

Accessible Tourism Within and Beyond Protected Areas in Lebanon



Socio-Economic Benefits of Accessible Tourism

Ivor Ambrose

Managing Director, European Network for Accessible Tourism

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<https://www.accessibletourism.org>

#EUaccessstourism



Tourism
for All



ENAT's Mission



“To make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world.”



Accessible Tourism is not “special” tourism...

It is part of every kind of offer

- Accommodation
- Adventure
- Culture
- Gastronomy
- Conferences & Fairs
- With kids
- Education
- Nature in the city
- City Break
- Religion
- Sports & Events
- Festivals



ACCOMODATION



RESTAURANTS



SHOPPING



TOURS & ATTRACTIONS

Accessible Tourism is...



“Universally Designed Tourism for All”

Making environments, venues and services suitable for the widest range of customers, including:

- Seniors,
- People with disabilities,
- Families with small children,
- People with long-term health conditions ... and many more.

Ensuring equal opportunity to enjoy tourism experiences

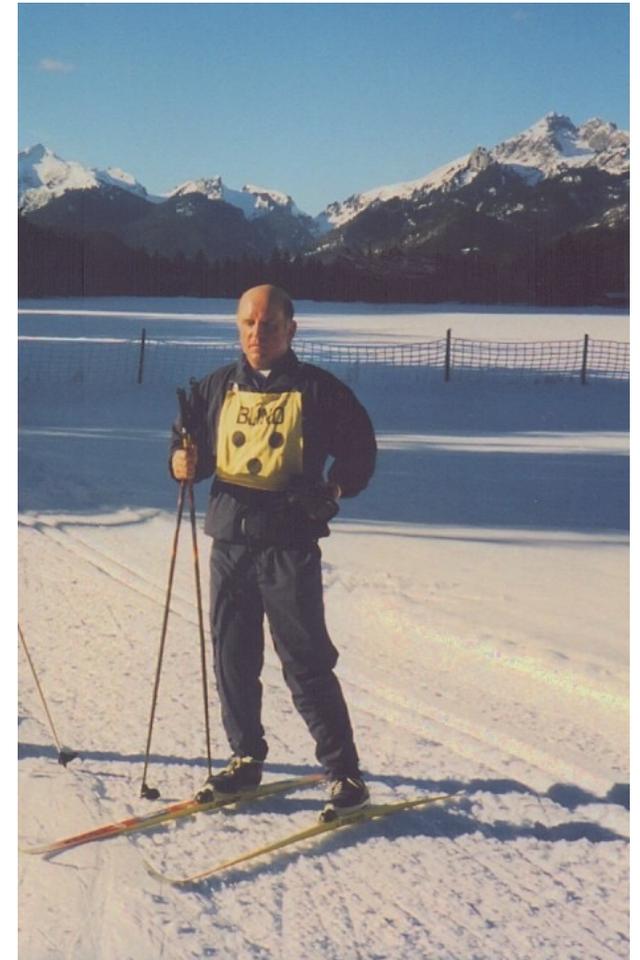
Accessibility means : Inclusion, comfort, safety, sustainability

