



Accessible Tourism in Europe: Meeting the Challenges, Gaining the Rewards

Mr. Ivor Ambrose, Managing Director

European Network for Accessible Tourism (ENAT)

European Lift Association Conference
Grand Hotel Vesuvio, Naples, 7th April 2011



Overview

1. Why accessibility? Who needs accessible tourism?
2. Accessible Tourism in Europe: Challenges and Trends
 - a. Market Potential
 - b. Demographics & Human Rights
 - c. The Business Case – Examples of Good Practices
1. Gaining the Rewards: Being part of the solution

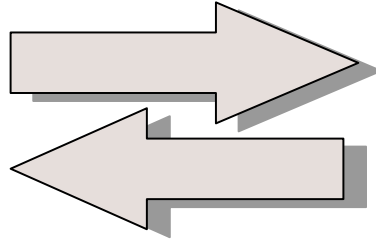
Part 1. Why accessibility? Who needs accessible tourism?



Toegankelijkheidsbureau vzw. Belgium

Demand....

Access requirements:



Supply

Accessible provisions in:



- Hearing impairments
- Visual impairments
- Wheelchair users
- Walking difficulties
- Allergies / Diets
- Small or large stature
- Learning difficulties
- Frail, elderly
- Small children
- Long-term illness
- Service animal
- Understanding the language



- Travel offers
- Information ([www...](#))
- Booking
- Transport
- Accommodation
- Facilities
- Diet meals
- Attractions
- Excursions, activities
- Care Services

The Problem:

For visitors

- Travel for people with disabilities is unpredictable, difficult or sometimes even impossible
- Quality of infrastructure, transport, services, and information varies widely from place to place as well as between EU Member States
- Lack of access standards increases uncertainty, reduces travel options and allows a lack of accountability to prevail.

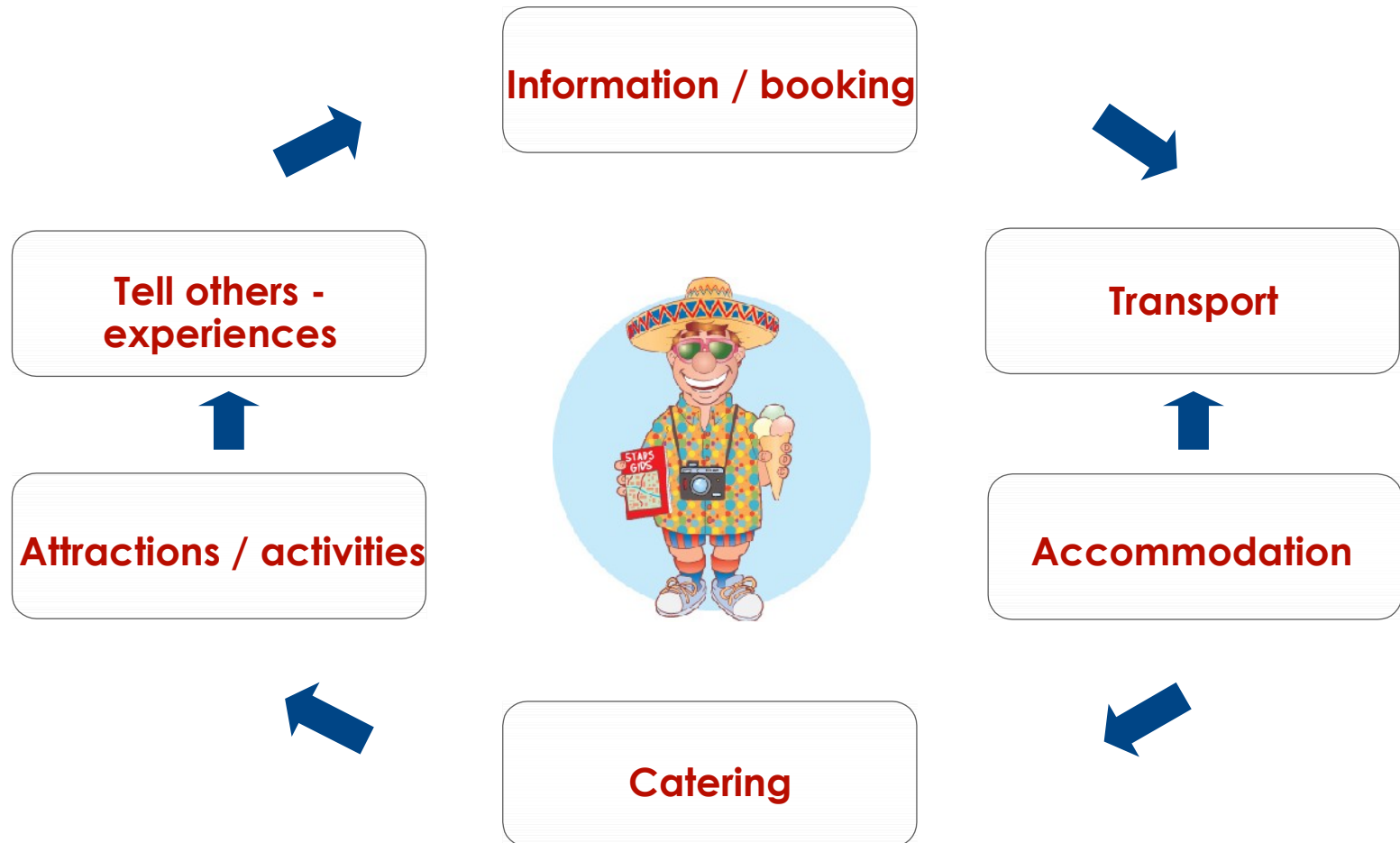
The Problem:

