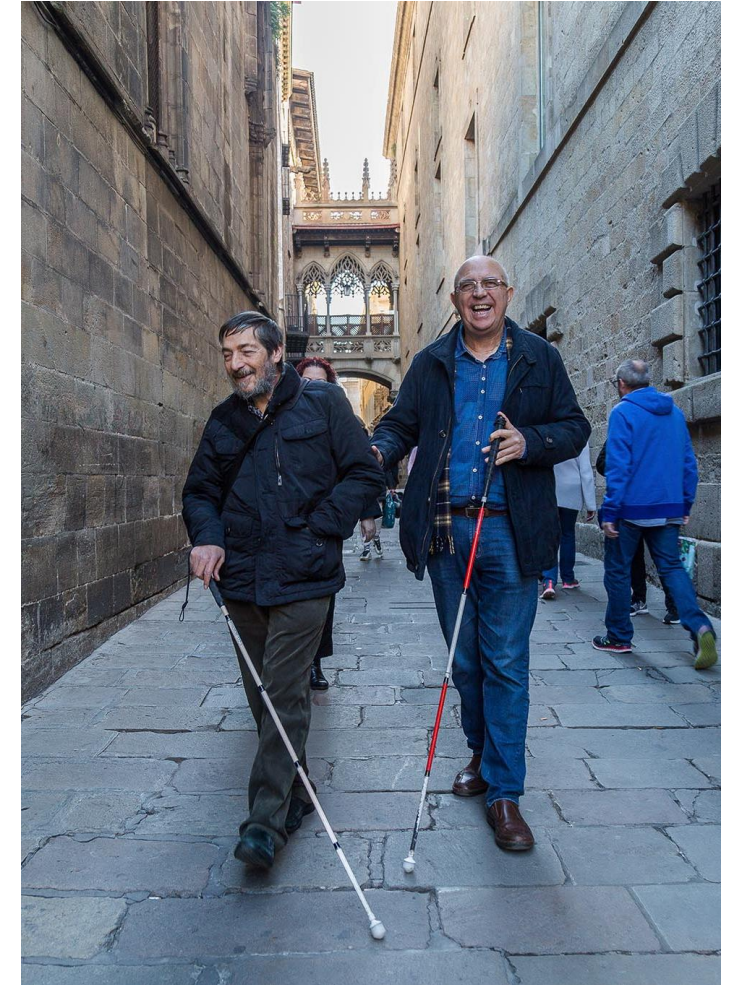
Not just good will



# Catalonia's Tourism for all strategy (1)

## Not just good will

- Catalonia aims to be a safe, equal and comfortable destination for everybody.
- Marketing plan “+ Catalonia, Better Tourism”: to deliver a more conscious and authentic experience.
- 87M visitors /year: We don't want more tourists, but to offer a better Experience & memories.
- Focus on: Legacy, reputation, residents, search for conscious tourists & sustainability.
- Social sustainability 🚶‍♂️ 🚶‍♀️ 🚶‍♂️ 🚶‍♀️ 🚶‍♂️ 🚶‍♀️ 🚶‍♂️ Tourism 4 all.



# 2

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## Catalonia for all



# Catalonia's Tourism for all strategy (2)

## Tourism for all network

- Born in 2024: inherits all the knowledge gathered since 2008 “Catalonia for all”.
- Main purposes:
  - To promote tourism accessibility in Catalonia
  - To strengthen the concept of inclusive tourism
  - To foster, both public & private collaboration among tourism stakeholders

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# 3

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## Catalonia's Tourism for all Network



