

Torino Manifesto on Tourism for All 2025

Adopted at the 3rd World Summit on Accessible Tourism

Torino, Italy, 5–7 October 2025

Preamble

We, participants of the **3rd World Summit on Accessible Tourism – Destinations for All**, convened in Torino with representatives from organisations of persons with disabilities (OPDs), civil society, governments, destinations, the private sector, academia and international organisations to commit to progress towards Tourism for All.

Building upon the **United Nations Convention on the Rights of Persons with Disabilities (CRPD)**, the **2030 Agenda for Sustainable Development**, the Declarations adopted in the previous editions of the **Destinations for All World Summits** in 2014 (Montreal) and in 2018 (Brussels), as well as the **San Marino Action Agenda 2030**, this Manifesto charts a renewed pathway, ensuring that accessibility becomes a cornerstone of tourism.

The Torino Manifesto outlines, below, a **Call to Action** targeting a wide range of stakeholder groups, to keep improving accessibility levels in tourism infrastructure, products and services:

1. All stakeholders should:

- Raise awareness of the **advantages of accessible tourism, based on data and personal accounts** from those who benefit from implemented accessibility measures.
- Apply the principles and goals of **Universal Design**, together with **international standards** as global guidance tools, enabling destinations and service providers to speak the same language when designing and offering accessible experiences.
- Prioritise accessibility interventions, even in the case of scarce resources, guided by experts who can **identify affordable solutions** to introduce improvements.
- Incentivise a business ecosystem that designs and offers accessible services.
- Encourage **co-design of services with end-users** and organisations of persons with disabilities to save costs and ensure suitability of proposals, avoiding improvised and ineffective solutions.
- Advance **inclusive employment** of persons with disabilities across the tourism value chain, with a special focus on youth and women wishing to enter the labour market.
- Integrate accessibility into the **curricula** of academic and training institutions, while incentivising **mandatory accessibility training** for all tourism professionals.

2. Policymakers

- **Embed accessibility** in all tourism-related **legislation, standards, national strategies and public funding mechanisms**.
- **Require accessibility criteria** in all **public procurement, tenders and tourism development funds**.
- **Collect data** on visitor behaviour, spending and satisfaction of persons with disabilities with tourism infrastructure, services and products, to inform policies.
- **Implement strategies** that ensure increased accessibility, bringing competitive advantages for countries and destinations and strengthening their market positioning.
- **Develop smart mobility** ecosystems using open data, geolocation and predictive analytics to optimize planning of accessible tourism and development of strategies, with destinations.
- **Facilitate governance platforms** to revise policies, gathering representatives of competent government agencies, organisations of persons with disabilities, destination management organisations and travel and tourism trade associations.

3. Private sector

- **Analyse visitor needs** by collecting information on common requests and complaints from customers with disabilities, specific access requirements and seniors.
- **Prioritise** customers' **access requirements, safety and comfort**, rather than focusing on their medical conditions, the legislation in place or logistical inconveniences for tourism businesses.
- **Publish objective, reliable and up-to date** information regarding the accessibility of facilities and services on websites, apps, and in all digital communication, enabling customers to make their own choices against their specific requirements.
- **Allow customers with disabilities** to book independently by providing **direct booking** options for accessible services with reservation guarantees, that are hosted on accessible platforms.
- **Introduce double confirmation protocols** of all accessible services booked by customers with disabilities, avoiding unforeseen situations which jeopardize visitor safety.
- **Apply** international standards as **guidance tools** to introduce accessibility adjustments in a systematic and consistent manner. In the absence of national accessibility standards, international standards assemble best-practice approaches.
- **Elaborate** practical tools, such as **accessibility checklists** for daily operations, to support the implementation process.
- **Include** accessible experiences as part of the **mainstream marketing** strategy, together with destination management organisations, avoiding a niche-market approach.

4. Managers of cultural and natural resources

- **Make** museums, heritage sites, cultural venues and routes accessible, in collaboration with **culture professionals**, while respecting key conservation criteria and values.

- **Guarantee accessibility to natural settings**, parks and protected areas without compromising environmental sustainability and conservation criteria.
- **Support inclusive outdoor sports** and adventure tourism for end-users with disabilities and specific access requirements, to enjoy nature without obstacles.
- **Create alternative approaches** with the help of digital interpretation, virtual and augmented reality, or artificial intelligence, in cases where barriers cannot be removed.

5. Developers of technological solutions

- **Harness assistive and innovative** technologies to enhance navigation, service delivery and the autonomy of travellers and workers with disabilities.
- **Tap into** the potential of **artificial intelligence** to enhance solutions in the sphere of personalised assistance, smart rooms, predictive services, inclusive communication and task automation.
- **Apply virtual reality** solutions to facilitate pre-stay virtual tours, induction training, accessible interpretative and immersive content on cultural and natural resources and safe practice environments.
- **Promote robotics** to reduce barriers within the accommodation, transport and MICE sectors, as well as tourist attractions.
- **Encourage** cross-sector innovation hubs to integrate tourism, healthcare technology and mobility robotics for **inclusive travel solutions**.

Follow-up mechanism

The Torino Call for Action 2025 shall serve as a living roadmap for actors and stakeholders in the tourism and travel sectors.

- A **Global Observatory on Accessible Tourism** should be established to track progress, provide guidance and disseminate good practices, worldwide.
- **Future editions** of the World Summit shall review implementation, highlight successes and update actions outlined in this Manifesto.

Tourism for All is not only about a destination to be reached. It is about a journey in which we all take part to make travel experiences possible, dignified and joyful for all people. It is about a meaningful human interaction celebrating diversity and cultural exchange.

Adopted in Torino, Italy, on 7 October 2025.

