

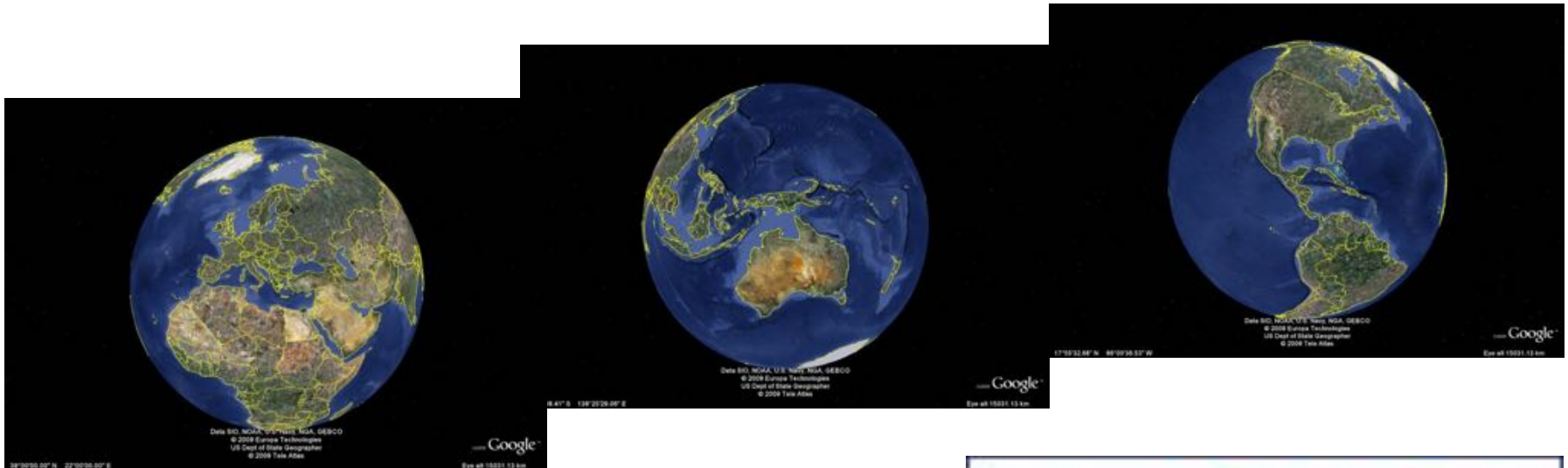


Innovative Approaches to Making Destinations Accessible for All Tourists (including health tourists)

**Ivor Ambrose, Managing Director
European Network for Accessible Tourism**

*International Health Tourism Convention,
13 March 2015, Royal Olympic Hotel Athens, Greece*

In Europe and around the world



**Over 200 members
in more than 30 countries**

- Tourism businesses (55%)
- Public sector (12%)
- NGOs (33%)

In Europe, Africa, Middle East,
North and South America, Asia,
Australia



ENAT's Mission

The mission of the European Network for Accessible Tourism is to make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world.

Everyone needs good access!



Toegankelijkheidsbureau vzw. Belgium

8 Segments of Health Tourism*

Medical Tourism

Dental Tourism

Spa Tourism

Wellness Tourism

Sports Tourism

Culinary Tourism

Accessible Tourism

Assisted Residential Tourism



* <http://www.healthtourism8.com>

8 Segments of Health Tourism*

Medical Tourism

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Accessible Tourism

Assisted Residential Tourism



Accessible Tourism

* <http://www.healthtourism8.com>

Accessibility



Accessibility

- ✓ Underpinning **high quality tourism destinations** and **personalised services for tourists**.
- ✓ **Needed everywhere** - across the whole tourism value chain
- ✓ In **information and marketing, transport, buildings, infrastructure** and **customer service**,
- ✓ **Good access is key** to ensuring the comfort, safety and wellbeing of every tourist.

Drivers of Accessible Tourism

- Market demand
- Population ageing
- Social inclusion - travel and tourism for all
- Rights of people with Disabilities
 - United Nations Convention on Rights of People with Disabilities
 - European Accessibility Act – proposal in 2014
 - National legislation
- A growing and profitable market



