European Commission - June 6, 2014
Conference: "Mind the Accessibility Gap"

The European Accessible Tourism Directory
Introduction

- Overview
  - Background
  - Parties involved
  - Target groups (supplier/tourist side)
  - Advantages for suppliers and tourists
  - Results / Roadmap

- Demonstrations:
  - How to register as a supplier
  - How to look for accessible tourism services

- Pantou in social media
Background

- Several national / regional accessibility schemes and registers
- No register of accessible tourism providers at European level
- Pantou does not interfere with national or regional registers, rather serves as a promotional vehicle of tourism suppliers
- Possibility to extract data at different levels, e.g. types of suppliers, service supply chain etc.

- Pantou is the Greek word for "everywhere"

www.pantou.org
Parties involved

Funded by
DG Enterprise

Consortium partners

eWORX
ENAT
VVA Consulting
Pantou
Target Groups

- Tourism Suppliers: hotels / accommodation, restaurants, transportation services, equipment suppliers, etc.

- Tourists: People with different kinds of access needs, e.g.
  - mobility/vision/hearing impairments;
  - people with learning difficulties;
  - people with allergies;
  - families with small children etc.
Advantages for Suppliers and Tourists

- **Suppliers**
  - Recognised status
  - More visibility, all over Europe and globally
  - Networking and business development

- **Tourists**
  - Starting point for people looking for accessible tourism services in Europe
  - Linking to national websites/schemes for more information
Results so far...

- Nearly 200 suppliers registered
- Of which 32 accessibility information schemes
- Most suppliers from Spain and Greece

Roadmap

- Optimisation of the search function
- Importing of supplier data from different accessibility schemes
- Promotion to push adoption of the service
- Value adding features for suppliers
Demonstrations
Pantou on Social Channels

facebook.com/pantouorg
linkedin.com/company/pantou
@Pantou_tourism
plus.google.com/+PantouOrg
Thank you and visit Pantou.org!