Accessible Tourism – Open to Everyone



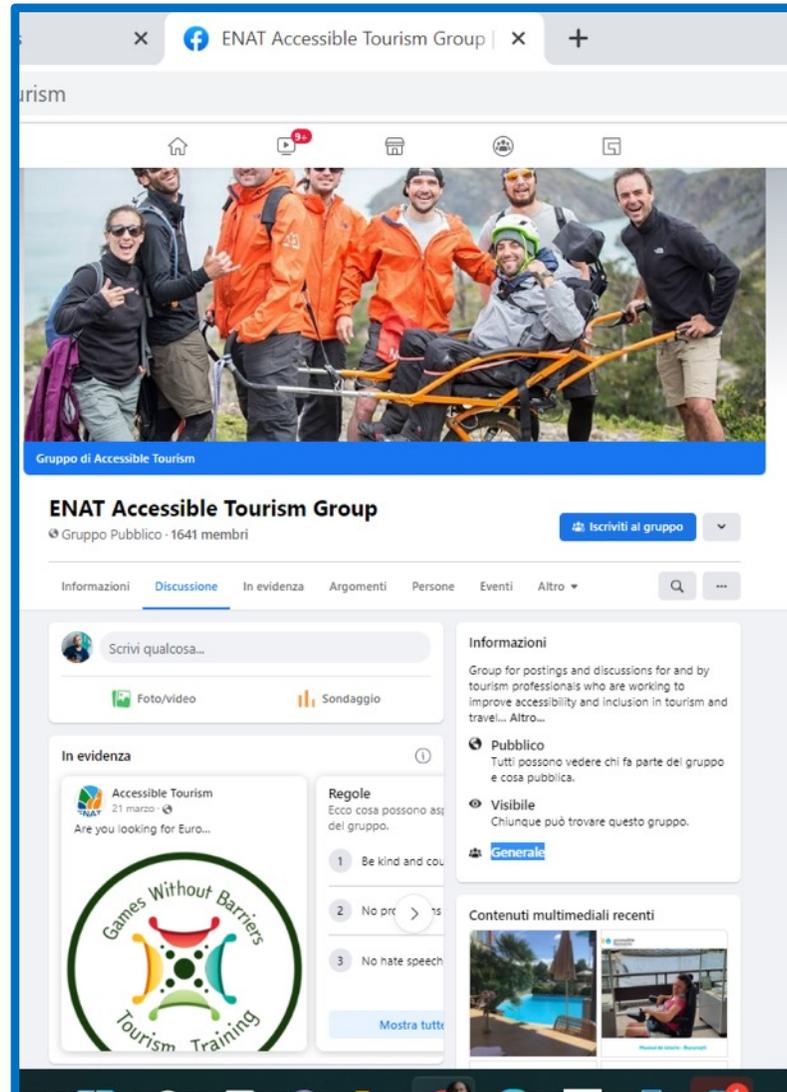
Accessible Tourism also means...

Great mountain experiences for everyone!



ENAT Board Member, Ruediger Leidner and his wife in the