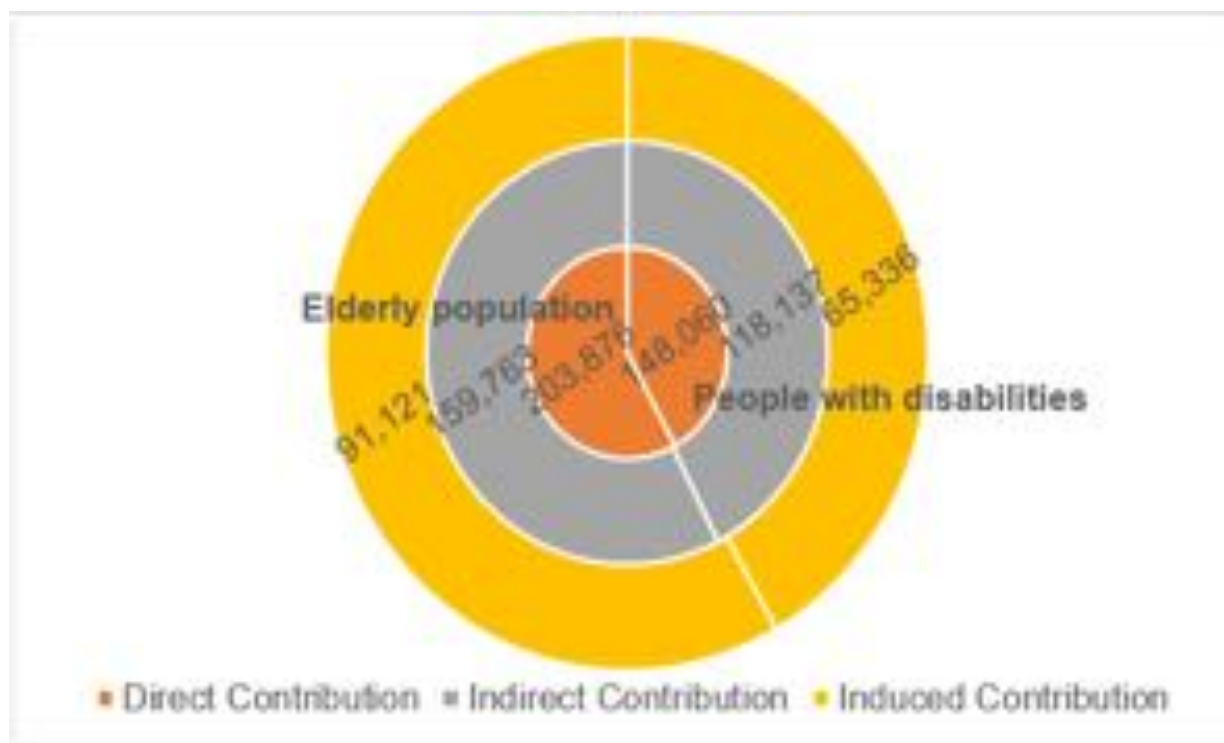
2014
1.1 Billion Tourists



2011
***1 Billion People with
Disabilities***
15% of global population

EU Economic impact assessment of Accessible Tourism – Key findings

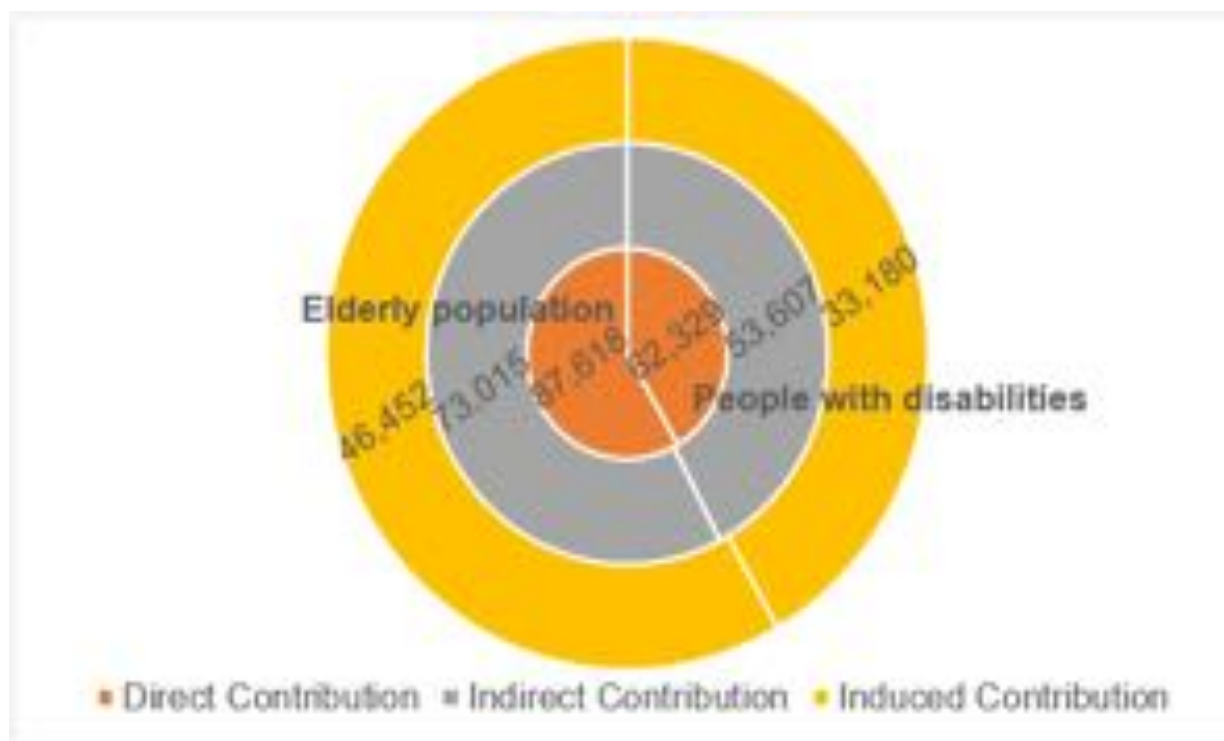
1. The direct gross turnover of EU's Accessible Tourism in 2012 was about **€352 billion**; after taking the multiplier effect into account, the **total gross turnover** contribution amounted to about **€786 billion**.



