Making Tourism Accessible for All

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‘Tourism for All - Promoting universal accessibility’
Ras Al-Khaimah, UAE
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Accessible Tourism is:

“Universally designed Tourism for All”

• Making environments, venues and services suitable for the widest range of customers, including people with disabilities, seniors, families with small children... and many more.

• Equal opportunity to enjoy tourism experiences

Accessibility: Comfort, Safety, Sustainability
Tourism – open to everyone

Tourists come in all shapes and sizes
Let them in!
Access needs of all kinds

✅ Mobility

✅ Visual impairments

✅ Hearing impairments

✅ Learning Difficulties

✅ Different stature

✅ Service animal

✅ Asthma-Allergy

✅ Long-term illness

✅ Temporary impairment

✅ Pregnant women

✅ Tired, stressed

✅ Not understanding the language

✅ And more…
Tourism for All Brings Benefits for All

- Visitors
- Businesses
- Tourism destinations
Accessible Tourism: A Global, Multi-dimensional Phenomenon

Eco-tourism for All

Accessible Travel: Wheelchair Access Tour to the Galapagos & Amazon
Accessible Tourism
Experiences

Fast and Furious
Accessible Tourism: A Global, Multi-dimensional Phenomenon

Cultures meet
Accessible Tourism: A Global, Multi-dimensional Phenomenon

Your North African tourist guide

www.disabled-tourist-guide.com
Accessible Tourism: A Global, Multi-dimensional Phenomenon

Compete on a level playing field
Accessible Tourism: A Global, Multi-dimensional Phenomenon

Play to win
Accessible Tourism: A Global, Multi-dimensional Phenomenon

Support your team
Accessible Tourism: A Global, Multi-dimensional Phenomenon

Play to win Gold!

Prahat Wahoram, Congratulations!
Rio 2016
Accessible Tourism: A Global, Multi-dimensional Phenomenon

The wonders of nature
Accessible Tourism: A Global, Multi-dimensional Phenomenon

Talk to the animals
Accessible Tourism: A Global, Multi-dimensional Phenomenon

Take your time
Accessible Tourism: A Global, Multi-dimensional Phenomenon

Taxi!

- no pre-booking required
Accessible Tourism: A Global, Multi-dimensional Phenomenon

Be active
Accessible Tourism: A Global, Multi-dimensional Phenomenon

Back to nature
Accessible Tourism: A Global, Multi-dimensional Phenomenon

Enjoying a spot of fishing with the family
Accessible Tourism: A Global, Multi-dimensional Phenomenon

Greeters meet an overseas visitor

- Remembering our friend, colleague and global mentor, Dr. Scott Rains
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Accessible Tourism: A Global, Multi-dimensional Phenomenon

Cultural experience
Accessible Tourism: A Global, Multi-dimensional Phenomenon

Guided tour for young people with learning difficulties (T-Guide training)
Accessible Tourism: A Global, Multi-dimensional Phenomenon

Universal access to tourist information

- Information about accessibility of venues & services
- Accessible website allows browsing, fact-finding and booking for visitors with sensory disabilities

www.Nativehotels.org
Tourism for All – Benefits for All

• Visitors

• Businesses

• Tourism destinations
The Problem:

For visitors with access needs…

• Travel can be unpredictable, difficult or sometimes even impossible
• Quality of services and information varies widely
• More expensive?
• What if something goes wrong?
• Lack of access standards

• So… why bother to travel?
• Or… just stick to the places you know
The Problem:

For public enterprises & private businesses

- Customers’ needs and requirements are unknown or misunderstood
- Investment costs are misunderstood, exaggerated
- Access is seen mainly as a "problem" rather than a "golden opportunity"
The Problem:

For destinations

• Is it about Human Rights?

• Is it about Ethics?

• Is it about Business?

• Tourism for All is about all of these:

➢ “A World of Tourism Opportunities for Everyone”
Tourism for All: A matter of Ethics (UNWTO 1999)

• A comprehensive set of principles designed to guide key-players in tourism development.

• Addressed to governments, the travel industry, communities and tourists

• Aims to help maximise the sector’s benefits while minimising its potentially negative impact on the environment, cultural heritage and societies across the globe.