Tatra mountains of Czech Republic and on skis in Bavaria

ENAT Accessible Tourism FB Group...



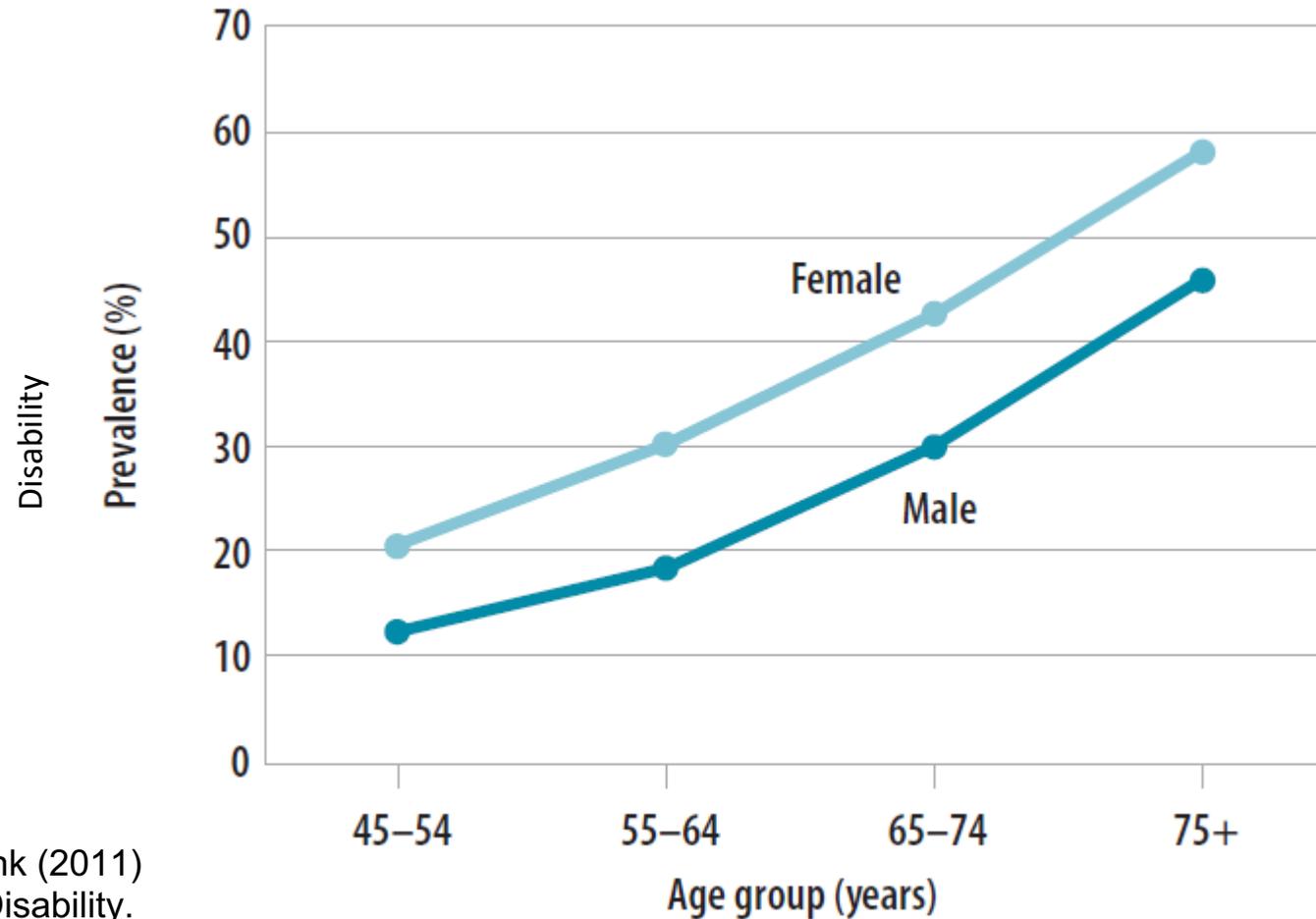
Join our ENAT FaceBook Group!
<https://www.facebook.com/groups/accessibletourism>

