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

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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
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Accessibility

- Comfortable for the 100% of the population
- Essential for the 10% of the population
- Necessary for the 40% of the population
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.
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)
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.
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)

Spent on trips where a member of the party has an impairment: £12.4BN

Day trips: £9.4BN

Domestic overnight trips: £2.7BN

Inbound trips: £0.3BN

Number of trips:
- Day trips: 271M
- Domestic overnight trips: 14M
- Inbound trips: 0.6M
Volume & Value of Accessible Tourism in England (2012 – Visitor Overnight Survey)

**Traveller impairment breakdown**

Trips where the respondent has an impairment

- **Overnight Trips**: 9.8M
- **10%**: Impairment

**Types of Impairments Reported**

- **Long-term Illness**: 4.6M (47%)
- **Mobility Impairment**: 2.42M (25%)
- **Deaf or Partial Hearing Loss**: 2.3M (24%)
- **Learning Difficulties**: 0.9M (9%)
- **Blind or Partially Sighted**: 0.75M (8%)
- **Mobility Impairment (wheelchair user)**: 0.55M (6%)
Three Pillars of Accessible Tourism

Accessible Tourism

Information  Customer Service  Facilities

VisitEngland
When do customers need accessible tourism?

- Throughout the “visitor journey” and the whole value chain!
1. Travel Decision: Accessibility information crucial to decision making

2. Booking: Made easy + further information available to confirm decision

3. Travel to destination: All elements meet access requirements

4. Destination experience: Accessibility of all elements determines satisfaction

5. Travel from destination: All elements meet access requirements

6. Recollection of experience: Determines positive/negative view

Adapted from Lane (2007)
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](http://www.pantou.org)
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 Paralha, 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 living.

**Customer Groups**

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

**Services Information**

*Accommodation:*
- Hotel apartment

*Food and Beverage:*
- Restaurant
- Café, snack bar
- 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 treatments
- Spa, beauty services
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
On-site medical services

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

Pharmacy Support

Pharmacist Support

Patient Record

Off-site Agreements

We have agreements with a number of off-site medical professionals. These services include:

- Podiatry
- Ophthalmology
- Hearing aid repair
- Diagnostic Exams

For more information, please visit our website or contact us directly.
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.
Interactive map of Accessible Tourism Services, registered in the Pantou Directory on 1st November 2014.
Interactive map of Accessible Tourism Services, registered in the Pantou Directory on Pantou Accessible Services Map, 1 November 2014.

Olympion General Clinic S.A.

Service Description:

A hospital in Athens, Greece, it offers a range of services including:
- Inpatient and outpatient care
- Rehabilitation and physiotherapy
- Specialized services such as orthopedics, neurology, and cardiology
- Emergency services
- Acute and chronic illness management
- Day care for patients

Customer Groups:

- Patients with specific requirements
- Elderly patients
- Patients with physical disabilities
- Patients with mental health needs

Website: [Link]

Address: [Address]

Phone: [Phone Number]

Email: [Email]

Accessibility Information:

- Health and Safety
- Social Services
- Transport
- Accommodation
- Tourist Information
- Accessibility

Accessibility Information:

- Ramp Access
- Wheelchair Access
- Restrooms
- Assistance Animals

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

- International Destination (Continent)
- National Destination
- Regional Destination
- Local Destination
- Tourism Businesses

Greece
Thankyou

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Email: enat@accessibletourism.org

https://www.facebook.com/accessibletourism
https://twitter.com/euaccesstourism