Keynote Speech on Tourism and Accessibility

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‘Tourism for All - Promoting universal accessibility’
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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 typically covered by Accessibility Information Schemes

- Mobility
- Visual impairments
- Hearing impairments
- Learning Difficulties
- Different stature
- Service animal
- Asthma-Allergy
- Long-term illness
Tourism for All - Stakeholders

- 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
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...”

- Information
- Arrival
- Local transport
- Eat, sleep
- Shopping
- Visit attractions
- Departure
The Accessible Tourism Supply Chain

If just one link in the chain is broken (inaccessible) the trip will be spoiled...
What is missing?

**Visitors** require better information about access

Tourism **businesses** and **destinations** need guidelines and quality standards on **accessibility** and **information**
Background 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
Global population is getting older.
Seniors

…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
Relation between Ageing and Disability

![Graph showing the relationship between age and disability prevalence for males and females.](image)

World Report on Disability, 2011
1. 138.6 million people with access needs in the EU (2011)
   - 35% people with disabilities aged 15-64, and
   - 65% older people, aged 65 and above UK, France,

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

3. People with access needs took 783 million trips within the EU (2012)

4. Demand is expected to grow to 862 million trips per year by 2020, (+ 1.2% per year).

EU Study, 2015, GFK
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 2012
- Supports 9 million jobs
- But only 9% of Europe's tourism services are accessible to some degree, for some visitors
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

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

Lonely Planet’s Accessible Travel Online Resources

City Palace, Jaipur. © Yoko Whyte
6. T-GUIDE: Guiding Visitors with Learning Difficulties
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
- More Competitive
- A Better Welcome
- Social Responsibility
- Respond to Changing Markets
- Create a Unique Selling Proposition
- Reduce Seasonality
- Inward Investment
- Economic, Social & Environmental Sustainability

Repeat Visits & Recommendations
Benefits to Visitors

Accessibility

Being Included!

Feeling Welcome

Personalized Services

Travel with Family or Friends

Unique Experiences  Personal Fulfillment

Enhanced Self Esteem  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)

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

Brussels, Belgium, October 2018

Declaration http://www.destinationspourtous2014.com/
Announcing: The 2nd World Summit: “Destinations for All”

Following the success of the 1st 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
EWORX
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
Scandic Hotels
South America for All
Travability
United Nations
UNWTO
University of Surrey
VVA
VisitEngland
VisitFlanders
VisitScotland
Wheelmap
World Bank
Thank you

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