Accessible Tourism in European Union. Some figures...



- Accessible Tourism in Europe generated €400 billion revenues per annum and is expected to grow annually by 1% for the coming years
- Accessible Tourism accounted for 3% of total EU GDP
- It supports 9 million jobs
- **But: only 9% of EU tourism providers promote themselves as “accessible”**
- ❖ Market demand for accessible tourism could rise 44% per year if appropriate services were put in place
- ❖ Improvements in access could raise the economic contribution of Accessible Tourism by 25%
- ❖ Improved accessibility could attract up to 75% more international travellers
- **(European Commission Study by GFK, University of Surrey and others, 2014)**

Relation between ageing and disability



Source: World Bank (2011)
World Report on Disability.

http://www.who.int/disabilities/world_report/2011/en/

“Seniors” are 65% of the Accessible Tourism Market



- 1 in 5 persons in European Union are over 60
- They want to travel and enjoy life
- Seniors from Europe take 6 to 7 trips a year
- They have most discretionary income
- They are more active, “youthful”
- They take most overseas trips
- They travel around the year

Travel companions – the “multiplier effect”

People with access requirements travel with **1.9 companions** (on average)

On average:

- People with disabilities have **+2.2 companions**
- Older people **+1.6 companions**

AND they...

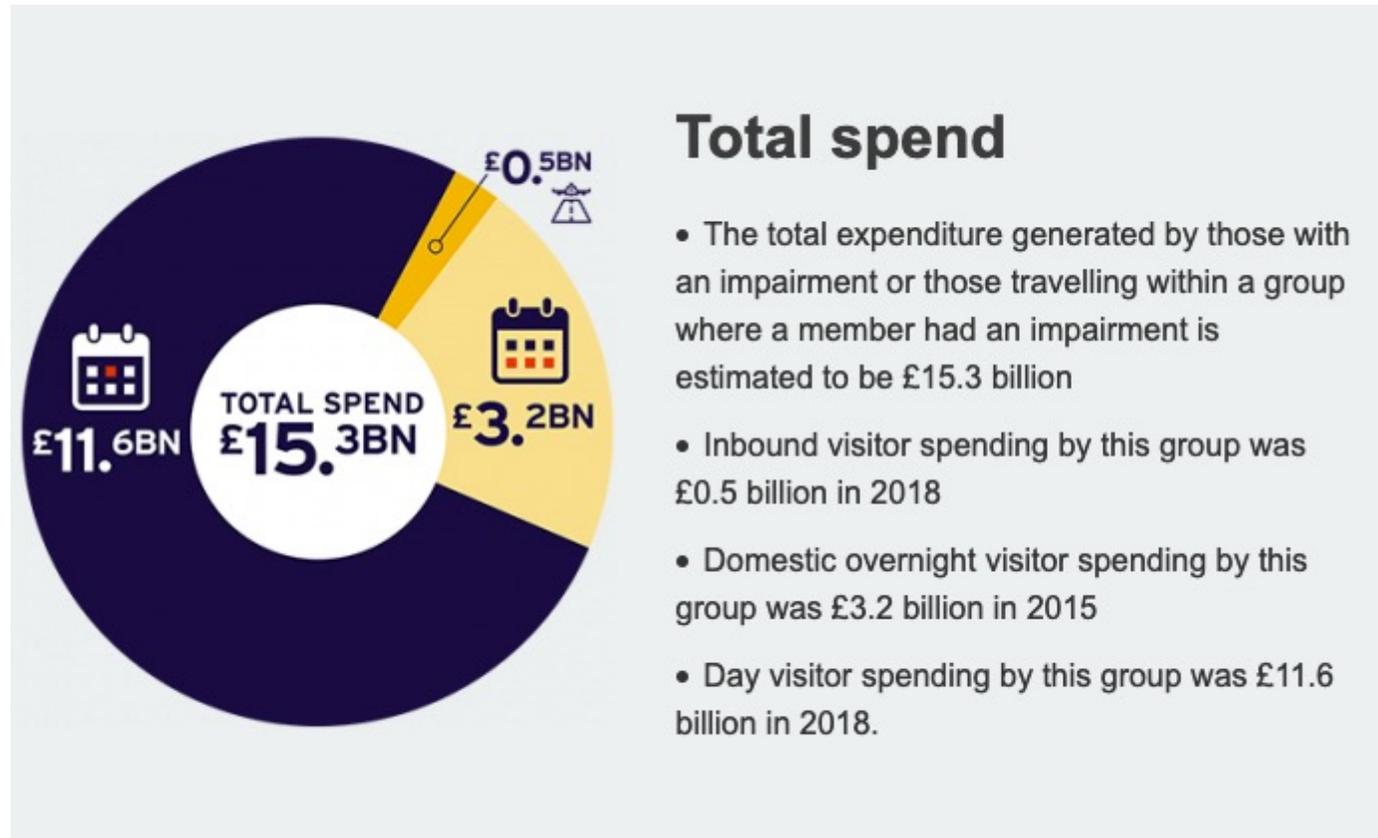
- Stay longer
- Spend more
- Make more repeat visits
- Travel throughout the year

(EC Study 2014)



The Business Case for Accessible Tourism

Total value of accessible tourism market in Great Britain is around £15.3 billion
Graph of trips taken by those with an impairment and their travelling companions in 2018



