Accessible Tourism: international initiatives, challenges & opportunities

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Presentation outline

- What is Accessible Tourism
- Tourist venues accessibility information
- Is there a market?
- Issues about measuring accessibility
- The EuropeforAll approach (i1)
- The need for a European Network: ENAT (i2)
What is Accessible Tourism

- Accessible Tourism includes:
  - Barrier-free destinations: infrastructure and facilities
  - Transport by air, land and sea, suitable for all users
  - High quality services: delivered by trained staff
  - Activities, sports, exhibits, attractions: allowing participation in tourism for everyone
  - Online marketing, booking systems, Web sites & services – accessible for all
Tourist Venue (Accessibility) Information

- Tourist venue information is provided via a number of popular online resources
  - National & regional DMOs’ websites, booking intermediaries, travel guide publishers, …

- However, there is little online information available about the accessibility of venues
  - Can a person with mobility impairments, a senior citizen, a family with young children get there and around easily or at all?

- Usually nothing more than a notice “Facilities for disabled guests” or a wheelchair sign.
Market needs (1)

End users

- Over 50m people with disabilities in Europe alone (EDF)
  - Many never travel, although they can afford to.
- The ageing (and travelling) population will make up 25% of the European population by 2025
  - Older, active people need accessible destinations
- The www.OSSATE.org project has estimated the European accessible tourism market at 127 million people or 27% of the EU population
- Market is worth an estimated €80 billions per annum
  - A big and fast growing market, with special information needs.
Market needs (2)

Stakeholders

- Focus on improved accessibility will give a quality lift and greater flexibility of use for destinations, venues, facilities and accommodations
- Accessibility opens up new markets, stimulates more varied tourism offers, gives competitive advantage for providers
- e-Services will give national accessible tourism information services greater reach – into Europe and the global tourist market.
Accessibility Venue Info – Challenges

- No standard way to measure accessibility
- Countries or regions
  - define *own Accessibility Schemes* (43 schemes – 19 different countries) and
  - provide *incompatible online resources* which answer to diverse user needs.
- Existing online services
  - are fragmented and do not ensure a *unified visitor experience*.
  - they cannot interface easily with booking engines and booking engines provide limited or no accessibility information.
A proposed answer: EuropeForAll.com

Project mandate

- “To establish a One-Stop Shop which will offer online and mobile services to stimulate Accessible Tourism in Europe, enabling users to expand their options and enjoy more competitive and higher quality tourist products and services”.

- eContent project OSSATE (One-Stop Shop for Accessible Tourism in Europe)
- Duration 2005-2007
- 11 partners from 7 countries
Rationale and Objectives

- Provide **reliable**, **accurate** and **detailed** accessibility information
- Provide database & tools for countries with no schemes
- **Integrate data** from existing schemes into a single database
- Meet requirements of different parties (stakeholders)
- Include a rather **large number of facilities** and venue types in the database
- Motivate venue owners to provide information
- Support a flexible and distributed **business model**

→ **Quite impossible to fulfill with one level of information using one method of data collection**
Accessibility Scheme: the 3 levels

LEVEL 3
National Scheme

LEVEL 2
Europeforall Standard
Objective screening (experts)

LEVEL 1
Owner’s Questionnaire
Self assessment (owner)

National Filter
NAS > Or < Level 2
Pull data where possible
Back-bone

Personalised Search Tool

Level of detail
Higher end needs
Guide owners to Level 2

Photo Information
Access Statement
Welcome

Search here for accessible venues across Europe using the Destination Finder!

Members

- Register here!
- Manage Account
- Change Password

Tourism Providers

Register your establishment with Europe for All using the Europe for All Self-assessment Form to make a simple, accurate and objective "accessibility survey" of your premises and services.

- Read more for Tourism Providers

Press and Content Providers

Europeforall.com aims to be the Number 1 European portal for tourists who value accessibility as part of their holiday or business travel experience - and for those providers who seek to serve them.

- Read more for Travel Press and Content Providers

Travellers

Europe for All will provide you with a new way to find and check the suitability of accommodation, tourist attractions and destinations in countries, regions and cities across Europe, based on your personal accessibility needs and service requirements.

- Read more for Travellers
- Search for venues here!
Europe for All - Online information on accessibility for travellers

Acronym of the case: EFA
Web address of the case: www.europeforall.com
Country of the case: Pan European

Date posted: 23 October 2007
Date edited: 7 March 2008
406 visits

Author:
Ivor Ambrose (European Network for Accessible Tourism)

Case Abstract
The Europeforall.com service provides online information on the accessibility of tourist venues and accommodation in all countries. The service is intended for disabled and non-disabled visitors who require accessible accommodation and tourist venues.
### Destination Finder

You have Selected: Greece -> Crete / Kriti

<table>
<thead>
<tr>
<th>Select Country:</th>
<th>Select</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greece</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Select Region:</th>
<th>Select</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crete / Kriti</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Select Prefecture:</th>
<th>Select</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please Select...</td>
<td></td>
</tr>
</tbody>
</table>

I am sure about my destination's geographical preferences.