For the tourism industry

- The accessible tourism market is relatively unknown and it seems difficult to attract with existing channels.
- Visitors' needs and requirements are unknown or misunderstood. Therefore the market is avoided.
- Investment costs are misunderstood, exaggerated
- Access is seen mainly as a "problem" rather than a "golden opportunity".

When do customers need accessible tourism?

- Throughout the “visitor journey” and the whole value chain!



Tourism Services

Accessible... throughout entire delivery chain



- Information - search, bookings, Websites, mobile...



- Transport - vehicles, terminals, transfers, assistance...



- Infrastructure - attractions, accommodation restaurants, streets, beaches...



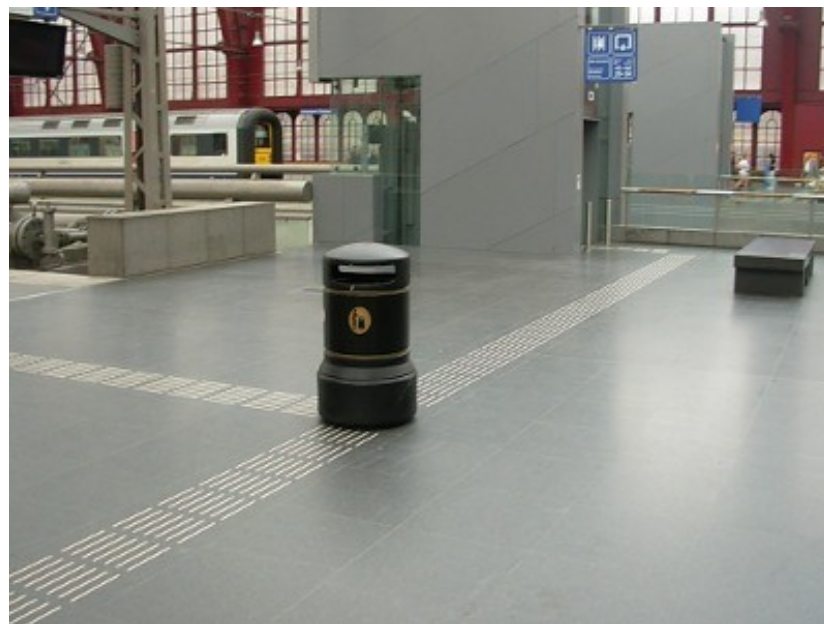
- Services - hospitality, packages, guiding, excursions, special menus, activities, tech-aids, assistance...

Quiz time!

















... can you see it?

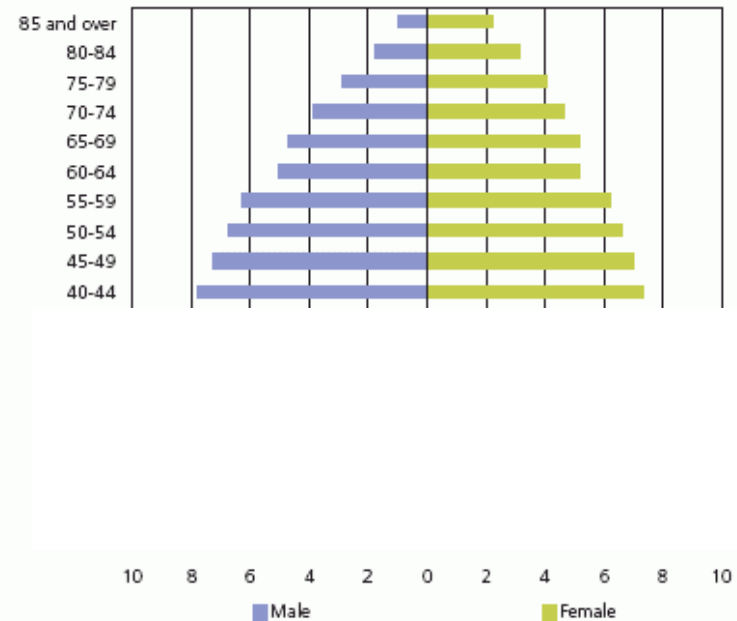
Part 2.