# Catalonia's Tourism for all network (1)

## Collaboration among tourism stakeholders

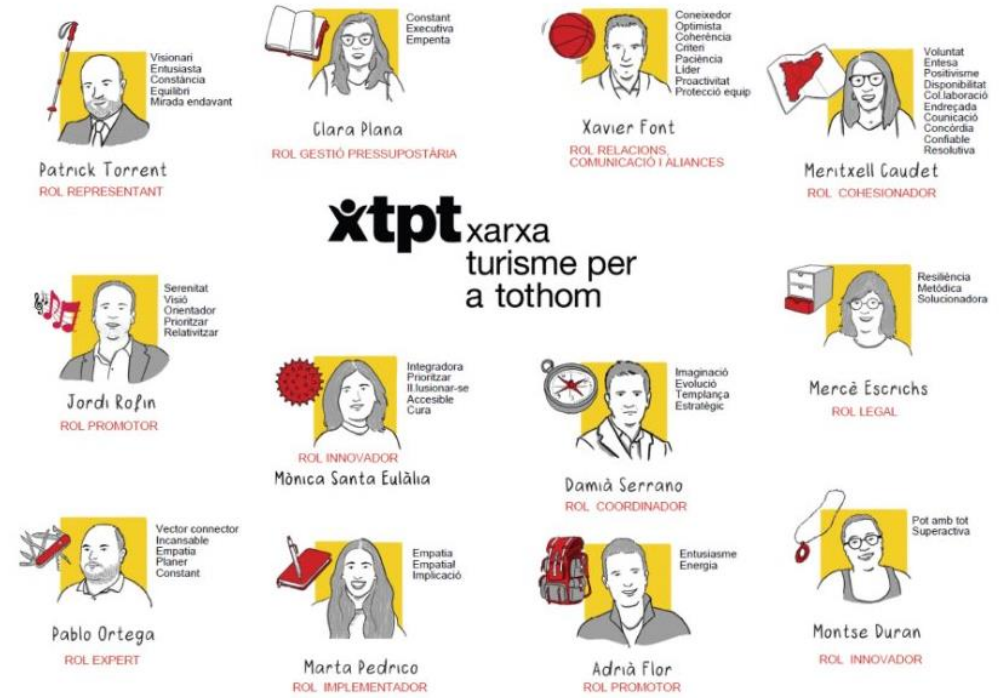
- Stable coordination spaces: to connect with other stakeholders.
  - Steering Group
  - Technic Group
- Also:
  - Voice to disabilities representative groups: work in progress (“Senate”)
  - Connect private companies
  - Action plan



# Catalonia's Tourism for all network (2)

## Task force: Steering Group

- Catalonia Tourism across-team (Catalan Tourist Board + Tourism General Directorate):
  - Involves legal, marketing, economy, tourist information service, business intelligence, policy making and managerial roles.
- Global strategic vision.
- Main guidelines setting.
- Bi-annual action plan (2026 – 2027)



# Catalonia's Tourism for all network (3)

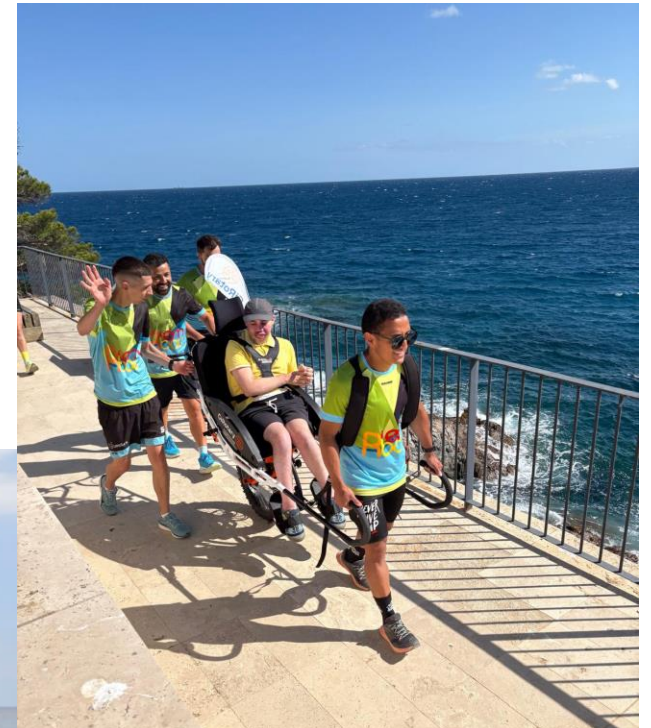
## Task force: Technic Group

- Catalan Tourist Board + Tourism General Directorate.
- Province DMOs (Costa Brava, Terres de Lleida, Barcelona, Costa Daurada...)
- Monthly Meetings: Experience sharing, mutual assessment, networking, benchmark visits, news.
- To deploy a coherent “for all” strategy around the destination.

