

“Travelling without barriers in Europe – the ENAT experience”.

Alba, 11-12 June 2010



Accessible tourism – tourism for all

Tourism offers **along the whole tourism chain that are designed for all = 100% of the population.**

Products, services and venues

- May be used by widest possible circle of users as possible, without modification
- Can easily be adjusted to meet different needs
- Use of individual auxiliary aids is possible
- Potential users are involved in the development

Accessible tourism – a business case?

- **The potential market** –
at least 630 million overnight-stayings/year
with a core target group of at least 130 million
citizens, only in Europe (2005)
- **The demographic change** – a bigger part of
the total population are older with expected
accessibility needs.
- **Trends of higher demand on quality** – part of
sustainability concept, fits to the demand

The barriers

Tourists with accessibility needs also have the right to travel and enjoy tourism – but encounter many difficulties:

- Information is not reliable
- Inaccessible facilities and environments
- Lack of responsibility
- Accessible service not included in the prize – you have to pay extra for it
- Accessibility is missing in the physical infrastructure
- One or more links of the service-chain is not accessible

Tourists with accessibility needs..

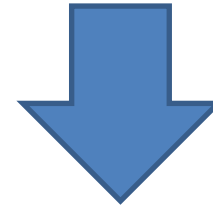
- Are more loyal to a destination than the average tourist
- Spends in general more money
- Prefer to travel in low-season
- Travel with company (family, friends, assistants)
- Full attention has not been paid to this partly undetected market

ACCESSIBLE TOURISM



Social perspectives

- Independent Living
- Non-discrimination
- New job opportunities



Market perspectives

- * New Customers
- * Prolonged seasons
- * Stronger industry

Possible effects of Accessible Tourism

- More visitors
- Prolonged seasons
- New job opportunities
- Increased tax incomes
- Decreased need of public assistance

EU tourism policy framework

Tourism accepted as an EU policy issue (Lisbon Treaty)

- Regulations on air passengers rights
- Bus directive
- Anti discrimination act
- Accessibility & Public procurement

EU initiatives

- Calypso Cross-Border Social Tourism initiative
- European award for accessible cities
- Accessibility a key challenge in the work for sustainable tourism

Accessible Tourism in Europe

- National accessibility schemes
- Training
- Networks and cooperation
- Standards and labels
- Specialised travel agents /tour operators
- Knowledge & research
- Governmental actions; regulations and laws

ENAT

- Set up in 2006 by 9 organisations
- Mission: **To make European tourism destinations, products and services accessible to all visitors.**
- A Non-profit association of tourism enterprises, organisations and individuals from the private, public and NGO sectors.
- Members include both “Providers” and “Stakeholders”

Why ENAT?

- Cross-border cooperation
- Dissemination and exchange of knowledge and experiences
- Dissemination of good practices

ENAT – what we do

- Represents its members towards public authorities, decision-makers and the tourism industry
- Collects and disseminates information about Accessible Tourism
- Linking the Members (networking)
- Joint projects
- International events
- Working groups to tackle specific objectives
- A centre for accessible tourism good practice, research and development

Visibility through ENAT

- **ENAT membership**
- **Code of Good conduct scheme for businesses:**
 - To recognise accessibility as an integral part of the operations
 - To minimise the access barriers, and to plan and carry out improvements
 - Appoint a responsible person for accessibility matters.
- **Accessibility information on www.europeforall.com + national /regional mainstream and specialised channels**



Some success factors

- Strategic long-term planning for improved accessibility
- Training and education of staff
- Co-operation with external expertise for analyses, ideas and proposals
- Public and private co-operation for accessible destinations
- Exchange of knowledge and good practises at local, regional, national and international level.
- Marketing through mainstream **and** targeted channels

The ENAT experience

- Strong development of demand
- Development of competition among tourism businesses
- Raised awareness both among public and private actors
- Stronger laws working towards accessibility for all (anti-discrimination, building acts) and standards
- Many SME's is profiling the business towards tourism for all

Thank you for your attention!

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