Current gross turnover contribution in 2012 (€ million)

EU Economic impact assessment of Accessible Tourism – Key findings

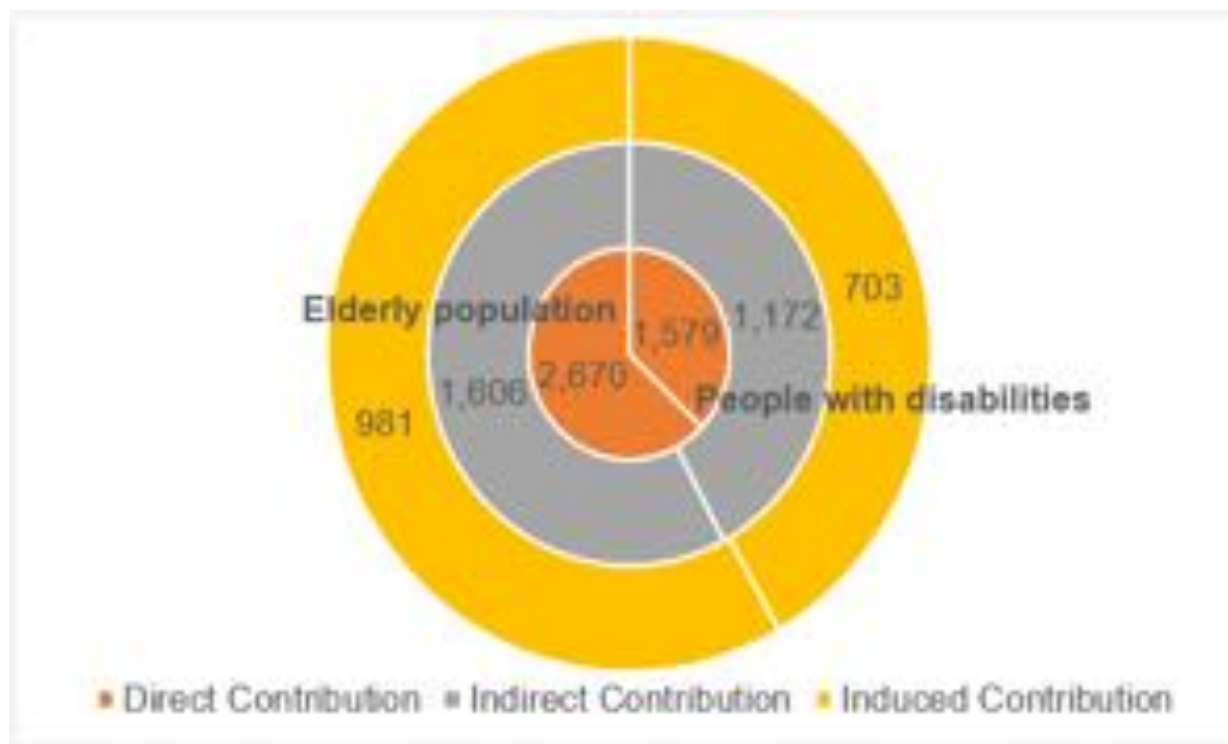
2. The direct gross value added of EU's Accessible Tourism in 2012 was about **€150 billion**; after taking the multiplier effect into account, the **total gross value added** contribution amounted to about **€356 billion**.



Current gross value added contribution in 2012 (€ million)

EU Economic impact assessment of Accessible Tourism – Key findings

3. The direct employment contribution of EU's Accessible Tourism in 2012 was about 4.2 million persons; after taking the multiplier effect into account, **the total employment generated was about 8.7 million persons.**



Current employment contribution in 2012 ('000 persons)

Travel companions – Key findings

People with access needs in the EU travel with about 1.9 companions on average:

- People with disabilities travel with **2.2** companions
- Older people travel with **1.6** companions

The economic contribution of Accessible Tourism will be amplified by a similar scale if the travel companion effect is taken into account.



