



Tourism for All: A challenge to win!

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Preparatory Action Tourism for ALL

Budget from EP in 2012: € 1 million

Objectives:

- To raise awareness*
- To disseminate and reward best practices*
- To improve skills*
- To foster innovative solutions*
- To promote more accessible services and facilities*
- To incentivise and reward accessibility efforts*

1-Mapping the demand of accessible tourism

- **48%** of disabled tourists in **Germany** would travel **more often** if services were more accessible
- **£2 billion** is the contribution of **disabled travellers** to the domestic visitor economy in UK (2009)

**Fragmented data
for EU-27**

- 1) Economic impulse on tourism
- 2) Demand and travel patterns of **people with special access needs**

2-Mapping supply of accessible tourism

- **€ 4 billion** is the potential **additional turnover in Germany** if tourism facilities were more accessible
- **Web accessibility** is often insufficient
- **Accessibility labels** are often inconsistent/incomplete

Lack of information/
lack of comparability =
**loss of potential
travellers**

EU-wide “**performance check**”
main tourism facilities and services
(accommodation, leisure, websites)

3- Improving skills

- **Understanding people's needs**

Impairments affect areas other than physical mobility

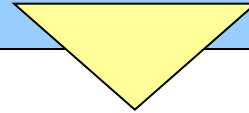
- **Safety is paramount**

Unskilled,
untrained staff
can threaten the
holiday experience

- 1) Need to identify gaps in the current **level of skills** to cater for people with special access needs
- 2) Need to disseminate **best practices** in disability training in tourism.

4- Fostering awareness

- **Access is good for business**
- Catering for people with “special access needs” as a **standard tourism business practice**



- To raise public awareness and sensitise relevant stakeholders and operators
 - ✓ *Stakeholders' Conference (2012)*
- To reward accessible European destinations
 - ✓ *EDEN (2012)*
- To reward economic operators who make accessibility an element of their competitiveness
 - ✓ *An Access award for tourism operators (2012-2013)*

Paving the way for accessible tourism in Europe

EP Preparatory Action will yield:

- Data:** EU-wide overview of demand, supply, economic impact, and existing gaps
- Better awareness:** best practices, good examples
- Set of "tools":** information to help operators make their offer more accessible.

...but more needs to be done...

- Continue dialogue** amongst stakeholders, national authorities, EU institutions and operators...
- **Your suggestions!**



Thank you for your attention!

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