Accessible Tourism in Europe: Challenges and Trends

- a. Demographics and Market Potential
- b. Human Rights
- c. The Business Case – Good Practices

Demographics

Demographic ageing in Europe



... Age pyramid

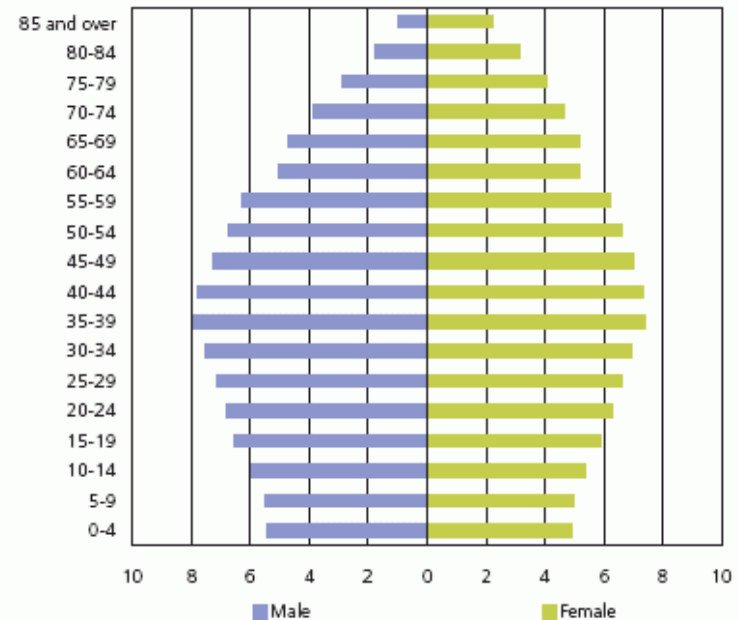
Source: Eurostat (demo_ppavg)

Demographics

Demographic ageing in Europe

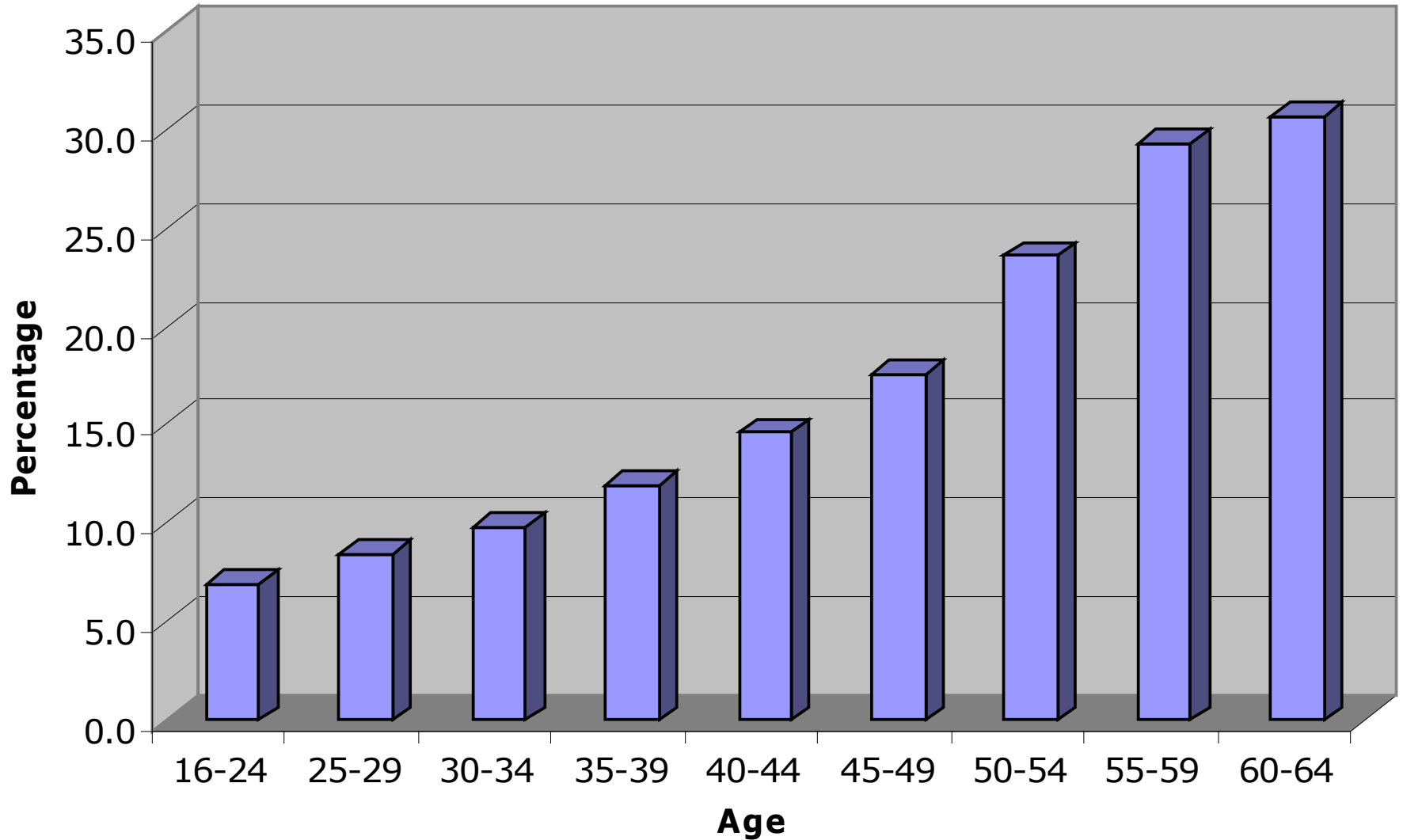
... Age pyramid?