# Catalonia's Tourism for all network (3.1)

## Technic group

Benchmark visit to Platja d'Aro (Costa Brava)



# Catalonia's Tourism for all network (4)

## The Senate:

- “Not about us without us”.
- Aims to be a stable consultative council.
- To give voice to most of people with disabilities through representative associations.
- Work in progress: suggestions welcome!



# Catalonia's Tourism for all network (5)

## The private sector

- To make connections among touristic enterprises
- To help creating new products and packages
- To promote B2B and B2C actions
- To provide assessment: legal, Marketing, promotion, loans...

# Catalonia's Tourism for all network (6)

## The Action Plan

- Over 30 specific actions planned 2026 – 2027
- Connection with Ministry of Social Rights
- Lobby Ministry of Science to create a university graduate in accessibility
- To draw a stakeholder's map
- To fund accessibility projects with grants and loans





# Some good practices to share (1)

## Raising awareness through training

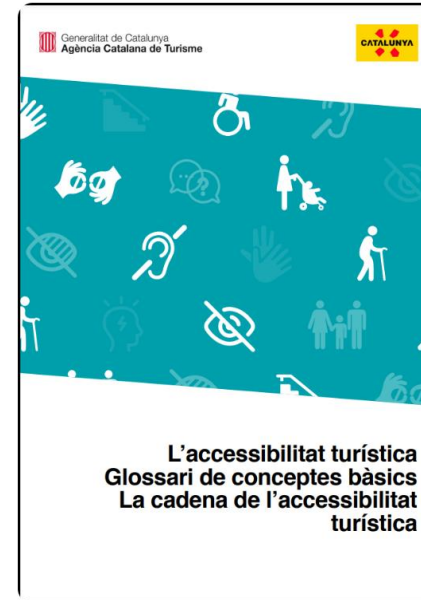
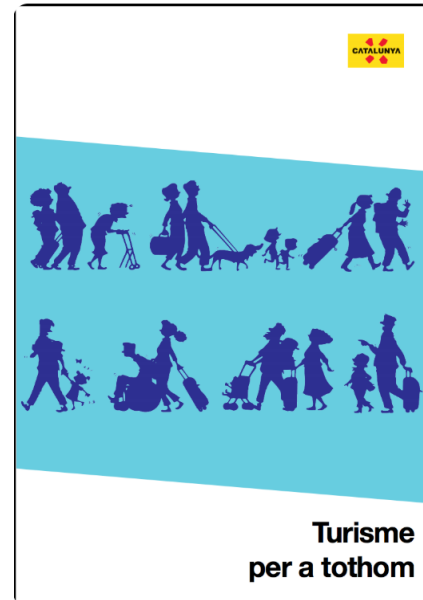
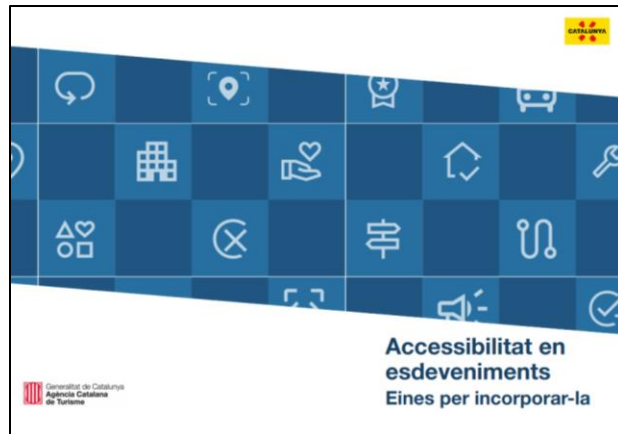
- Training program: free MOOC online course
  - Over 200 trainees for now.
  - Compulsory for Catalan Tourist Board staff.
- Training for Tourist Information Centres front staff: “in my shoes”.