Volume & Value of Accessible Tourism in England (2012 – Visitor Overnight Survey)

Trips and spend

£12.4BN

SPENT ON TRIPS
WHERE A MEMBER
OF THE PARTY HAS
AN IMPAIRMENT

TOTAL SPEND
£12.4BN

£0.3BN

INBOUND TRIPS

NUMBER OF TRIPS
0.6M

£2.7BN

DOMESTIC OVERNIGHT TRIPS

NUMBER OF TRIPS
14M

£9.4BN

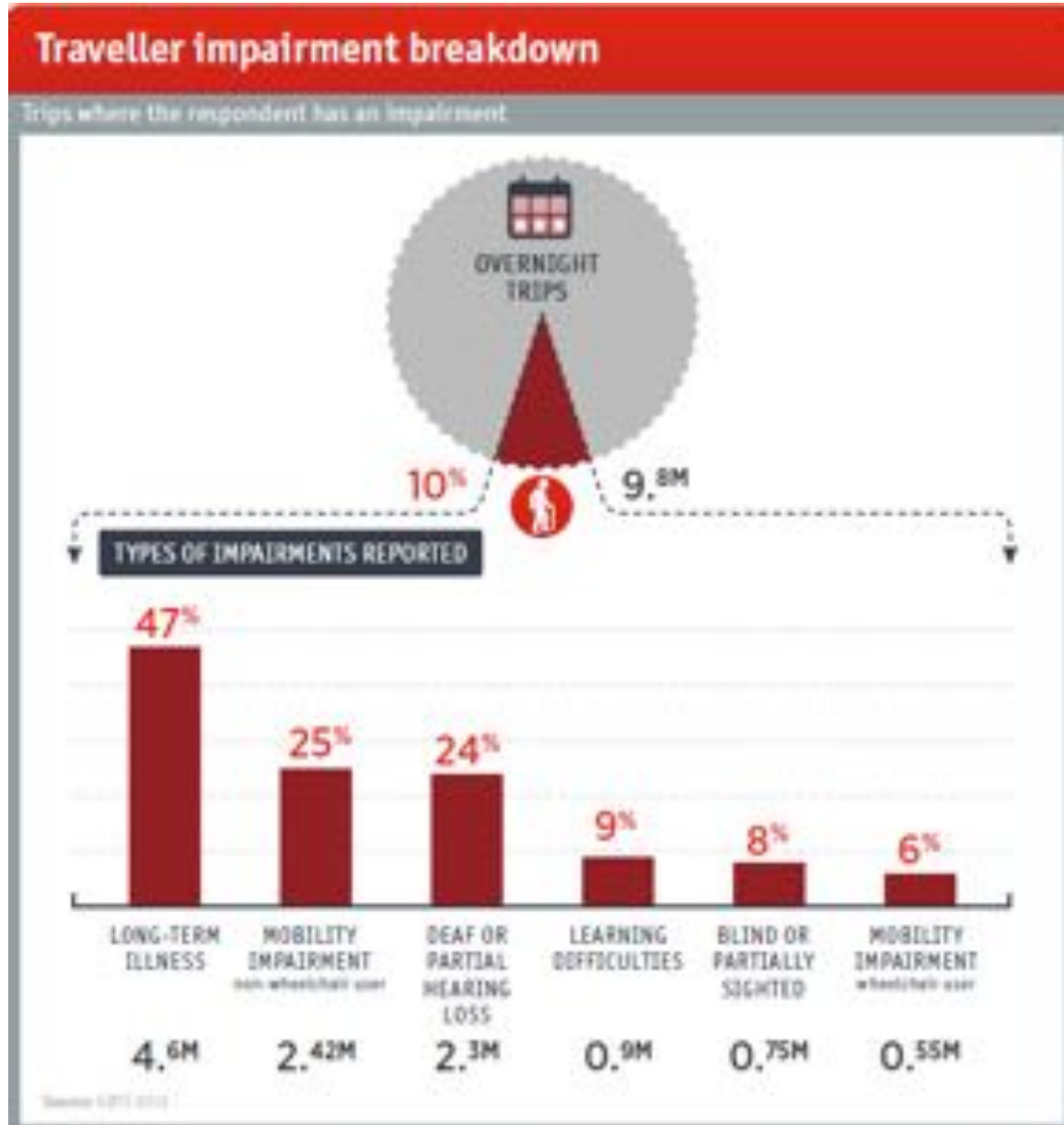
DAY TRIPS

NUMBER OF TRIPS
271M



VisitEngland™

Volume & Value of Accessible Tourism in England (2012 – Visitor Overnight Survey)