Link: Ageing and Disability

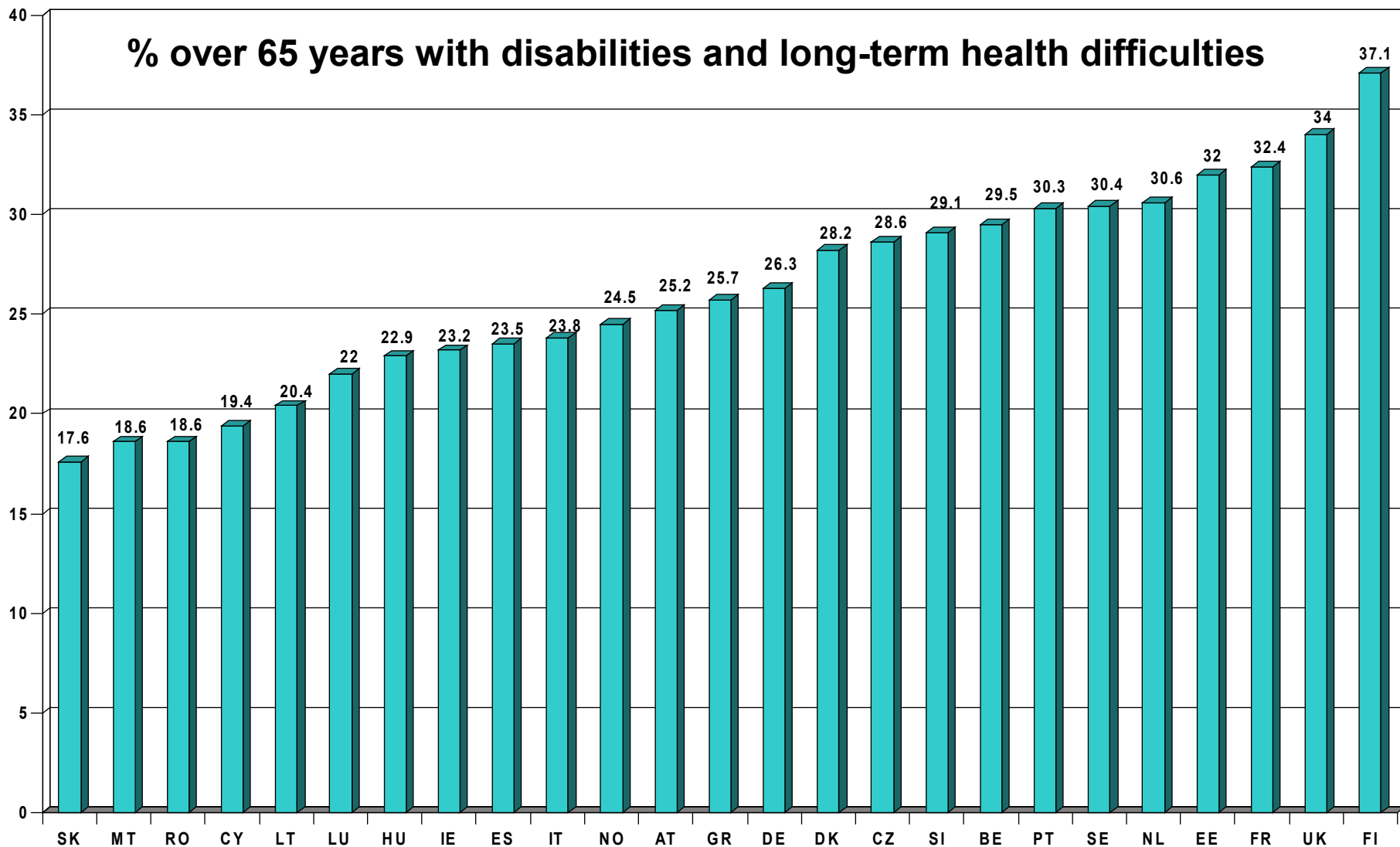


Source: Eurostat (demo_ppavg)

Ageing Europe



Demand for accessible tourism in Europe



Potential market for accessible tourism in Europe

- If:
 - 70% of the population that requires accessible tourism provisions has both the physical and the financial means to travel.
 - The potential travel market is: **> 89 million**
- But:
 - people with accessibility needs seldom travel alone:
 - With a multiplier effect for friends and family members: **x 1.5**
- Then the general demand for accessible tourism is:
127.5 million persons
- Which is **27%** of the European population

