

Press Release

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The Greek tourism industry welcomes Athens based company inclusiveGreece that introduces a unique tourism accessibility certification to enable hotels to participate in this travel megatrend.

The label "Travel for All" was initiated a few years ago with the aim of reliably enabling barrier-free travel. Supported by **numerous tourism organizations, tour operators and associations** that represent people with disabilities, a labeling system for accessibility in tourism was introduced and developed.

The Project, which is funded by the Ministry of Economics of Germany, reached another important milestone and will be available throughout Greece. From May 2021 the **exclusive licensee - inclusiveGreece** is active in one of the main holiday destinations in the Medditereanan.

The economic reasons to obtain the certification are obvious: gain access to an important market of travelers. Only in Europe around 135 million people live with different health related limitations. Additionally, the aging population plays a significant role in the proportion of travelers with age related mobility limitations. They consciously travel less than the average, as there are no sufficient barrier-free offers. The obstacle arises, as essential information about its usability and experience is not reliable.

The labeling system evaluates offers along the **entire travel chain**: from local tourist information to means of transport, airports, accommodation, gastronomic and cultural facilities as well as sights, to experiences and leisure facilities. In the long term, there should be a wide range of tested offers in many places and regions.



The key difference to some **existing certificates** is that it is not a self-assessment but the data is collected by a trained assessor according to characteristics for **seven different groups** of persons with different needs. Also an essential part of the certification is mandatory **employee training**, so an understanding of needs allows us to understand and to provide customers with positive experiences.

The certification is initially valid for three years and can be extended after a new examination. In this way, travelers can be sure that they are **up to date** and fully informed about the holiday destination.

More information www.inclusiveGreece.com

About

InclusiveGreece is the official and exclusive licensee in Greece and responsible for the information and certification under the “Travel for All” initiative developed in Germany as the nationwide label in the area of accessibility. In July 2020 the introduction of the labeling system into the Greek tourism sector was agreed and InclusiveGreece Consulting was founded. The certification system uses a database in which barrier-free tourist offers are recorded by trained assessors and offers are evaluated along the entire touristic service chain.

Press contact:

Sabine Switalla

Phone +30 6944319 506

Maria Douvrou

Phone +30 6942 946 92

inclusiveGreece

19023 Markopoulo I #30211

Mail info@inclusiveGreece.com