

2000+
Travellers

**ACTIVITIES IN 9
CITIES WITH 20
PARTNER
ORGANISATIONS**



**EUROPEAN
NETWORK FOR
ACCESSIBLE
TOURISM**



**BOOKING CARES
FUND**

南京市人民政府
www.nanjing.gov.cn

**NANJING MUNICIPAL
GOVERNMENT**

RARE N ROLL



CHINA IS AWAKENING

Founded in June 2018, supported by Booking Cares Fund, ENAT and Nanjing Municipal Government, Rare & Roll has so far conducted the very first survey targeting Chinese travellers with access needs, organised events/ activities in 9 cities across China, built partnerships with over 20 organisations and attracted over 2000 individual travellers in their network that can be reached directly. Rare & Roll is exploring an innovative model that brings together different stakeholders in the accessible tourism chain, which includes the government, NGOs, corporations, foundations, as well as individual travellers.

**A joint effort with
involvement of
regional
governments,
international and
local NGOs,
corporate fund,
companies and
individuals**

GROWING AWARENESS AND DEMANDS IN CHINA

RARE N ROLL's first survey targeting Chinese travellers with access needs was conducted between July and August 2018 in China. Out of 621 valid responses coming from all around China, 42% of the travellers have had the experience of travelling abroad and Asian countries are their first-choice overseas destination, followed by Europe. Over 60% of them have regular travel plans every year and 40% of them spend over 800 EUR per year on travelling, with 6.3% of travellers spending 3000 EUR or more every year. Contradictory to the long-term traditional views that people with access needs in China, especially those with disabilities, don't travel and don't consume travel products, there are strong demands and also latent demands among people with access needs in China.

On the national policy level, both the central and regional governments have made guidelines and recommendations for accessibility in public facilities. New projects are emerging in different parts of China to foster accessibility improvements.

RARE N ROLL partners with ENAT to promote accessible tourism in China. Internationally, it receives generous support from Booking.com (Booking Cares Fund) and is well connected to ENAT's global partners. From its base in the City of Nanjing, RARE N ROLL has an expanding network of individual travellers, services providers, governmental agencies, NGOs, tour operators and more.

RARE N ROLL is developing the first WeChat-based database for accessible tourism in China, and partnering with local tour operators, organising day trips and experiences for travellers with access needs in different cities in China. It also provides consulting and research services for public and private agents who want to cater to this population.

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Our Work and Impact In China



- Directly connected to 2000+ individual travellers in China
- Partnered with 20+ local organisations and social groups
- 250+ onsite participants and 2000+ online participants
- Presented to 2500+ stakeholders and various media coverage, etc.