**Total potential travel market in Europe:
> 133 million tourists**

**Total potential travel market in Europe:
> €89 billion**

Human Rights

The rights of persons with disabilities to equal participation in society must be respected by travel and tourism providers

- Overall strengthening of rights in EU states with legal powers
- Europe has signed the UN Declaration on the Rights of Persons with Disabilities
- The European Commission has proposed a Regulation on equal access to goods and services for disabled people.
- **Tourism providers must be equipped with the confidence and ability to meet their legal responsibilities.**



Business Case

- **Good Practices in accessible tourism** are found in many EU member States.
- The important thing is to learn from them and to improve, by following the good examples.
- Projects and Good Practices on the ENAT website:
<http://www.accessibletourism.org/?i=enat.en.projects>

Business Case



england



- **“VisitEngland”** is the national tourist board for England, responsible for marketing England to domestic and established overseas markets and for improving England’s tourism product.
- It provides advice to tourism enterprises, publishes market data and promotes England as a destination.
- The 2012 Olympics and Paralympic Games in London are the focus of many initiatives to improve accessibility – and not only in London.
- Compliance with the UK Disability Discrimination Act impacts the sector.

<http://www.visitengland.org/>

Business Case



england



In 2009 “VisitEngland” asked the UK Visitor Survey to include a question for guests staying in overnight accommodation:

- *Do you or does anyone travelling with you have a disability or a long-term health problem?*

- **11% of all visitors answered “yes”.**
- Disabled visitors contributed almost £2bn to the English domestic visitor economy in 2009. (11% of total spending)
- Disabled visitors stay longer and spend more per visit, on average.

<http://www.visitengland.org/>

Business Case

 The word "england" in a white, lowercase, serif font, centered on a solid red rectangular background.

James Berresford, Chief Executive:

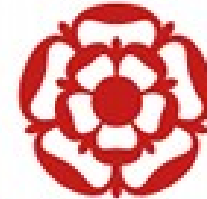
“It is vital that our tourism industry is in a position to cater for specific needs of anyone travelling with a health condition or impairment. VisitEngland will be leading the industry to implement a programme to improve accessibility for disabled visitors.”

- **Access statements** for tourism businesses – downloadable templates
- Brochures **“Easy Does It”**, **“One Step Ahead”** and **“At Your Service”**

<http://www.visitengland.org/>

Business Case

england




VisitEngland™




One step ahead
THE STANDARD TO HELP YOU ACCOMMODATE
OLDER AND LESS MOBILE GUESTS



VisitEngland™



Easy does it
Simple, low-cost changes to benefit you and your visitors



enjoyEngland.com™



Corporal Mark
Reid's next challenge
is touring England

At your service
Your business case and
guide to improving
accessibility for customers



VisitEngland™

<http://www.visitengland.org/>

Business Case

Great Britain



Accessibility information on tourist-travel booking websites

- In Britain, **over 7000 hotels and Bed & Breakfast establishments** publish accessibility information on their websites, enabling customers to find out what to expect before they book.
- The access information is collected as part of the VB Quality Scheme, using the access audit questions developed by the EU-funded **OSSATE** project (“One-Stop-Shop for Accessible Tourism in Europe”)
- **Web statistics have shown that in 2010, sites which display access information achieve 25% more “click-through-to-booking” than sites which have no access information.**

<http://www.visitbritain.org/>

Business Case

Spain



Fundación ONCE
para la cooperación e integración social
de personas con discapacidad