- Aims to “promote, protect and ensure the full and equal enjoyment of all human rights and fundamental freedoms by all persons with disabilities, and to promote respect for their inherent dignity”.
- 1 billion people have a disability (World Bank, 2011)
- 1 000 000 000 One in seven people, worldwide
- Article 30 requires: “Equal access to participation in cultural life, including leisure, tourism and sport”
- Convention signed by 166 States parties (July 2016).
- Optional Protocol Ratifications/Accessions by 88 States parties
Declarations on Accessible Tourism

✧ **Bangkok Recommendations** on Accessible Tourism (2007)

✧ **Takayama Declaration** on the Development of Communities-for-All in Asia and the Pacific (2009)

✧ **Declaration from the 1st World Summit on Destinations for All**, held in Montreal, Canada, in October 2014

✧ **San Marino Declaration** (UNWTO, 2014)
The Visitor Journey

1. Travel Decision: Accessibility information crucial to decision making

2. Booking: Made easy + further information available to confirm decision

3. Travel to destination: All elements meet access requirements

4. Destination experience: Accessibility of all elements determines satisfaction

5. Travel from destination: All elements meet access requirements

6. Recollection of experience: Determines positive/negative view

Suppliers
Developing the tourism supply chain: 
...the 4 essentials

Accessible...

- **Information** - search, bookings, Websites, mobile applications...

...throughout the entire delivery chain
Developing the tourism supply chain: ...
...the 4 essentials

Accessible...

• **Transport** - vehicles, terminals, transfers, assistance...

...throughout the entire delivery chain
Developing the tourism supply chain:  
...the 4 essentials

Accessible...

• **Infrastructure** - attractions, accommodation restaurants, streets, beaches...

...throughout the entire delivery chain
Developing the tourism supply chain: 
…the 4 essentials

Accessible…

- Services
  - hospitality, packages, tourist guiding, excursions, special menus, activities, technical aids, personal assistance…

…throughout the entire delivery chain
The Accessible Tourism Supply Chain

“A chain is only as strong as the weakest link...”
The Accessible Tourism Supply Chain

If just one link in the chain is broken (inaccessible) the trip will be spoiled...
Global figures & trends

- Tourism numbers rising
- Tourism receipts growing
- Global population ageing
- Increasing demand for inclusive experiences
An ever-rising number of tourists

Tourism receipts growing

World inbound tourism

- International tourism arrivals
- International tourism receipts (real terms)

Source: World Tourism Organization (UNWTO) ©
Global population is getting older

Figure 1. Percentage of the population aged 60 years or over, estimated for 1950-2014 and projected to 2050

- Europe
- Northern America
- Oceania
- Asia
- Latin America and the Caribbean
- Africa
- World

Source: UN, 2014
Relation between Ageing and Disability

- World Report on Disability, 2011
Seniors in Europe…
…are 65% of the accessible tourism market

• 1 in 5 persons in Europe are over 60
• They want to travel and enjoy life
• Seniors from Europe take 6 to 7 trips a year
• Most discretionary income
• More active, “youthful”
• Most overseas trips
Accessible Tourism Market – Europe

138.6 million people with access needs in the EU (2011)

Of these, 35% are people with disabilities,
And 65% are seniors
Accessible Tourism Market – Europe

- **UK, France, Germany, Italy and Spain** have largest populations of people with access needs, *all above 10 million*.

- **People with access needs took 783 million trips** within the EU (2012)

- **Demand is expected to grow to 862 million trips per year** by 2020, (+ 1.2% per year).
Travel companions

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

On average:
- People with disabilities + **2.2 companions**
- Older people + **1.6 companions**

EU Study, 2015, GFK
Accessible Tourism Demand Study
European Union, 2014

• "Accessible tourism" generated €786 billion gross turnover in EU in 2012
• Supports 9 million jobs
• But only 9% of Europe's tourism services are accessible to some degree, for some visitors

EU Study, 2015, GFK
Accessible Tourism (England)

• Which disabilities?

• Visitor Survey (2013)
  - groups where one of the members has a disability or long-term health condition

Source: VisitEngland
Accessible Tourism (England)

- Accessible Tourism spend: £12.4 BN

Source: VisitEngland
Accessible Tourism (England)

- Stay longer
- Spend more

Did you know...

