TOURISM FOR ALL, A CHALLENGE TO WIN

The Balearic Islands: Accessible destination all year round

Brussels, 9 February 2012
The Balearic Islands

In the middle of the Mediterranean Sea and close to everything.
WHY THE BALEARIC ISLANDS

✓ FOR ITS CLIMATE
Annual average temperature: 18 °C
Yearly sunny hours (annual average): 2,850,54

✓ FOR ITS PROXIMITY AND SECURITY
Excelent flight connections with major European cities
Good road network
Excelent public transportation
Best healthcare infrastructure

✓ FOR ITS VARIETY HOTEL AND COMPLEMENTARY OFFER
Quality and diversity
MUCH MORE THAN SUN & BEACH
WHY MAKING BALEARIC ISLANDS A MORE ACCESSIBLE DESTINATION?
OUR VISITORS ARE DIVERSE AND HAVE DIFFERENT NEEDS

Quelle: Doose 1997
WHO ARE THE GUESTS WITH ACCESSIBILITY NEEDS?

- People with permanent disabilities:
  - Physical
  - Sensory
  - Mental or cognitive
  - Functional

- 9% of the world population has some type of disability

- People over 64 and children.

- People affected by temporary circumstances (pregnant women, temporary disability, and so on)

And 12% if we take the third age into account.
Demographic Change:
Population in Europe is aging

These figures represent a huge market potential which today remains vastly under-served.
CUSTOMER PROFILE

More time to travel
Don’t travel alone
Travel in any season
More active!
Disabled people spend 79.3% more than people without disabilities.

In general, respondents do not choose the destination according to their tastes, socioeconomic profile, etc. but do so depending on the accessibility that presents the destination.
### Number of passengers landed on the Balearic Islands in 2011

<table>
<thead>
<tr>
<th></th>
<th>European Economic Space EEE</th>
<th>Germany</th>
<th>United Kingdom</th>
<th>Spain</th>
<th>Other countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of passengers</td>
<td>10,343,239</td>
<td>4,215,640</td>
<td>3,185,505</td>
<td>4,350,770</td>
<td>96,118</td>
</tr>
</tbody>
</table>

#### Pie Chart:
- **EEE**: 47%
- **Germany**: 19%
- **United Kingdom**: 14%
- **Spain**: 0%
- **Other countries**: 20%

*Source: Touristic observatory of the government of the Balearic islands*
<table>
<thead>
<tr>
<th>Airport</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palma</td>
<td>137,809</td>
<td>124,344</td>
<td>129,808</td>
</tr>
<tr>
<td>Ibiza</td>
<td>15,605</td>
<td>14,490</td>
<td>15,533</td>
</tr>
<tr>
<td>Menorca</td>
<td>11,908</td>
<td>10,729</td>
<td>10,816</td>
</tr>
</tbody>
</table>

Source: AENA. Assistance-PMR
<table>
<thead>
<tr>
<th>Type of Reduced Mobility</th>
<th>Palma Mallorca</th>
<th>Ibiza</th>
<th>Menorca</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLND</td>
<td>1.5%</td>
<td>2.4%</td>
<td>1.8%</td>
</tr>
<tr>
<td>DEAF/BLND</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
</tr>
<tr>
<td>DEAF</td>
<td>0.3%</td>
<td>0.6%</td>
<td>0.3%</td>
</tr>
<tr>
<td>DPNA</td>
<td>1.1%</td>
<td>1.5%</td>
<td>0.7%</td>
</tr>
<tr>
<td>WCHC</td>
<td>10.2%</td>
<td>10.6%</td>
<td>10.4%</td>
</tr>
<tr>
<td>MEDA</td>
<td>1.7%</td>
<td>1.4%</td>
<td>1.4%</td>
</tr>
<tr>
<td>STCR</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>DESCONOCIDO</td>
<td>1.6%</td>
<td>0.2%</td>
<td>0.2%</td>
</tr>
<tr>
<td>MAAS</td>
<td>4.4%</td>
<td>2.5%</td>
<td>1.4%</td>
</tr>
<tr>
<td>WCHR</td>
<td>67.3%</td>
<td>52.2%</td>
<td>39.1%</td>
</tr>
<tr>
<td>WCHS</td>
<td>11.8%</td>
<td>30.0%</td>
<td>43.6%</td>
</tr>
</tbody>
</table>