COMITÉ ESPAÑOL
DE REPRESENTANTES
DE PERSONAS
CON DISCAPACIDAD

EUROTAXI – White Paper 2011

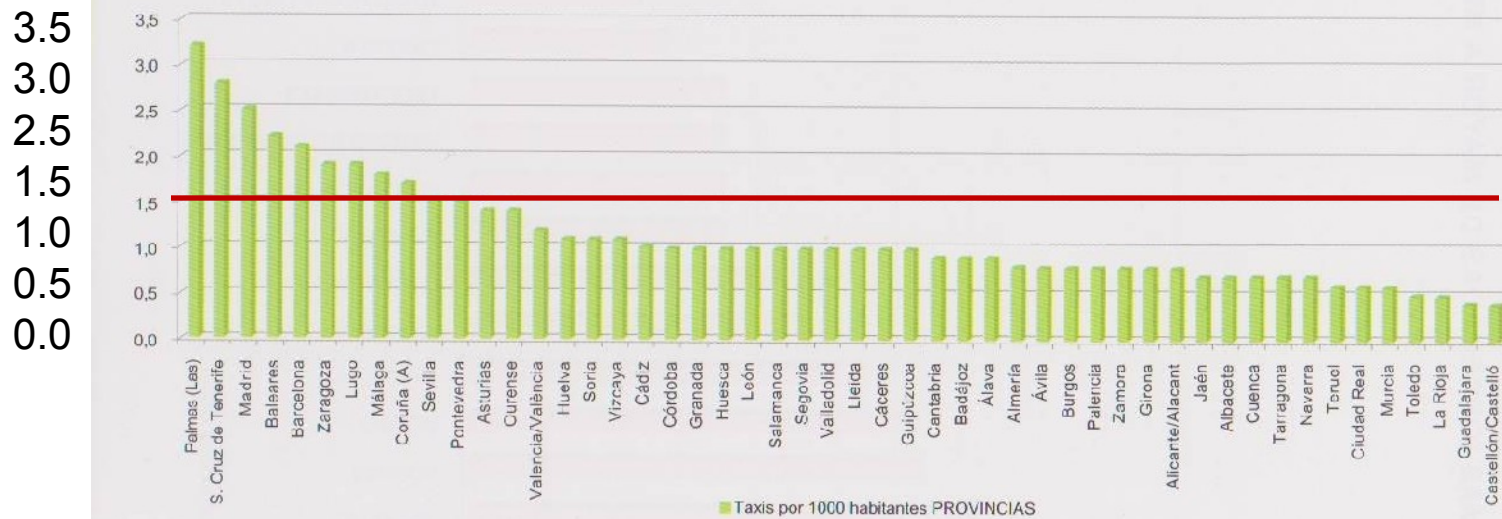
- 1.Design and development of a Taxi for All customers
- 2.A national support programme for procurement of accessible taxis
- 3.Development of systems of taxi concessions and services at Municipal level
- 4.Industrial production programme, cost reduction, standards.



<http://www.accessibletourism.org/?i=enat.en.news.1118>

Business Case

Spanish Provinces: provision of taxis per 1,000 inhabitants



shows national average: 1.5 taxis per 1,000 inhabitants

Business Case

Spain



COMITÉ ESPAÑOL
DE REPRESENTANTES
DE PERSONAS
CON DISCAPACIDAD

EUROTAXI



<http://www.accessibletourism.org/?i=enat.en.news.1118>

Business Case

Spain



COMITÉ ESPAÑOL
DE REPRESENTANTES
DE PERSONAS
CON DISCAPACIDAD

EUROTAXI: procurement > service > requirement

- ✓ Stage 1. Public-private support for technical development and procurement
- ✓ Stage 2. Service development and increasing customer use / demand
- ✓ Stage 3. Legislated targets and full implementation in specified communities
- ✓ 2017 – Status review

<http://www.accessibletourism.org/?i=enat.en.news.1118>

Business Case

Portugal



Accessible Portugal Travel Agency

1. SME – small beginnings, fast growth
2. Inclusive holidays for people with disabilities, families and friends
3. Entrepreneur and Tourism Awards
4. “Accessible Destination” development partner



<http://www.accessibleportugal.com/>

Business Case

Portugal



<http://www.accessibleportugal.com/>

Business Case

Portugal



Accessible Portugal is contributing to:
Infrastructure analysis & access upgrading,
Information, Activities, Services, Events,
Marketing, and ENAT Access Certification

<http://www.accessibleportugal.com/>

Part 3.

Gaining the rewards, being part of the solution

Successful Accessible Tourism Enterprises and Destinations...

1. Work out a policy and a strategy
 - Leadership comes from the top of the organisation
1. Use networks and form partnerships
 - Discuss ideas, find partners, collaborate with NGOs and experts
1. Address the whole access chain
 - Connect with other suppliers, develop new synergies
1. Develop and market the destination
 - work from local to global level to improve facilities to high standards and reach target markets
5. Deliver accessible tourism experiences
 - Aim to give every visitor a good, accessible experience!

In practical terms....

- Be prepared to welcome all visitors
- Question and revise 'normal' policies and practices
- Show leadership, find your allies
- Get access to resources and expertise
- Network with suppliers, stakeholders and supporters
- Encourage new businesses, focusing on access
- Invest in training and planning
- And don't forget to tell what you have done!

The Rewards of Accessible Tourism

- More visitors
- Longer tourist season
- New business opportunities
- Increased income
- General improvements for local population and environment
- Happy customers, coming back again!