I am NOT sure about my destination's geographical preferences.

If you do not know the exact word or phrase you are searching for, use an asterisk (*) in your search string.

Enter the name of a place: Find Location

### Destination Finder Filters

#### Cafes And Restaurants
- Select All
- Bar, Pub
- Cafe
- Restaurant
- Uncategorized

#### Services
- Select All
- Tourism Information Office
- Shopping Centre
- Shop
- Conference Venue
- Exhibition Venue
- Uncategorized

#### Shops
- Select All
- Shopping Centre
- Shop
- Exhibition Venue
- Uncategorized

#### Conferences And Exhibitions
- Select All

#### Accommodation
- Select All
- Hotel
- Motel
- Self-catering Apartment
- Camping
- Uncategorized

#### Attraction
- Select All
- Theatre
- Cinema
- Museum
There are 56 results in 6 pages. Viewing page #1.

<table>
<thead>
<tr>
<th>Venue</th>
<th>Category</th>
<th>Type</th>
<th>Location</th>
<th>Accessibility Level</th>
<th>Class</th>
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<tbody>
<tr>
<td>ERIA RESORT</td>
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<td>Level1</td>
</tr>
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<td>Level1</td>
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<td>Level1</td>
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<td>Hotel</td>
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<td>Self-assessed</td>
<td>Level1</td>
</tr>
</tbody>
</table>
ERIA RESORT

Introduction

Venue Type: Accommodation → Hotel

Venue Category: Not provided.

Top of page
LEVEL 1 Venue Assessment Questionnaire

Accessibility Information for venue ERIA RESORT

PUBLIC TRANSPORT [PMT]

Do you provide a transport service for guests? (e.g. minibus)? [PMT:CH-PMT.A03]
Yes.

If yes, can guests with wheelchairs use this service? [PMT:CH-PMT.A04]
Yes [* See Uploaded Photo

PARKING [PAR]

Is the route from the parking area to the entrance: [PAR:CH:PAR.B04]
with a ramp or lift.

BUILDING ENTRANCE [ENT]

MAIN ENTRANCE [ENT:CH-MENT]

Are there any steps to the main entrance? [ENT:CH-MENT.C01]
Yes.

If "yes", how many steps? [ENT:CH-MENT.C02]
7.0.

If "yes", is there a handrail by the steps? [ENT:CH-MENT.C03]
No.

Is there a ramp to the main entrance? [ENT:CH-MENT.C04]
Yes.

If "yes", is there a handrail by the ramp? [ENT:CH-MENT.C05]
Yes.

What is the width of the clear opening space at the main entrance door (centimeters)? [ENT:CH-MENT.C06]
EuropeforAll.com - Current Status

- Pilot service launched in June 2007
- Over 700 accommodation venues from Austria, Belgium, Denmark, Greece, Norway, Sweden, UK.
  - On-going data collection
- Establishment of the pan-European network
- User interface and navigation evaluation
- Enhancements
  - User profile based search
  - Addition of more languages
  - Online booking services
  - Mobile Services
The need for a European Network

- Sector fragmentation
  - Good examples only at local or regional level
  - Industry and providers need to get up to speed
  - User communities at National or Regional level

- Non-harmonised approach to accessible tourism
  - Infrastructure level
  - Service provision level
  - Public and industry awareness
  - Legislation & consumer rights

- A catalyst is needed…
ENAT is a non-profit association of tourism enterprises, organisations and individuals from the private, public and NGO sectors.

- Members include both Providers and Stakeholders in tourism

- Multi-sectoral on-line networking is a key to knowledge management and B2B relations for the growth of accessible tourism.

- ENAT started as a project funded by the European Commission Budget Line: “Pilot Actions for Mainstreaming Disability”, 2005 (DG Employment & Social Affairs)

Aims to make European tourism destinations, products and services accessible to all visitors and promote accessible tourism around the world.
Welcome

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

ENAT was founded in January 2006 by nine sponsoring organisations who wanted to create a membership network for all those who support or want to know more about accessible tourism in Europe.

Through our network we aim to break down the many barriers facing tourists who have greater or smaller access needs: lack of information, transport difficulties, architectural barriers and inadequate standards of service.