Three Pillars of Accessible Tourism

Accessible Tourism

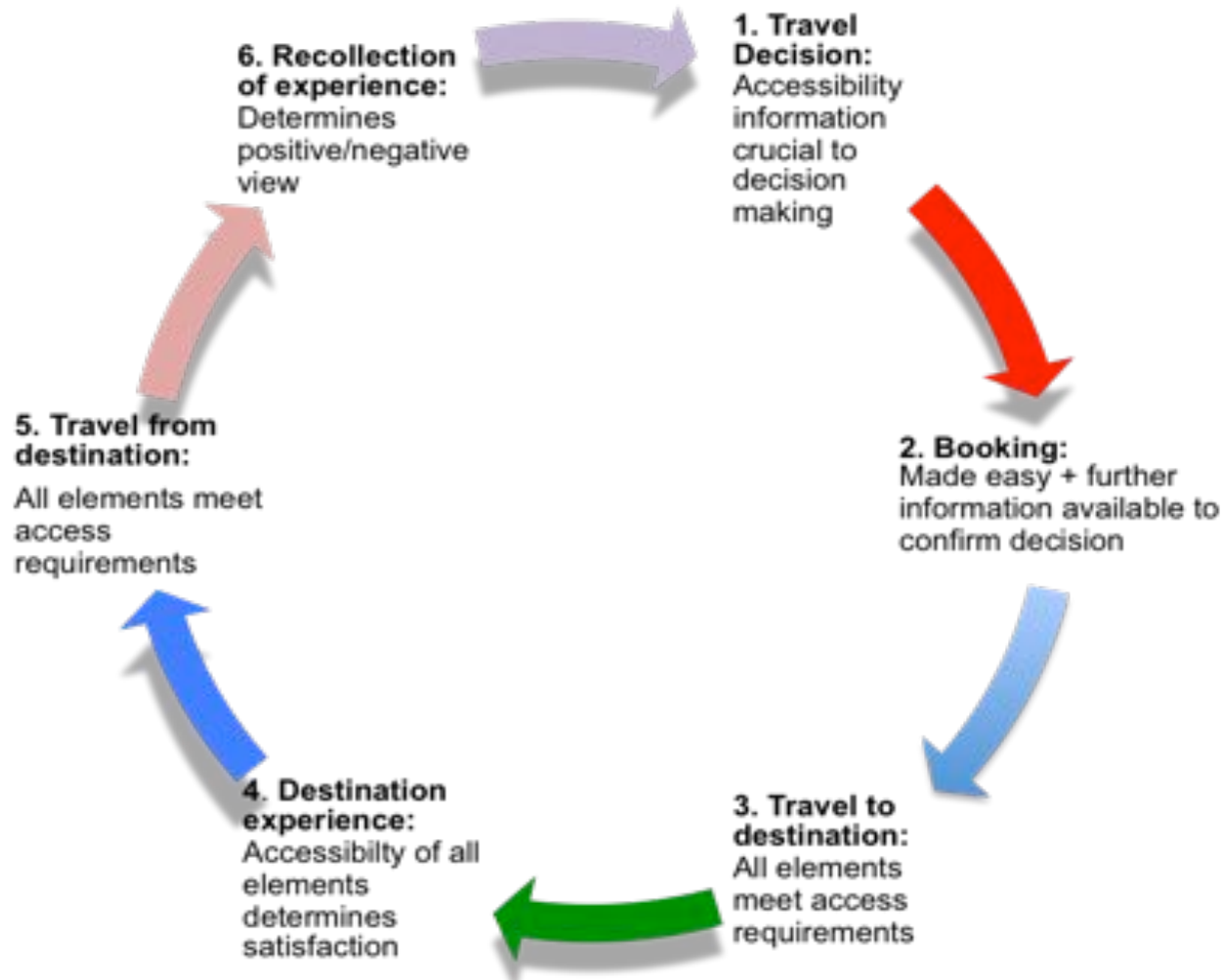
Information

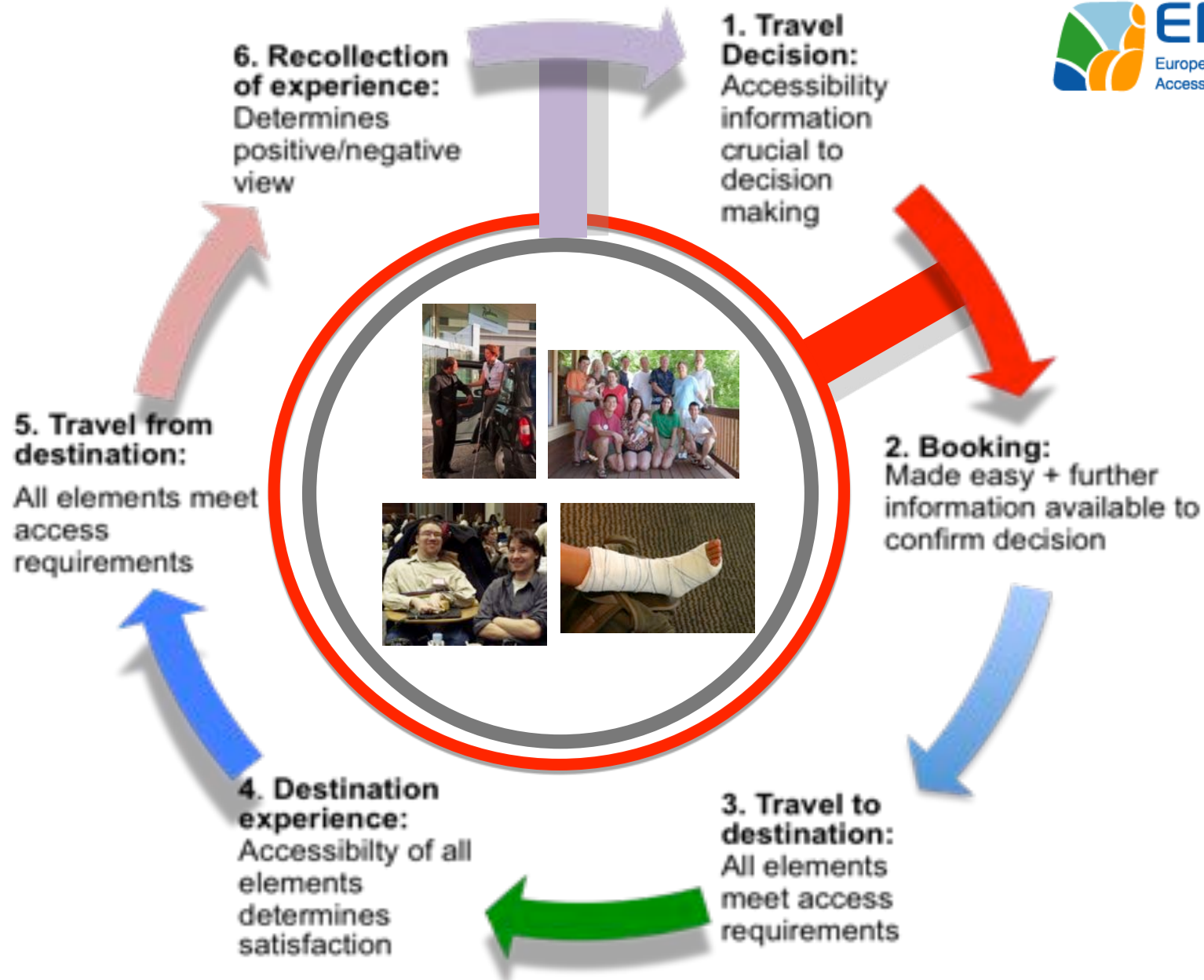
Customer
Service

Facilities

When do customers need accessible tourism?

➤ Throughout the “visitor journey” and the whole value chain!





Register of Accessible Tourism Suppliers



- New **European Accessible Tourism Directory**
- Register of suppliers with accessible services
- Levels of service guaranteed by international national / regional access schemes.
- Pantou is the Greek word for "everywhere"

www.pantou.org

Pantou

<http://pantou.org>

The European Accessible Tourism Directory

- Funded by European Commission
- Supporting Tourism SMEs
- 70 types of services
- Services for ALL customers (covering 14 types of access needs)





Algarve Senior Living

Lagos, Portugal

Service description:

www.algarveseniorliving.com is the Algarve's first primarily rental-based offering for seniors. Options range from a one month stay to year-round retirement. Our offerings have a range of accommodation options and a broad range of facilities to which we have added multiple activities and services including a regular medical package (this is for independent seniors and should not be confused with assisted living). Recently added to our portfolio, and uniquely placed on the Arade River, with spectacular views over the Algarve's second largest river, our river view option perfectly complements our sea and country view villages located close by. Located within the authentic Portuguese village of Parthal, and within walking distance of the popular fishing village of Ferragudo, with its myriad river and beachfront restaurants, frequent open-air markets and fishing boats, this is for guests who want easy access to everything a city has to offer, without being in it. The river view 1 and 2 bed apartments are Algarve Senior Living's first move into urban senior

Customer Groups

People who use a wheelchair
People who require personal assistance (non-medical care/support)

Services Information

Accommodation:

Hotel apartment

Food and Beverage:

Restaurant

Cafe, snackbar

Other food and beverage

Transport:

Disabled Vehicle Parking

Boat ride/excursion

Local transport for people with disabilities

Boat dock/marina

Health, Spas and Wellness:

Health/wellness treatment

RETIREMENT VILLAGES WILL BE THE NEXT BIG THING IN HOUSING FOR THE NEXT 25 YEARS

arvouk chair

Portugal has been voted the 9th Best Country in the World to Retire. The Algarve has topped the 2014 Retire Overseas Index as the best location for retirees in the world.