Networking & partnering for success

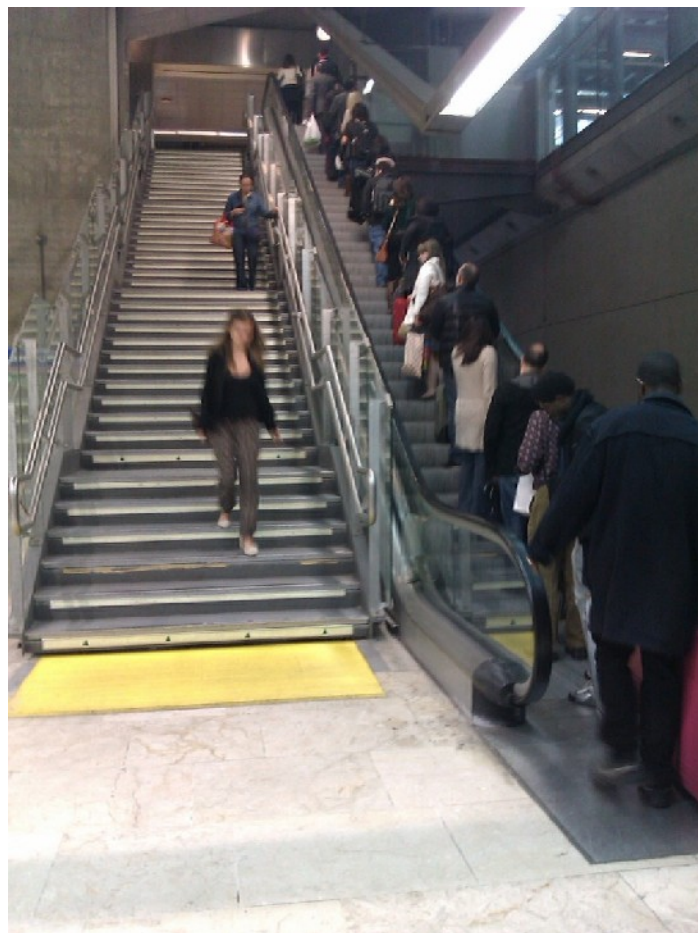
Accessible Tourism “to do” list

- Influence EU policies on accessibility for all
- Take an active part in (proposed) *ENAT – CEN Workshop Agreement on “Accessible Tourism Services”* (proposed)
- Contribute to accessible tourism events
- Include the tourism sector in your R & D strategies and projects
- Tell us your wishes! So we can support you...

Where do you fit in?



Practical and aesthetic

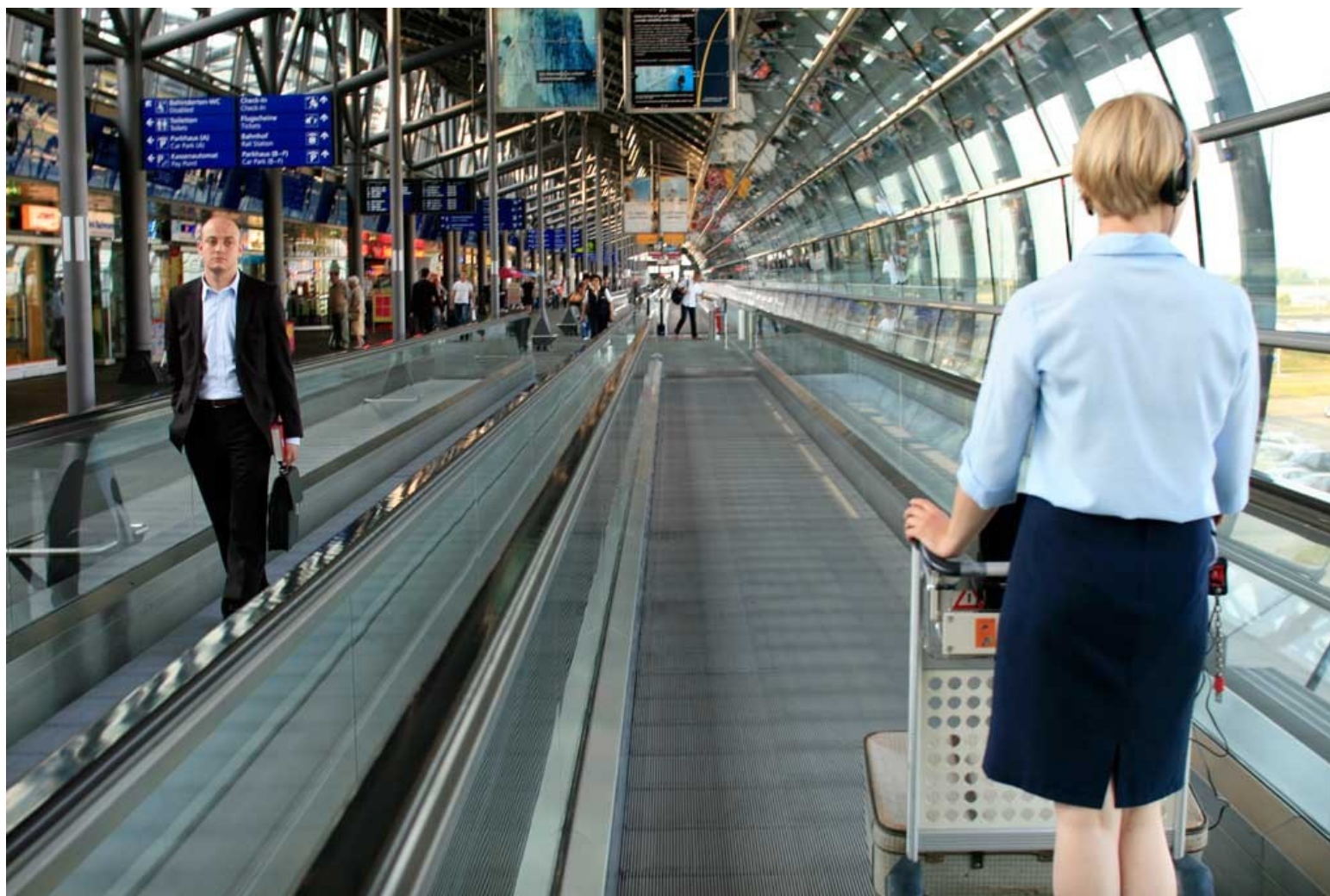


Overcoming long distances



Many airports are notorious for the long, long walk to get to the gate...