BLND: Passengers with visual impairment.
DEAF: Passengers who are hard of hearing, deaf or deaf-dumb.
DPNA: Passengers with any type of intellectual or developmental disability
WCHC: Passengers who are completely immobile, who can only move around using a wheelchair or similar means and need assistance at all times from the moment they arrive at the airport until they are seated on the plane, even in seats specifically for their circumstance.
WCHR: Passengers who are able to go up or down stairs independently and who are able to move around the aircraft but need a wheelchair or other means to travel between the aircraft and the Terminal, around the Terminal itself and between the arrival and departure points within the airport.
WCHS: Passengers who require help to go up or down stairs and need a wheelchair or other means to travel between the aircraft and the Terminal, around the Terminal itself and between the arrival and departure points within the airport, but are able to manage independently within the aircraft.
MEDA: Passenger with mobility limited, due to clinical reasons
STCR: Passenger who can only be transported in stretcher
MAAS: Passenger who requires assistance and whose characteristics are not contemplated in the previous categories.

Source: AENA. Asistencia-PMR
Potential market of accessible tourism in the main transmitting markets of tourism towards Spain

<table>
<thead>
<tr>
<th>Country</th>
<th>Population with disability that travels</th>
<th>Companion 0.75</th>
<th>Potential market of accessible tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>10.025.540</td>
<td>7.519.155</td>
<td>17.544.695</td>
</tr>
<tr>
<td>France</td>
<td>9.248.890</td>
<td>6.936.668</td>
<td>16.185.558</td>
</tr>
<tr>
<td>Spain</td>
<td>3.410.435</td>
<td>2.557.826</td>
<td>5.968.261</td>
</tr>
</tbody>
</table>

Source: RED ESTABLE. Own elaboration

According to the Study carried out by the MITIC (09/07/2008): "The potential market of the accessible tourism for the Spanish touristic sector:

The potential incomes for the touristic sector original from the segment of tourists with disability of the EU could be situated between the **88 and the 126 billion euros per year.**

Collecting only **10%** of this enormous potential the incomes could rise at about **10 billion euros.**
BENEFITS AND OPPORTUNITIES
It’s good for business

- The **market is growing**.

- **Multiclient**: each trip by a disabled person gets 1.5 companions.

- Market is changing. 55 plus travel out of season, reduces **peak-season pressure**.

- **Better image and competitiveness** of destination. It’s a **social responsability**.
It’s good for our visitors

- Improves **quality of the stay**.
- Provides a more **user-friendly environment**, increasing guest’s satisfaction.
- Provides **wider benefits for all guests**.
- Increase **loyalty of the visitor**.
- It helps for **the sustainability** of the destination.
A way to increase loyalty

Design for All Foundation’s Picture

Dependency

Age
HOW TO MAKE THE BALEARIC ISLANDS A MORE ACCESSIBLE DESTINATION?
INTEGRATING THE ACCESSIBILITY INTO ALL THE AGENTS WHO TAKE PART IN THE TOURISTIC EXPERIENCE

- Organising the trip: collecting information/purchase
- Souvenir of the trip and loyalty
- Moving around: Transport and parking
- Accommodation
- Bars and restaurants
- Congress and Incentives
- Leisure and sports
- Touristic resources and Shopping
- Culture
NO TE LO PIERDAS...

Almendros en flor, espectáculo natural en los campos de Illes Balears

A finales de enero, animados por la suavidad del invierno mediterráneo, empiezan lúdicamente a florecer los primeros varietales de los más de 7.000.000 almendros de las islas.

» Más información

SABIAS...

Temporada de Ópera Maó - Menorca

Espectáculo
Desde 1972 el Teatre Principal de Maó cuenta con una temporada regular de ópera que responde a la antigua afición de los menorquines por este género musical. [+]

Archipiélago de Cabrera: centro de interpretación

El Archipiélago de Cabrera cuenta con un centro de interpretación que explora el paisaje, la historia y la vida marina de las islas. [+]

El tiempo

Reserve aquí su alojamiento

Síguenos en:
Mobility Care es una empresa joven pero con una larga experiencia en ayudas para personas con movilidad reducida.

