



International Meeting on Accessible Tourism: All Madrid for All

Universal accessibility in tourism is a responsibility shared by all those involved in the tourism value chain, and is also a business opportunity both for companies and destinations.

Since they are aware that tourists with accessibility requirements in Europe currently account for 20% of the total number of travellers and that according to a European Commission study this figure will increase by 1.2% each year until 2020, the Community of Madrid, the Madrid City Council and PREDIF (a nationwide non-profit organisation that represents people with physical disabilities and works to improve their quality of life) will be holding the **International Meeting on Accessible Tourism: All Madrid for All**.

All Madrid for All has two key aims. Firstly, to raise awareness among local, public and private tourist industry professionals about these clients' requirements and to publicise innovative tools and solutions for enabling them to be more competitive through accessibility. Secondly, to promote the region and city of Madrid as accessible destinations among specialist tour operators and travel agencies in the countries tourists come from, publicising the accessibility features of their tourist resources and services.

All Madrid for All consists of three events in one that will be held at the end of 2017, coinciding with the International Day of Persons with Disabilities on the 3rd December.

1. **27th to 30th November. Fam/Blog Trip:** an accessible trip around the Community of Madrid and the city aimed at bloggers with disabilities and tour operators and travel agencies that specialise in accessible tourism in the countries visitors come from, such as the UK, France, Italy and Germany among others. During the trip there will be visits to the region's most emblematic places and all the premises included in the experience will be suitably accessible for everyone.
2. **2nd December. TUR4all Fiesta:** TUR4all is a mobile phone app and the accessible tourism website created by PREDIF and Fundación Vodafone España (Vodafone Spain Foundation) for helping to enable people with accessibility requirements to travel, enjoy tourist destinations and take part in leisure activities just like any other tourists. During this event, people with disabilities, volunteers and tourist industry professionals will make an organised journey around the

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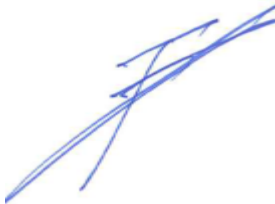
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streets of Madrid in order to enter data on the TUR4all app regarding new tourist establishments. The TUR4all Fiesta is a public awareness raising event that will end with a music and dance show.

3. **4th December. International Accessible Tourism Conference:** this event will bring together professionals from around the world with broad experience in accessible and responsible tourism, travellers with accessibility requirements, public-sector bodies, private companies, travel agencies and tour operators that are already working in this field. The conference is aimed at professionals in the local, public and private tourist industry and is intended to be a forum for considering in detail and boosting accessible tourism in the region.

We look forward to you joining us and supporting us to carry out this exciting project that we hope will mark a turning point for our region, which will benefit tourists and residents of the city who have accessibility requirements as well as our tourist industry.

Kind regards



Francisco Sardón Peláez
PREDIF President

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