GBP 15.3 Billion

EUR 17.78 Billion

USD 21.17 Billion

GBP 11.6 Billion

EUR 13.5 Billion

USD 16 Billion

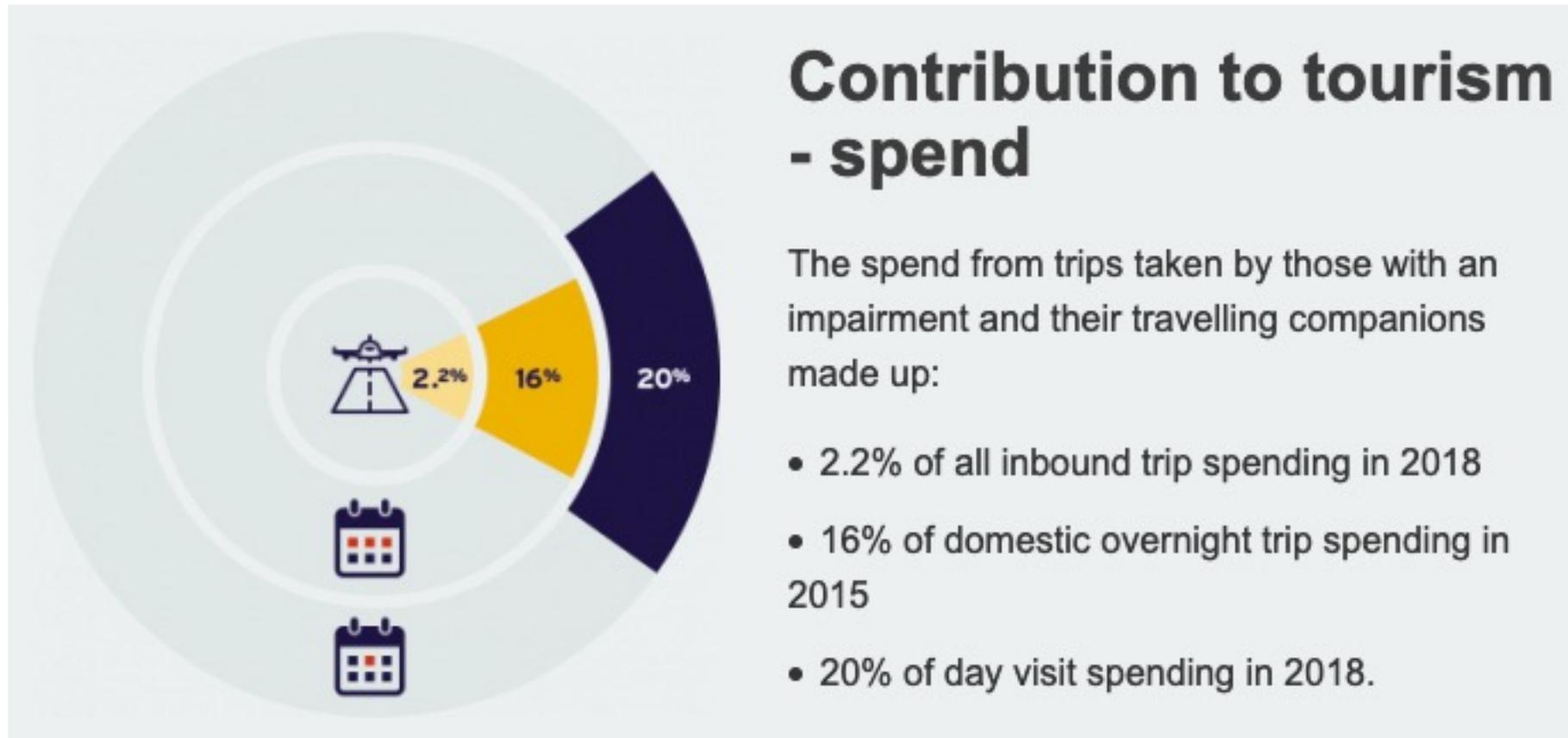
GBP 3.2 Billion

EUR 3.72 Billion

USD 4.43 Billion

The Business Case for Accessible Tourism

England trips taken by those with an impairment and their travelling companions in 2018



England trips taken by those with an impairment and their travelling companions in 2018

