



# TOURISM FLANDERS

Heading for an accessible destination

Peter De Wilde

## Tourism Flanders: mission

→ Participation: Tourism for All

→ Investment

→ Professionalisation

→ Promotion

Yesterday

Today

Tomorrow



flanders  
belgium

# Accessible travel action plan

→ Improved infrastructure

→ Training and awareness raising

→ Reliable information

Yesterday

Today

Tomorrow



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## Inclusive and Integrated approach

Travellers with a disability or impairment should have access to the same regular tourist circuit and find accessibility information through regular channels.



Yesterday

Today

Tomorrow



## Infrastructure and events

- Grants
- Technical support
- Prior opinion, supervision, final check
- Design for all



Yesterday

Today

Tomorrow



# Awareness raising and training

- Accessible mentality
- Customer-friendly reception
- (Tour) guides



Yesterday

Today

Tomorrow



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## Information

→ Accessible Travel Info Point: tailored information

→ Database

→ Label

Yesterday

Today

Tomorrow



## Tailored information

“Where can I find a beach wheelchair?”

“Can I rent a mobility scooter in Ghent?”

“Do the museums in Brussels provide guided tours for deaf visitors?”

“I’m looking for an adapted rental car”

“How about travelling by train? Is every station accessible?”

“Will my assistance dog be accepted in Belgian restaurants ?”

“I want to take a guided tour of the former (World War I) battlefields. Do you know an organisation that makes this wheelchair accessible?”

“Which B&B’s in the province of Limburg are suitable for guests with a dust allergy?”

“I have a learning disability. Which travel organisations offer trips that I can join?”

Yesterday

Today

Tomorrow



# Database

Local screening by specially trained accessibility agent



[www.toevla.be](http://www.toevla.be)

Yesterday

Today

Tomorrow



## Accessible Tourism Label of Flanders



Comfortable, independent



Basic accessibility



Checked  
(no label)

Launched in 2008



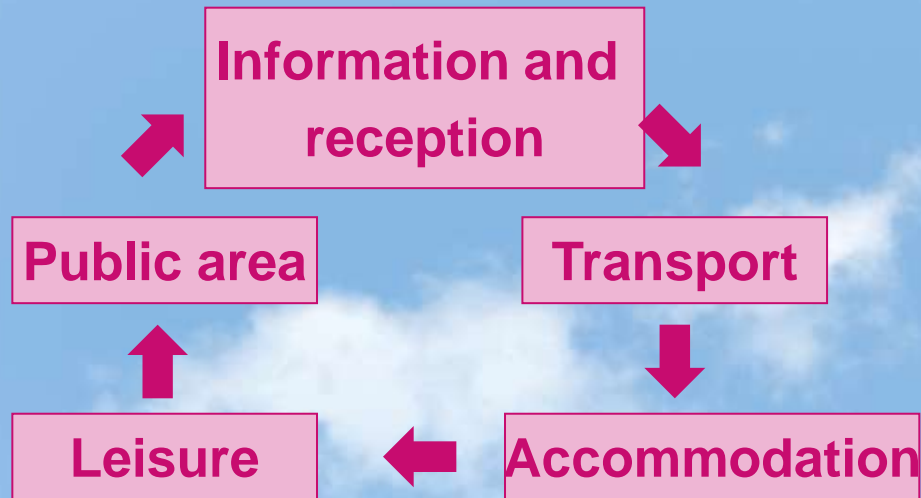
Yesterday

Today

Tomorrow



# Holiday value chain



Heading for an accessible destination

**PILOT PROJECT**



**Ultimate goal**

**Reputation of an accessible destination**





## Accessible Travel Info Point

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