Overcoming long distances



Overcoming long distances

... Not only indoors!



Hotel “ups and downs”

... Extreme Sports Hotel?



Communications...

... good to know



Increasing comfort, safety and value...

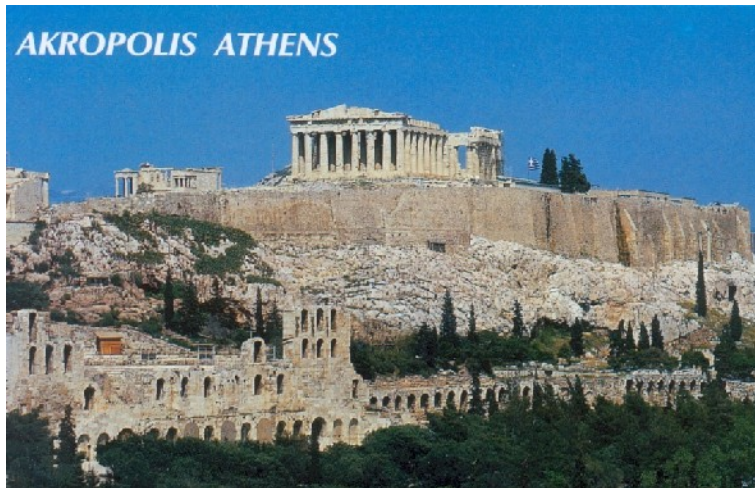
New buildings:

- *Design in* good access for all citizens
- For better comfort, safety and value.

Adaptations:

- Making adaptations is often seen as a costly burden.
- Adding good access solutions will increase the **VALUE** of buildings and infrastructure.

Acropolis of Athens





ENAT
European Network for Accessible Tourism

Working together to make
Tourism in Europe Accessible for all

We have signed the
ENAT
CODE OF GOOD CONDUCT

Supported by the
European Commission

Select edition: English [EN]

Slide to content Slide to search

About Membership News Events ENAT Code of Good Conduct Workplan Resources Projects Accessible Cities Themes Forum FAQ Press Contact

You are at: Home

Search

Search

Search

Members Area

Email

Password

Login

Don't have an account yet? [Sign up now!](#)

[Forgot your Password?](#)

Newsletter

Subscribe to the ENAT Newsletter.

Email

Enter your e-mail here

Mail Preference

E-mail containing HTML

Language Preference: Greek

Welcome

Welcome to the Website of ENAT - the European Network for Accessible Tourism.

ENAT is a non-profit association for organisations that aim to be 'frontrunners' in the study, promotion and practice of accessible tourism. You may be an expert or new to the area - in either case you are welcome!

By leveraging the knowledge and experience of the network, our members are improving the accessibility of tourist information, transport, infrastructure, design and service for visitors with all kinds of access needs, providing models of excellence in accessible tourism for the whole of the tourism industry.

President's Message

"Enabling access to tourism is our priority.... Accessible tourism is not a niche market; it's a demographic explosion and we will all feel the effects. We have to improve access now."
Lilian Müller, ENAT President

[\(Read the full text of the President's Message...\)](#)

Join ENAT

ENAT Members can be found in more than 30 countries and 5 continents. Development activities are strong on many fronts such as destination management, marketing, transport, tour operations, education, training, standards and services. By joining ENAT, organisations can be assured of keeping up-to-date with the latest developments and helping to shape the future of accessible tourism in Europe and around the world. Investment in accessible tourism measures can bring high returns, also when the market is weakening.

If you are working in accessible tourism or want to be part of it, we warmly invite you to join ENAT.

Select Language
Powered by Google Translate

Are you a member?

Latest ENAT Members

- fausting useppe ferraro
- Roman Polak
- Allegret SAKALAKI
- Cinzia Finessi
- Michel Hassa

Join now!

Events

New!
10/03/2011

NET-STAR - Network for Social Tourism and Regeneration Seminar: Mapping the Territory

London, 03 March 2011. The University of Westminster Centre for Tourism Research hosts the first NET-STAR Seminar, focusing on social tourism in regeneration and social policy.

ENAT Code

News

Events

Projects

Good Practices

Links

Themes

Library

Forums

Contacts



www.accessibletourism.org

Contact: Ivor Ambrose

Email: enat@accessibletourism.org

Thankyou