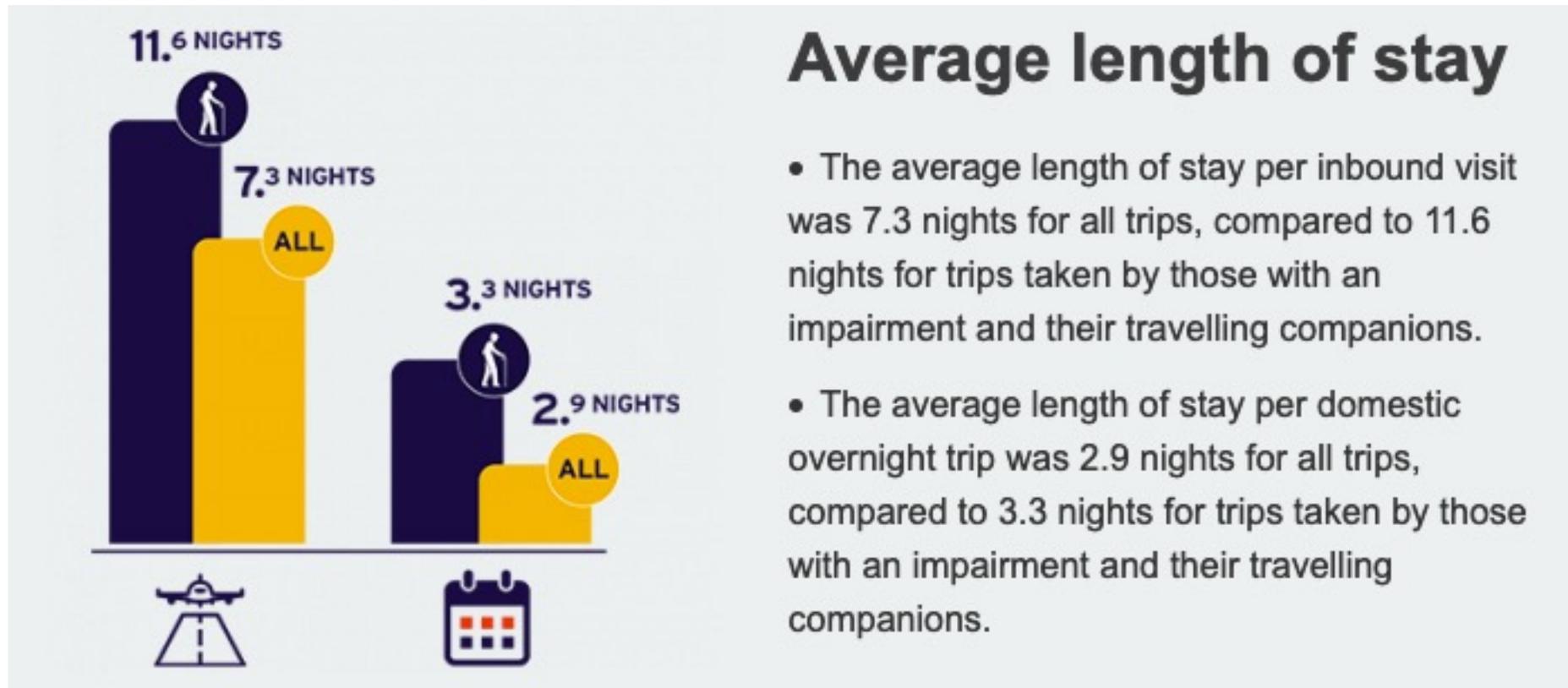
Average spend

- The average spend per inbound visit was £660 for all trips, compared to £740 for trips taken by those with an impairment and their travelling companions.
- The average spend per domestic overnight trip was £191 for all trips, compared to £210 for trips taken by those with an impairment and their travelling companions.



The Business Case for Accessible Tourism

England trips taken by those with an impairment and their travelling companions in 2018



Great Britain Day Visitor Survey 2018, Great Britain Tourism Survey 2015 and International Passenger Survey 2018

Source: <https://www.visitbritain.org/business-advice/value-purple-pound>

Research Among Adults with Disabilities: Travel and Hospitality

General Travel

In the past two years:

- ✓ **27 million travelers** with disabilities have taken
- ✓ A total of **81 million trips** and
- ✓ Spent **\$58.7 billion** (up from \$34.6 billion in 2015).

Travel by air

In the past two years:

- ✓ **38%** of adults with disabilities have taken a flight on a trip (31% in 2015), amounting to
- ✓ Nearly **15 million air travelers** taking **29.6 million air trips**, generating
- ✓ **\$11 billion in spending** (up from \$9 billion in 2015).

Stays in accommodations (hotels, motels, B&B, short-term rentals, etc.)

In the past two years:

- ✓ **59%** of adults with disabilities have taken a trip that includes a stay in an accommodation (53% in 2015), amounting to
- ✓ **23 million travelers** taking **68.7 million hotel-based trips**.
- ✓ Each traveler with disabilities typically spends **\$100 per night** when they stay in a hotel (on par with 2015).

Travel by cruise

In the past five years:

- ✓ **13%** of adults with disabilities have taken a cruise (10% in 2015), amounting to
- ✓ **5.2 million travelers** taking **10.4 million trips** and generating
- ✓ **\$10.4 billion in spending on fares** and **\$3.1 billion in spending on excursions**.
- ✓ Spending on excursions have nearly doubled since 2015 (\$1.5 billion).

When traveling, adults with disabilities rely on the internet to plan and support their travel needs.

Over two-thirds use websites and apps while traveling.

- Over the past two years, more than three-quarters of travelers with disabilities (76%) have used the Internet to support their travel needs, primarily by finding and booking accessible hotels (48%) and finding accessibility information about restaurants (33%), destinations to visit (32%) and airlines (32%).
- Almost two-thirds of travelers with disabilities (65%) use functions or apps when traveling, most commonly hotel apps (33%) and airline apps (27%).
- **[ENAT's comment: - so, is your Website Accessible?]**