Algarve Senior Living provides a range of solutions for the senior (50+) market looking to spend all or part of the year in a place in the sun.



We provide senior living choices. And deliver them with a unique and personalised touch. Whether you wish to retire to the Algarve or to spend winters in the sun, Algarve Senior Living makes it easy to do so, in one of the most beautiful locations on the continent, several times voted best European beach and golf destination. Our primarily rental-based model gives you flexibility and peace of mind.



Retirement in Portugal is an increasing popular choice, but so are long or winter stays in sunny regions such as the Algarve. If you enjoy an independent lifestyle, enjoy your privacy but also plenty to do, then living in the Algarve or staying for an extended period could be an option. Algarve Senior Living will assist you in finding just the right

Special Offers!

Try-before-you-decide

Flexible stays from as little as €199 per 1-bedroom apartment per week.

Activities and services

From as little as €3. Or try our varied cultural, sporting, medical or wellness packages from €150 per person per month.

Full-time Residency

New legislation means no tax on pensions for new residents. 12-month rental contracts which do not go up in the

[Home](#)[Our Villages](#)[Your Options](#)[Our Services](#)[Partners](#)[Contact Us](#)

On-site medical services

Our customers and guests have access to a range of medical professionals, and in most cases these services can be delivered on-site. As Algarve Senior Living operates in a self-independent living sector, any medically-related service is primarily targeted at long-term care or basic care.

Nursing

[Find out more](#)

Physiotherapy

[Find out more](#)

GP Consultations

[Find out more](#)

Pharmacist Support



Patient Record

[Find out more](#)

Off-site Agreements

There are services with whom we have or will have agreements, and which may be required by some of our guests

Dentistry



Podiatry



Ophthalmology



Hearing aid repair



Diagnostic Exams



Accommodation

[View](#)[View from balcony](#)[Houses](#)[Natural Landscapes](#)



Suppliers

Visitors

Map View (demo)

About

Access Statement

Accessibility Info

Press & Media

Contact

Log In

Home - Map View (demo)

Map View (demo)

Interactive map of Accessible Tourism Services, registered in the Pantou Directory on 1st November 2014. Click on a location to see more information about the service.

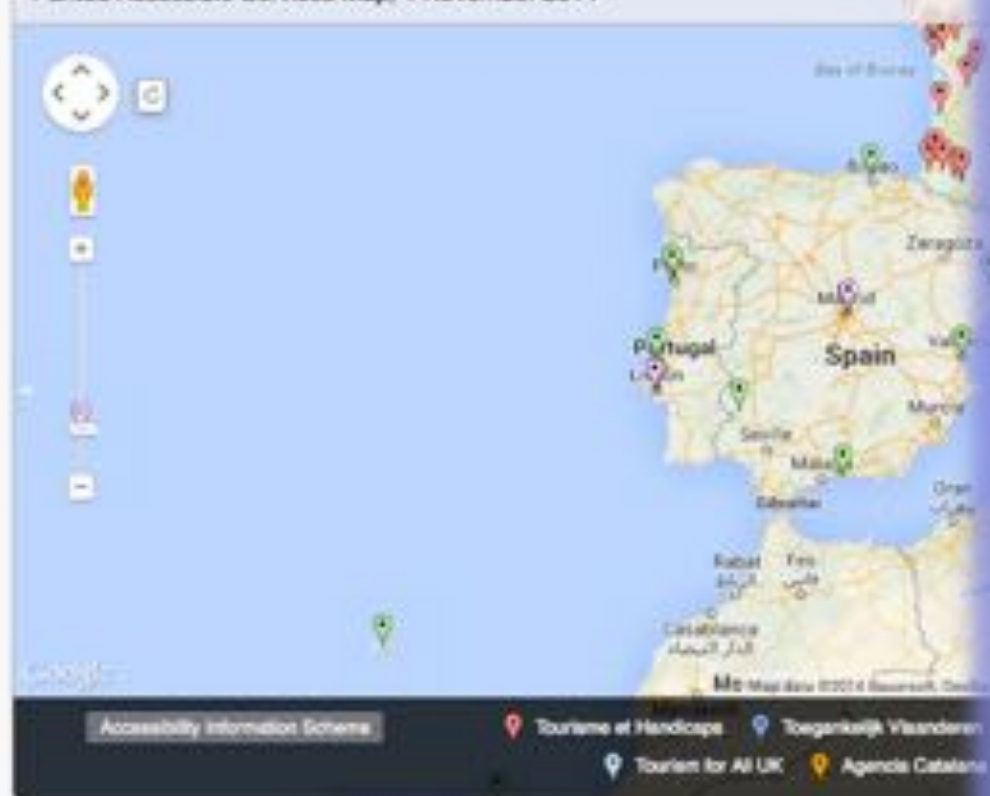
Pantou Accessible Services Map, 1 November 2014