Queremos ofrecer nuestros productos y servicios para todos los residentes en MALLORCA y especialmente a las personas que vienen a disfrutar de esta maravillosa isla, haciéndoles más fácil y agradable su estancia entre nosotros. No necesitan traer desde su localidad de origen sus ayudas (que es costoso y pueden sufrir daños durante el transporte) ya que les podemos proporcionar una gran variedad de artículos en alquiler a un precio sin competencia y con una calidad excepcional. Además contamos con un servicio de entrega en su casa, residencia u hotel.
MOVING AROUND: TRANSPORT AND PARKING

- Isla Bus
  - Touristic transport
- Eurotaxi
  - Mallorca
- Barriers Free service

Aeropuerto de Palma de Mallorca
Servicio de asistencia a personas con movilidad reducida
SERVICIO GRATUITO

sin barreras
SUN AND BEACH

Audio beach. Talamanca Beach. Ibiza

Calvià Beach. Mallorca
Audio signe guides. Ibiza

Portal de Ses Taules y Patio de Armas

It has two bodies with a solid door with an arch in the upper part,
LEISURE & SPORTS

Touristic bus, Palma

Nautical sports

Golf
WHERE TO GATHER RELIABLE INFORMATION?
Menorca, accessible destination

Menorca, destino accesible

Menorca, accessible destination

Menorca desea acercar la práctica deportiva a aquellos con necesidades especiales, a aquellas personas que, por un motivo u otro, precisen de un material deportivo algo más estable y seguro. Por ello, se ha decidido apostar con fuerza por los deportes náuticos que disfrutan de una estrecha relación con la Isla, la vela ligera y el paseo relajado en kayak, con el deseo de que este primer paso represente solamente el inicio de la andadura por el camino de la accesibilidad. Porque si de algo estamos seguros es de querer compartir Menorca, su tierra, su mar y su aire, y ello se traduce en ofrecerlo a todos, y os que una país natural, Reserva de la Biosfera, no puede ser mantenida en secreto, aunque lo intentemos: es ya, de hecho, un secreto a voces.

Menorca wishes to bring sports activities closer to those with special needs, to those whom, for one reason or another, need more stable and safer sports material.

In this sense, Menorca has opted for two water sports that have a strong tradition on the island: light sailing and kayaking, hoping that these may be only the first step on the road to total accessibility. If we are certain about one thing, it is that we want to share Menorca, its land, sea and air, and this helps bring it closer to everyone. Indeed, a natural jewel and Biosphere Reserve cannot be kept secret, as hard as we may try. In fact, it is a secret for one and all to know.
Accessible Tourism guide in Mallorca

50 VISITES D’INTERÉS TURÍSTIC A MALLORCA
50 places of interest in Mallorca
50 visitas de interés en Mallorca
50 Sehenswürdigkeiten auf Mallorca
Accessible Tourism guide in Calvià
Accessible beaches guide in Palma

- Can Pere Antoni
- Platja de Palma
- Cala Estància
- Cala Major
- Ciutat Jardí
THE BALEARIC ISLANDS: ACCESSIBLE TOURISM FOR ALL
Challenges and Commitments
IT’S A COMPLIANCE REQUIREMENT


- Standards of each country of our visitors
• **Accessible Tourism Strategic Plan**, in order to standardize the management, information and promotion of the Balearic Islands as a accessible destination.

• **Training for tourism professionals**, of the public and private area.

• **Analysis and Diagnosis of accessibility** of the touristic offer of the Balearic Islands.

• **Continuous improvement of the environments**, infrastructures, products and services of the Balearic Islands.

• **Homogeneous, objective and true information** of the degree of accessibility that presents the touristic offer.

• **National and international promotion of the Balearic Islands as accessible touristic destination**: Networks of accessible Tourism in Europe; International Prizes, Program of Social Tourism of the European Union, etc.
WHICH LABEL TO USE IN ORDER TO SELL ACCESSIBLE TOURISM?
Accessible Tourism Labels in Europe
The Spanish Network for Accessible Tourism (Red Estable)

FITUR January 2012. Sign of a National Manifest of Tourism for All
Each one of us, at a certain stage of our life, will be part of what we know as "accessible tourism" demand
WE ARE WORKING ON...
THANK YOU FOR ATTENTION!

www.illesbalears.es