Parks Victoria, Australia – Home Page



Places to see Things to do Where to stay Get into nature

Search

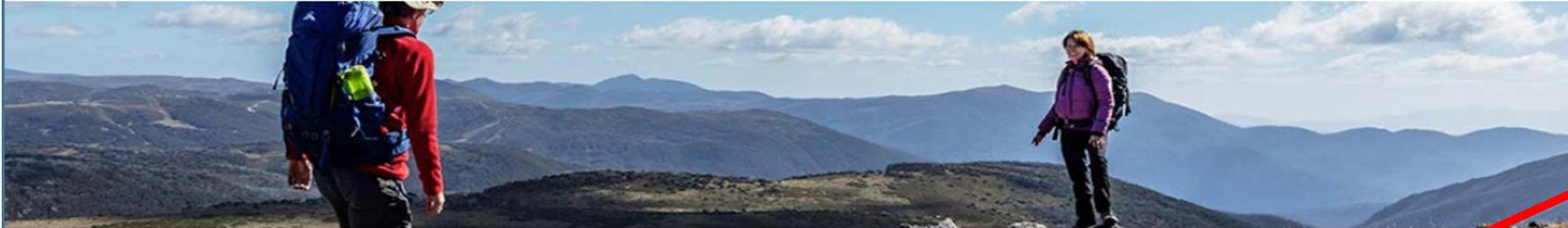


<https://www.parks.vic.gov.au/>

Parks Victoria – “Things to do” Webpage



Home > Things to do



All Abilities Access

Places to see

- Bays, lakes and rivers
- Beaches and coasts
- Mountain peaks
- Rugged bushland
- Tall forests
- Urban parks

Things to do

- 4WD
- Birdwatching
- Canoeing and kayaking
- Cycling
- Hiking
- Junior Rangers
- Mountain biking
- Rock climbing
- Tours
- Bushwalking
- Wildlife viewing

Where to stay

- Alpine
- Baw Baw
- Buchan Caves
- Budj Bim
- Cape Conran
- Cathedral Range
- Croajingolong
- Gippsland Lakes
- The Grampians
- The Otways
- Kinglake
- Lake Eildon
- Lower Glenelg
- Mount Buffalo
- The Prom

Get into nature

- All Abilities Access
- Community engagement
- Conservation and science
- Careers
- Corporate partnerships
- Doing business with us
- Event and filming permits
- Learning in nature
- Meet our rangers
- Safety
- Tenders
- Tour operators
- Volunteering

Parks Victoria

- About us
- Child safety
- Healthy Parks Healthy People
- Managing Country Together
- Land management
- Water management
- Fire management
- Heritage management
- Projects
- Public notices
- Notices to mariners
- Media Centre
- Forms
- Contact us



<https://www.parks.vic.gov.au/things-to-do>



New WTTC campaign highlights the Social Benefits of Travel & Tourism, (2021)



- Campaign highlights the positive social impact that travel makes to people, places and communities
- Aiming to help re-start tourism after the pandemic
- Travel & Tourism contributes to 10.3% of Global GDP,
- ...is directly responsible for generating one in ten of the world's jobs
- ...for eight successive years, has outpaced the growth of the global economy.
- Travel & Tourism is a powerful driver for socio-economic development and job creation,
- The sector plays an important role in driving prosperity, empowering women, youth and other societal groups.

<https://wttc.org/News-Article/New-WTTC-campaign-highlights-the-social-benefits-of-Travel-and-Tourism>

Make Accessibility part of everything you do!

- Engage with local partners in the community to create an unbroken chain of accessibility for all
- Promote your sustainable, accessible tourism destination on your accessible Website !
- Enjoy your work!
- ...and let us know how you get on...



References and Further Reading

European Commission (2014) Economic Impact and Travel Patterns of Accessible Tourism in Europe.

https://www.accessibletourism.org/resources/toolip/doc/2014/06/09/guisette-and-li_eu-accessible-tourism_economic-demand-study.pdf

European Commission (2015) *EU Study: Mapping the Supply and Performance of Accessible Tourism Services in Europe*.

Report by VVA, ENAT and EWORX S.A., DG Enterprise, Tourism Unit, Brussels. <https://www.accessibletourism.org/?i=enat.en.presentations.1578>

European Commission (2019) *Study on the feasibility of a European tourism indicator system for sustainable management at destination level*

(2019) DG Enterprise, Tourism Unit, Brussels. https://ec.europa.eu/growth/sectors/tourism/offer/sustainable/indicators_en

Open Doors Organization: Market Study 2020. <https://opendoorsnfp.org/market-studies/2020-market-study/>

Other links:

Parks Victoria (Australia) <https://www.parks.vic.gov.au>

VisitBritain – Value of the Purple Pound (2020) <https://www.visitbritain.org/business-advice/value-purple-pound>

WTTC - <https://wttc.org/News-Article/New-WTTC-campaign-highlights-the-social-benefits-of-Travel-and-Tourism>