# Some good practices to share (2)

## Raising awareness through training

- Accessibility manuals for specific target groups:
  - Accomodation
  - Accessibility in MICE



# Some good practices to share (3)

## Self-assessment survey “PROA”

- Self assessment survey: More than 900 activities self-assessed
- Helpful to have a “big Picture” of the accessibility status of the Tourism sector
- Helpful for Planning future actions

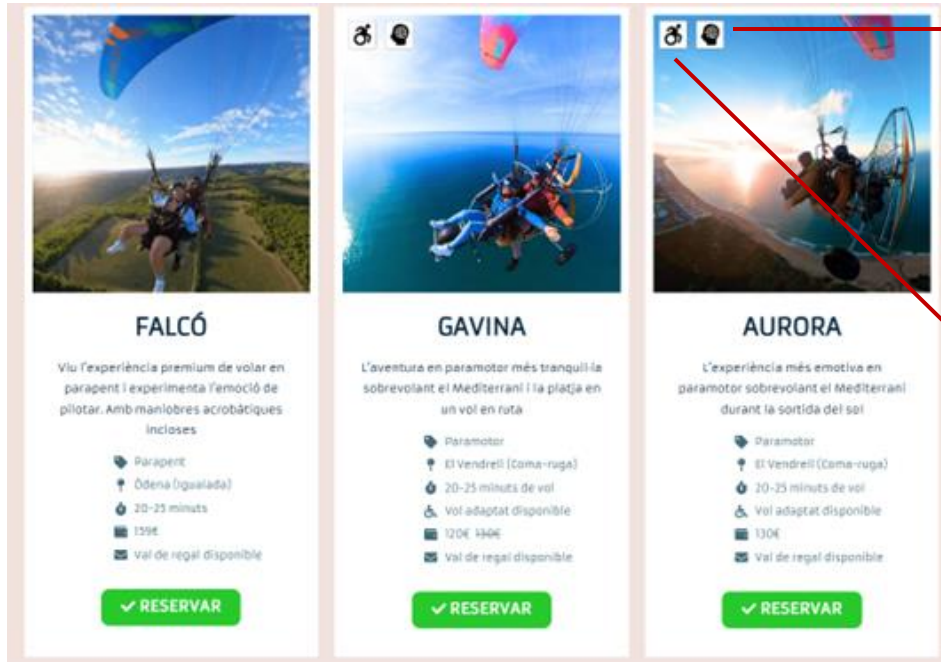


proa

# Some good practices to share (4)

## Free accessibility pictograms collection

- Over 50 pictos available.
- Free to use to all touristic companies and services.



**FALCÓ**  
Viu l'experiència premium de volar en parapent i experimenta l'emoció de pilotar. Amb manllobres acrobàtiques inclosos.

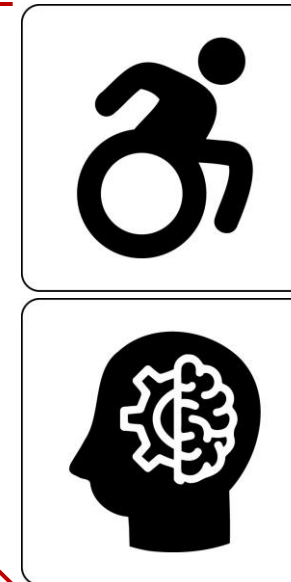
- Parapent
- Odessa (Igualada)
- 20-25 minuts
- 129€
- Val de regal disponible

**GAVINA**  
L'aventura en paramotor més tranquil·la sobrevolant el Mediterrani i la platja en un vol en ruta.

- Paramotor
- El Vendrell (Cama-ruga)
- 20-25 minuts de vol
- Vol adaptat disponible
- 120€-140€
- Val de regal disponible





**AURORA**  
L'experiència més emotiva en paramotor sobrevolant el Mediterrani durant la sortida del sol.

- Paramotor
- El Vendrell (Cama-ruga)
- 20-25 minuts de vol
- Vol adaptat disponible
- 130€
- Val de regal disponible



**HORARI / HORARIO /  
OPENING HOURS / HORAIRE**

Dilluns – Dissabte Lunes – Sábado Monday – Saturday Lundi – Samedi	9 h - 19.30 h
Diumenge – dies festius Domingo – días festivos Sunday – public holidays Dimanche – jours fériés	9 h - 14.30 h



# Some good practices to share (5)

## Catalonia Flagship Tourist Information Centre in Barcelona



# Some good practices to share (6)

## Future actions planned:

- Catalonia Easy to read guidebook (release 4Q 2026).
- Accessibility manual for Tourist Information Centres.
- Improve our website accessibility.



**Moltes gràcies!**  
**Grazie mille!**

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