President's Message

Lilien Müller, ENAT President

Enabling access to tourism is our priority. First, some facts and figures. As a population we’re both ageing rapidly and travelling more: older people who still want and are able to travel will soon make up 25% of the European population. Add to this the 50 million people with disabilities in Europe who want to holiday with family and friends, and we find that as many as 130 million people in Europe alone will benefit from improved access to travel and tourism services. Accessible tourism is not a niche market; it’s a demographic explosion and we will all feel the effects.

Visit: www.accessibletourism.org
eBusiness Forum, Athens

03/03/2006

14.3.2008. Accessible Tourism and new technologies for tourism marketing come under the spotlight at this international conference on Destination Management Systems for eTourism.

Among the many distinguished speakers are: Dr. Marianna Sigala, University of the Aegean, Dr. Spyros Ardimobis, Technical Education Institute of Thessaloniki, Mr. Andrew Daines, VisitBritain, Mr. Matt Jerwood, wayn.com ("where are you now?") and Mr. Spyros Michailidis, EOWRX S.A.

The conference, which takes place at the Divani Caravel Hotel in central Athens, is endorsed by IFITT - the International Federation for IT and Travel and Tourism.

Participation in the conference is free of charge.

To register, send an email to the organisers at: m.sigala [at] aegean.gr

Download the Programme in English from the right-hand panel.
<table>
<thead>
<tr>
<th>Sponsor – Coordinator</th>
<th>Country</th>
<th>Website</th>
</tr>
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<tr>
<td>EWORX S.A.</td>
<td>Greece</td>
<td><a href="http://www.eworx.gr">www.eworx.gr</a></td>
</tr>
<tr>
<td>Fundación ONCE</td>
<td>Spain</td>
<td><a href="http://www.fundaciononce.es">www.fundaciononce.es</a></td>
</tr>
<tr>
<td>Toegankelijkheidsbureau vzw.</td>
<td>Belgium</td>
<td><a href="http://www.toegankelijkheidsbureau.be">www.toegankelijkheidsbureau.be</a></td>
</tr>
<tr>
<td>VisitBritain</td>
<td>UK</td>
<td><a href="http://www.visitbritain.org">www.visitbritain.org</a></td>
</tr>
<tr>
<td>Turism för Alla i Sverige</td>
<td>Sweden</td>
<td><a href="http://www.turismforalla.se">www.turismforalla.se</a></td>
</tr>
<tr>
<td>Work Research Centre</td>
<td>Ireland</td>
<td><a href="http://www.wrc-research.ie">www.wrc-research.ie</a></td>
</tr>
<tr>
<td>Hellenic Ministry of Tourism Dev.</td>
<td>Greece</td>
<td><a href="http://www.mintour.gr">www.mintour.gr</a></td>
</tr>
<tr>
<td>Assoc. Nat. pour le Logement des Personnes Handicapées</td>
<td>Belgium</td>
<td><a href="http://www.anlh.be">www.anlh.be</a></td>
</tr>
<tr>
<td>Disability Now</td>
<td>Greece</td>
<td><a href="http://www.disabled.gr">www.disabled.gr</a></td>
</tr>
</tbody>
</table>
ENAT: Information, Services, Lobbying, R & D

- Collects and disseminates information about Accessible Tourism [http://www.accessibletourism.org](http://www.accessibletourism.org)
- Networking between the members
- Joint projects
- International events
- Working groups on specific objectives
- Represents its members towards public authorities, decision-makers and the tourism industry
- A centre for accessible tourism good practice, research and development
## ENAT Members

### Europe
- Albania: 2
- Austria: 4
- Belgium: 24
- Croatia: 1
- Cyprus: 1
- Czech Republic: 3
- Denmark: 4
- Finland: 1
- France: 6
- Germany: 11
- Greece: 61
- Hungary: 6
- Ireland: 3
- Italy: 21
- Latvia: 2
- Lithuania: 2
- Luxembourg: 1

### Overseas
- Argentina: 2
- Australia: 7
- Bangladesh: 1
- Brazil: 2
- Canada: 1
- Chile: 1
- China: 1
- Costa Rica: 1
- Ecuador: 1
- Egypt: 1
- India: 1
- Israel: 1
- Jordan: 1
- Libya: 1
- Maldives: 2
- Nigeria: 3
- Pakistan: 1
- Saudi Arabia: 1
- South Africa: 1
- Thailand: 1
- United Arab Emirates: 1
- USA: 5

### ENAT Total:
- 52 Countries
- 435 Members
Thank you!

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Check the accessibility at:
www.EuropeforAll.com
www.AccessibleTourism.org