Trip groups where a member of the party has an impairment

Trip length and spend

Longer stay and higher spend

- AVERAGE LENGTH OF STAY
  - OVERNIGHT TRIPS: 3.3 NIGHTS
  - ALL: 2.9 NIGHTS

- AVERAGE SPEND
  - OVERNIGHT TRIPS: £191
  - ALL: £184

Source: VisitEngland
Resources for Accessible Tourism Development

UNWTO Accessible Tourism Brochure for World Tourism Day, 2016
Developed with the support of the ONCE Foundation for social and economic inclusion of people with disabilities and the European Network for Accessible Tourism (ENAT)

…and other UNWTO guidelines

http://ethics.unwto.org/en/content/accessibile-tourism
1. Accessible Heritage Tourism: Best Practices of Universal Accessibility in India
2. Exhibition of 3-D copies of Works of Art from the Prado Museum’s Collection, Spain

Leonardo da Vinci’s Mona Lisa as a tactile painting
© Pablo Blazquez Dominguez / Getty Images / Ideal Image
3. Everyone Belongs Outside: Push to Open Nature & the Alberta Parks Inclusion Plan, Canada

William Watson Lodge, Alberta © Alberta Parks
4. Barrier-free Tour Center, Ise-Shima Region, Mie Prefecture, Japan

Viewing deck, Ise-Shima Region. © Ise-Shima Barrier-free Tour Center
5. Accessible Travel Online Resources

City Palace, Jaipur. © Yoko Whyte
6. T-GUIDE: Guiding Visitors with Learning Difficulties
Working Together....

All tourism actors and stakeholders working together can make Tourism for All a reality

Because: “Everybody deserves to live in a society that encourages them to reach their potential as equals.”

- Phil Biggs.
Actions are needed on every level
Benefits to Business & Destinations

Accessibility

- Improve Quality
- Differentiate
- Civic Pride

New Market Opportunities

Social Responsibility

Repeat Visits & Recommendations

Respond to Changing Markets

Create a Unique Selling Proposition

Reduce Seasonality

Investment & Jobs

Economic, Social & Environmental Sustainability

A Better Welcome
Benefits to Visitors

Accessibility

- Being Included!
- Feeling Welcome
- Personalized Services
- Travel with Family or Friends

- Unique Experiences
- Enhanced Self Esteem
- Personal Fulfillment
- Greater Independence

- Enjoy Events, Culture, Arts, Sports…

- Opportunities for Education, Business, Cultural Exchange
Complementing the “Top-down” Approaches…

“Bottom-up” action

- Map My Day
- [http://mapmyday.org/en](http://mapmyday.org/en)

- 2\textsuperscript{nd} global campaign to map wheelchair accessible places
- Based on Open Street Map
- In association with [www.WheelMap.org](http://www.WheelMap.org)
- Starts on World Tourism Day 27/9/2016
Go out and map the accessible places in your city!

www.openstreetmap.org
Visit: www.accessibletourism.org
Visit: www.accessibletourism.org
Announcing: The 2nd World Summit: “Destinations for All”

Brussels, Belgium, October 2018

Declaration [http://www.destinationspourtous2014.com/]
Announcing: The 2\textsuperscript{nd} World Summit: “Destinations for All”

Following the success of the 1\textsuperscript{st} World Summit, in Montreal 2014.

Venue: City of Brussels, Belgium, October 2018
Arranged by Quebec-based organization Kéroul and Belgium’s Collectif Accessibilité Wallonie-Bruxelles (CAWaB).

Conference aim: to help achieve the UN World Tourism Organisation Recommendations on AT in Destinations
Sign the “Destinations for All” Declaration.

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Accessible Tourism for All

Visitors  Businesses  Destinations

WIN  WIN  WIN
Credits... with thanks to:

AppsMapper.com
ETT Solutions, Genoa / Samsung
Euan’s Guide
European Commission
FEG T-Guide
Fundación ONCE
Gallerie dell’Accademia in Venice
Getty Images
GfK
Handisport Mallorca
JayOnLife.com
J’Accede
Jeff Biggs
Keros Surf Club
Kunstmuseet, Vienna
Kéroul
Lonely Planet
Martyn Sibley
NATIVE Hotels
Open Doors Organization
Pablo Blazquez Dominguez
Pantou.org
PhotoAbility
Prado Museum
Ras El Khaimah Tourism Development Authority
South America for All
Travability
United Nations
UNWTO
University of Surrey
VisitEngland
VisitFlanders
VisitScotland
Waldorf Astoria Hotel, Ras Al Khaimah
Wheelmap
World Bank
Thank you

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