TOURISM FLANDERS
Heading for an accessible destination

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Tourism Flanders: mission

- Participation: Tourism for All
- Investment
- Professionalisation
- Promotion
Accessible travel action plan

→ Improved infrastructure
→ Training and awareness raising
→ Reliable information
Travellers with a disability or impairment should have access to the same regular tourist circuit and find accessibility information through regular channels.
Infrastructure and events

→ Grants

→ Technical support

→ Prior opinion, supervision, final check

→ Design for all
Awareness raising and training

→ Accessible mentality
→ Customer-friendly reception
→ (Tour) guides
Accessible Travel Info Point: tailored information

Database

Label
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?”
Database

Local screening by specially trained accessibility agent
Accessible Tourism Label of Flanders

Yesterday
Today
Tomorrow

Comfortable, independent
Basic accessibility
Checked (no label)

Launched in 2008
Toegankelijke vakantieverblijven in Vlaanderen en Brussel
Holiday value chain

Information and reception

Public area

Leisure

Transport

Accommodation

Heading for an accessible destination

PILOT PROJECT
Ultimate goal

Reputation of an accessible destination
Accessible Travel Info Point

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