Marketing and promotion of accessible tourism itineraries:
Mainstreaming accessibility as a tool for success in tourism businesses
Ivor Ambrose
ENAT – European Network for Accessible Tourism
1 in 5 people have an access need, when travelling

Accessible Tourism is:
- making environments, venues and services suitable for the widest range of customers, including people with disabilities, seniors, families with small children… and many more

“Tourism for All”
In Europe and around the world

With almost 100 members in more than 30 countries

in Europe, Middle East, Africa, North and South America, Asia, Australasia – Pacific regions

More than 5000 followers in social media

ENAT: In Europe & around the world

The mission of the European Network for Accessible Tourism (ENAT) is:

“…to make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world”.

#tourism4all  @EUaccesstourism
Visit: www.accessibletourism.org

ENAT - European Network for Accessible Tourism

Welcome

Join ENAT

ENAT Members

Visitor Experience

Contact

ENAT website

Just some of ENAT’s Members & Partners

VisitEngland

VisitPortugal

VisitIreland

VisitSweden

VisitMalgrat

VisitLonelyPlanet
Accessible Tourism Market…

65 % “Seniors”

35 % Visitors with disabilities

Plus:
- Families with small children
- Temporary impairments

= All of us
… at some time in life

Accessible Tourism Market - Europe

• 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, Germany, Italy and Spain have above 10 million people with access needs when travelling

• 783 million trips within the EU (2012)

• Demand growth: 862 million trips per year by 2020, (+1.2% per year).

Source: EU Study, 2015, GFK
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

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
"Accessible tourism" generated €786 billion gross turnover in 2012

Supports 9 million jobs in Europe

Value of Accessible Tourism Market - England

- Accessible Tourism spend: £12.4 BN
- Increased by 30% from 2009 to 2013

Source: VisitEngland
Accessible Tourism Market - England

• **Which disabilities?**

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

Source: VisitEngland

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Accessible Tourism Market - England

• **Stay longer**

• **Spend more**

Source: VisitEngland
ATTIMO Destinations

Vicenza

Styria

ATTIMO Marketing and Promotion

Vicenza

Styria

• Engaging Local Actors and Stakeholders - The VIP strategy
  V = Visitors: potential visitors to the tourism areas in Italy and Austria
  I = Industry: the business owners and managers engaged in ATTIMO
  P = Policy makers: the local and regional tourist boards and other authorities responsible for tourism and transport in the ATTIMO areas

• Branding Guidelines
• Examples of Itineraries: 1/2 day and 1 day tours
• Pantou – the Accessible Tourism Directory + global marketing
• Social media, bloggers, visitors’ feedback

http://www.attimo-tourism.eu/documents/
ATTIMO Business Toolkit for SMEs

- **The building blocks**: How to position your business, put the itineraries together, the building blocks, business engagement, producing accessibility guides, staff training, etc.

- **The “Unique Selling/Experience Proposition”**, with suggested culinary and religious itineraries and the Journey Planner

- **Marketing Tools**:
  - How to present accessibility information on your website
  - Link to ATTIMO and Pantou.org
  - Feedback from visitors – sharing experiences

ATTIMO Exploitation Toolkit

![ATTIMO Exploitation Toolkit](image-url)
ATTIMO Exploitation Toolkit

ATTIMO

ATTIMO Exploitation Toolkit

Ivor Ambrose, ENAT.
ATTIMO Exploitation Toolkit

Brunello Distillery
Montegalda, Italy

Service description:

Guided tours of the oldest artisan distillery still in business, and tasting of various distilled spirits. Featured in the Attimo accessible tourism itinerary Vicenza at: http://www.attimo-tourism.eu/accessible-tourism-vicenza/

Website:
http://www.branello.it
Address:
Via Rs 51, Montegalda, Vicenza, Italy
Postcode: 36047
Telephone:
+390444737233
Email:
govern@branello.it

Visitor Types

- People with motor impairments
- People who use a wheelchair
- People of very low or small stature
- People who are deaf or have hearing impairments
- People with learning difficulties, autism, other cognitive and developmental impairments
- People with allergy or asthma or requiring special diets
- People who are frail, lacking in strength or stamina
- People who use any kind of technical assistive devices
- People with service animals

Accessibility Information

- Food and Beverage
- Other food and beverages

Scheme:
- Pantou Access Statement

Topographical Area:
- Vicenza
ATTIMO...

…the path to the accessible tourism market for sustainable and accessible businesses and destinations
Thank you
Grazie!

ENAT – European Network for Accessible Tourism
www.accessibletourism.org