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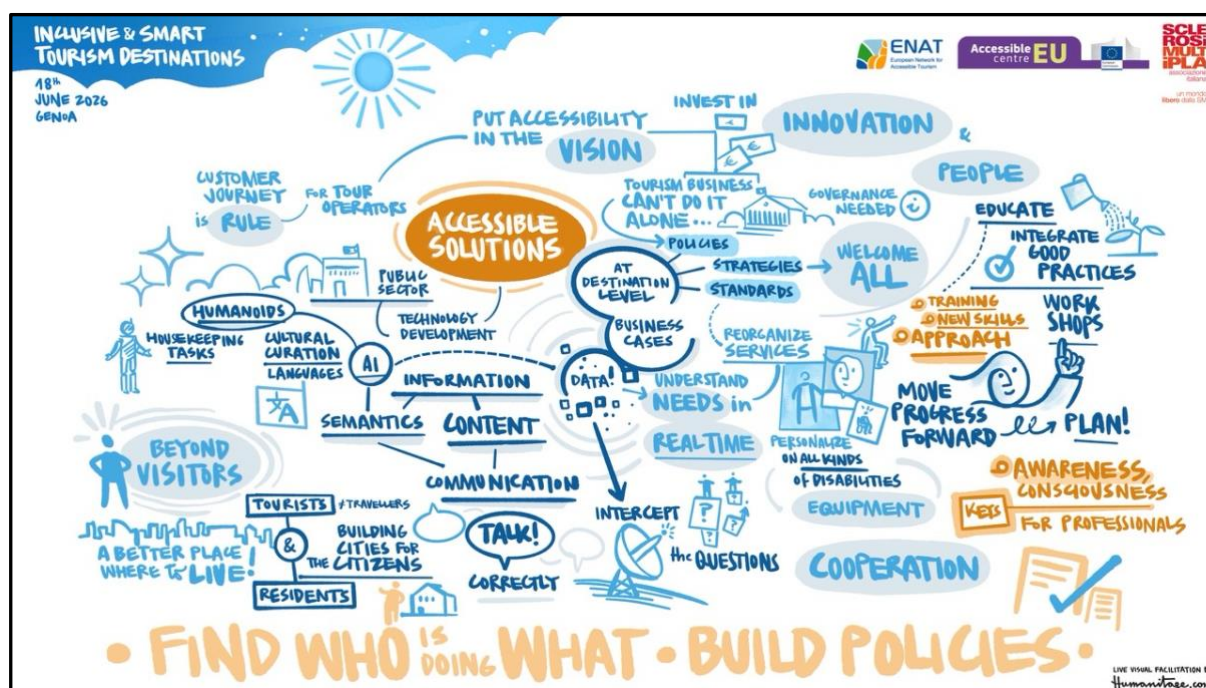
Igor Stefanovic, UN Tourism. Genoa Conference, 18 June 2026:

Final Session: 10 Key Takeaways

Grazie [Acquario di Genova](#), [European Network for Accessible Tourism \(ENAT\)](#) [asbl](#), [AISM - Associazione Italiana Sclerosi Multipla](#) and [#AccessibileEU](#) for having [UN Tourism](#) in the Annual ENAT Conference.

We have learned from Portugal, Italy, Spain, Japan, Egypt, Slovenia, Croatia and Finland how they approach [#accessibletourism](#).

The mind map crafted for our concluding session, that UN Tourism had the pleasure to moderate, says it all.



Check these 10 key takeaways:

- ✓ Accessible destinations are better places to live. Investments in [#accessibility](#) improve our everyday lives, while creating better experiences for visitors of all ages and abilities.
- ✓ Skills matter as much as infrastructure. Tourism professionals need to understand different access requirements, ask the right questions and provide reliable information—not simply assume what customers need.
- ✓ The [#accessibilitygap](#) is increasingly an information gap. Destinations and

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companies have invested in accessibility, yet travellers still cannot find trustworthy and up-to-date information when planning their trips.

✓ You can't manage what you don't measure. Accessible tourism remains one of the world's largest underserved tourism markets, yet very few destinations collect meaningful economic and market data.

✓ [#Accessibleculturalheritage](#) is no longer an exception. From Pompeii to Padua, Verona and Rome, conservation and accessibility are proving they can go hand-in-hand. Good stories need to be in the spotlight.

✓ AI should solve accessibility challenges. From personalised travel planning and real-time info to navigation and communication support, technology should improve autonomy and the visitor experience.

✓ Destinations need more business cases – not more theory. Companies are far more likely to invest when they see measurable returns, successful examples and evidence that accessibility strengthens competitiveness.

✓ Leadership starts with destinations. Clear policies, governance, incentives and collaboration create the conditions for the industry to invest.

✓ Accessibility belongs in boardrooms, not only customer service. It should be part of business strategy, product development and investment decisions.

✓ Accessibility is about the entire customer journey. Success depends on every touchpoint—from booking to transport, accommodation, attractions and the journey home—not simply on installing a ramp.

This message was distributed by Igor Stefanovic to the following LinkedIn members:

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