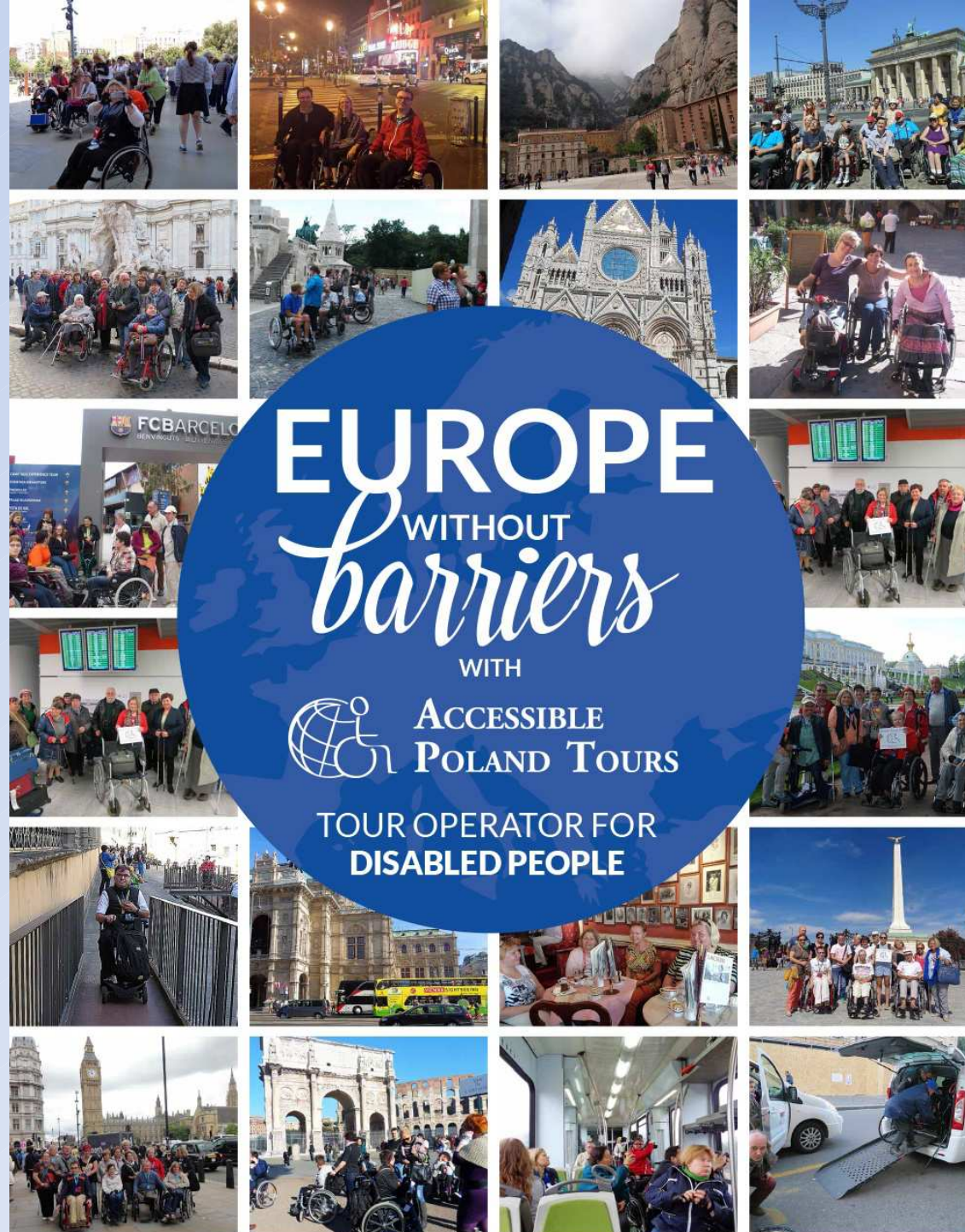


**„HOW TO
IMPLEMENT,
PROMOTE, SELL
AND LEAD
ACCESSIBLE TOURS
AND ITINERARIES”**



Member of:



www.accessibletour.pl

THE IDEA

- passion for travelling
- decision and motivation to run the business
- starting the business in 2009
- Incoming & Outcoming travel services



MARKETING & SELLING THE PRODUCT

- The Internet - website as the main tool
- participating in a range of appropriate international tourism fairs and conferences dedicated to disabled and able – bodied
- NGO organisations as potential clients
- Word of Mouth as a very effective method of promoting my business activity
- partner of International projects:
 - 1) „Europe without Barriers,- Design, Implementation, Promotion and Marketing of Accessible Tourism Itineraries.
 - 2) Accesstour- „ACCESSibleTourism For Outdoor and Urban Routes”



ACCESSIBLE ITINERARIES (STYLE OF TRAVELING)

- TYPE OF CLIENTS: severely disabled people with mobility problems and intellectual impairments
- TYPES OF GROUPS: As an individual – as a family group – as a group of friend, social tourism as a group sponsored by the tourism initiatives of an N.G.O.
- SIZE OF GROUPS: 10-15 people included 4-7 wheelchairs
- TYPE OF TOURS: cultural based exhibitions and activities – „city breaks”



Paris, France 2014



Rome, Fumicino, Italy 2014



Perugia, Italy 2015



ACCESSIBLE POLAND TOURS

BIURO PODRÓŻY DLA OSÓB NIEPEŁNOSPRAWNYCH

ACCESSIBLE ITINERARIES PREPARING THE TRIPS:

- plan in a logical client – focused manner
- no improvisation - foreseeing a large spectrum of issues
- individual aproach to the range of different client needs
- the appropriate level and standard of accommodation
- adapted transportation according to the needs of the group
- access to the local guide with required language skills
- access to other services, facilities, entertainment



HOW DO I CHECK ACCESSIBILITY?

- personal contact
- contact with the hotels, guides via e-mails
- searching Social Media for opinion



ORGANIZED TRIPS 1



Rome 2011, Italy



St Petersburg 2015, Russia



Wiedeń 2015, Austria



Toskania 2012, Italy



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ORGANISED TRIPS 2



Barcelona 2013, Spain



Berlin 2013, Germany



Budapest 2012, Hungary



Tallinn 2013, Estonia



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ORGANISED TRIPS 3



Zamosc, Poland 2012



Cracow, the group from the UK 2012



Barcelona, Spain 2015



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ORGANISED TRIPS 4



Auschwitz, Poland 2015



Paris, France 2011



Cracow, Poland 2014



London, England, 2014



Prague 2014, Czech Republic



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GOOD PRACTISE IN ACCESSIBLE TOURISM

- disabled tourists are also clients
- increasing the awareness among tourism sector
- everyone can benefit



Spa Resort Naleczow 2015, Poland



Paris, 2015, France



Wine canteen, Tuscany 2015



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WHY IS TOURISM FOR ALL SO IMPORTANT?



It provides a positive influence and is therapeutically beneficial for those with a disability. Disabled people have the right to travel without barriers, visit and discover other cultures and integrate with other people socially in the same manner as able - bodied tourists. There is a great need for accessible tourism for all and I believe we should do our best by co -operating with other institutions, part of constantly working towards providing better services and facilities



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THANK YOU FOR YOUR ATTENTION
MAŁGORZATA TOKARSKA



ACCESSIBLE POLAND TOURS

e-mail: office@accessibletour.pl

www.accessibletour.pl

02-128 Warszawa, ul. Jasielska 47 lok.13

tel./fax biuro: +48 22 518 79 83

mobile: +48 502 522 165