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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