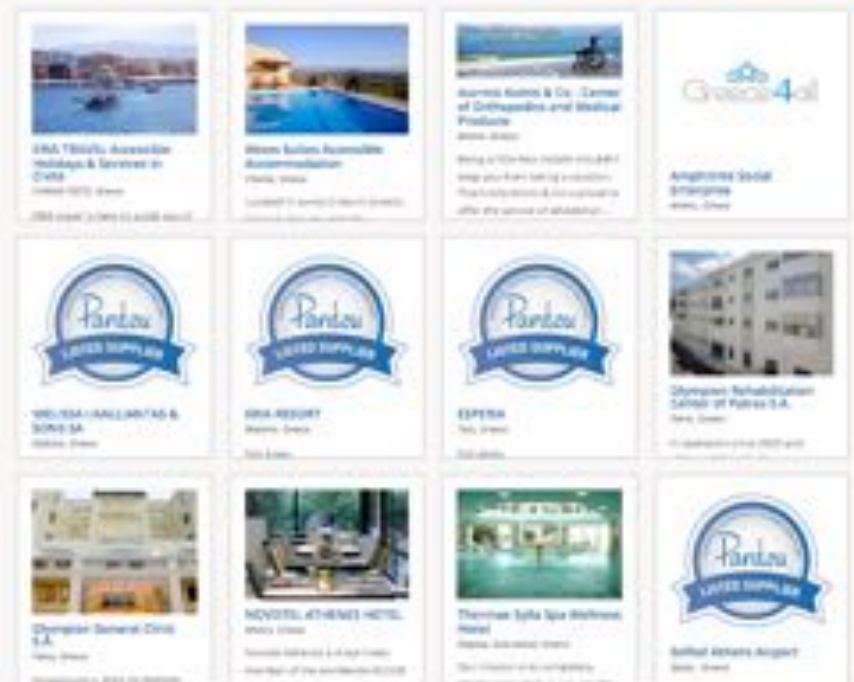
Map View (demo)

Interactive map of Accessible Tourism Services, registered in the Pantou Directory on 1st November 2014

Pantou Accessible Services Map, 1 November 2014



Services



Greece - Accessible Health Tourism Destination



Athens (– is more accessible than you think)

But needs an Action Plan



The Building Blocks for Accessible Tourism Destination Development

1

- National / Regional Strategy
- Vision / Aim / Leadership

2

- Legislation & Standards
- Development Framework and Investment Structures

3

- Research, Education and Vocational Training
- Business Case

4

- Destination Management
- Business Support structures and tools
- Delivering Accessible Tourism

Actions needed on every level





The screenshot shows the ENAT website with the following elements:

- Header:** ENAT logo, tagline "Working together to make Tourism in Europe Accessible for all", and a language selector set to "English [EN]".
- Navigation Bar:** Links for Home, Homecoming, News, Events, ENAT Code of Good Practice, Resources, Projects, European Cities, Partners, Contact, and Press.
- Search Bar:** A search input field with a "Search" button.
- Members Area:** Fields for email and password, a "Login" button, and links for "Don't have an account yet?" and "Forgot your Password?".
- Newsletter:** A sign-up section with an email input field, a "D-what" containing HTML checkbox, a language preference dropdown set to "Greek", and a "Subscribe" button.
- Footer:** "Current Presidency of the Council of the European Union" logo.
- Main Content Area:**
 - Welcome:** A message from the ENAT President stating the organization's purpose and a link to the President's Message.
 - Join ENAT:** A section describing the benefits of membership, including access to journals, seminars, and a network of professionals.
 - News:** A section titled "Best Accommodation for Disability Award - Winner for a Sustainable Travel Award" with a brief description of the award.
- Right Sidebar:**
 - Are you a member?:** A call to action with a "Join now!" button.
 - Events:** A list of upcoming events, including "MOET Expo, Conference and Networking Event" and "International Health Tourism Convention, Athens, Greece".



Thankyou

Web: www.accessibletourism.org

Email: enat@accessibletourism.org



<https://www.facebook.com/accessibletourism>



<https://twitter.com/euaccessstourism>

