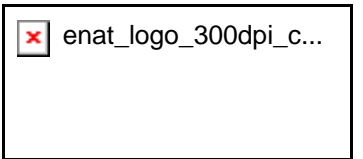


The Economic Impact of Accessible Tourism

Ivor Ambrose

Managing Director, ENAT

Lucignano, 21 March 2016



The Demand for Accessible Tourism

EU Accessible Tourism Studies

- Under the European Union Preparatory Action on Accessible Tourism 2012 - 2014, funded by European Parliament



Study 1. Economic impact and travel patterns of Accessible Tourism in Europe



Study 2. Mapping Skills and Training Needs for Improving Accessibility of Tourism Services

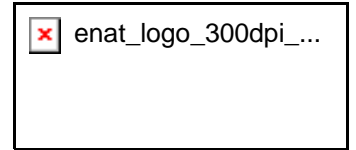


Study 3. Mapping the Supply and Performance Check of Accessible Tourism Services in Europe

Accessible Tourism Demand Study, 2014

- "Accessible tourism" generated €786 billion gross turnover in 2012
- Supports 9 million jobs
- But: only 9% of Europe's tourism services are accessible **to some degree, for some visitors**

Accessible Tourism Demand Study, 2014



By 2020, demand will rise to 862 million trips per year

- An additional 1.2 million enterprises need to provide accessible services to meet future demand
- Improvements could raise the economic contribution of Accessible Tourism by up to 25%...
- ... and could attract up to 75% more international travellers

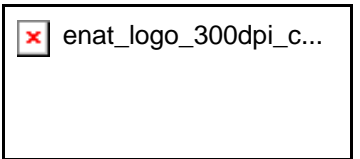
Lack of Accessibility is a Cost to the Tourism Sector

**EU Demand Study showed estimated lost income at
€ 142 Billion each year**

- Over 80% of travellers say they are likely to return when they are satisfied with accessibility...
- ...and they would even consider increasing their travel budget or travelling more often

Travel companions: Multiplier effect

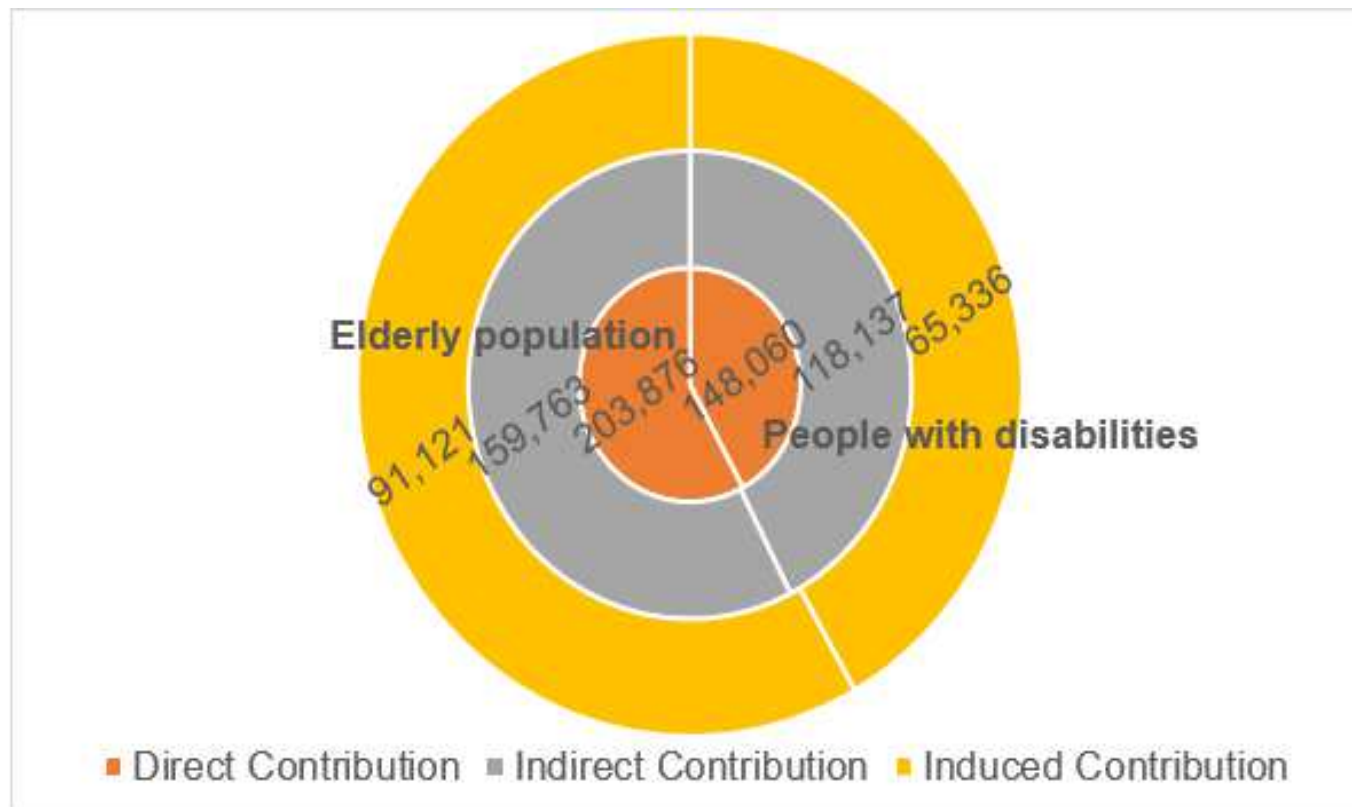
- On average, people with access needs in the EU travel with about **1.9 companions**;
- People with disabilities travel with **2.2** companions on average
- Older people travel with **1.6 companions** , on average
- The economic contribution of Accessible Tourism to the economy will be increased on a similar scale if the travel companion effect is taken into account.



Macro-economic Impact of Accessible Tourism in the EU

Gross Turnover

1. The direct gross turnover of EU's Accessible Tourism in 2012 was about **€352 billion**; after taking the multiplier effect into account, the total gross turnover contribution amounted to about **€786 billion**

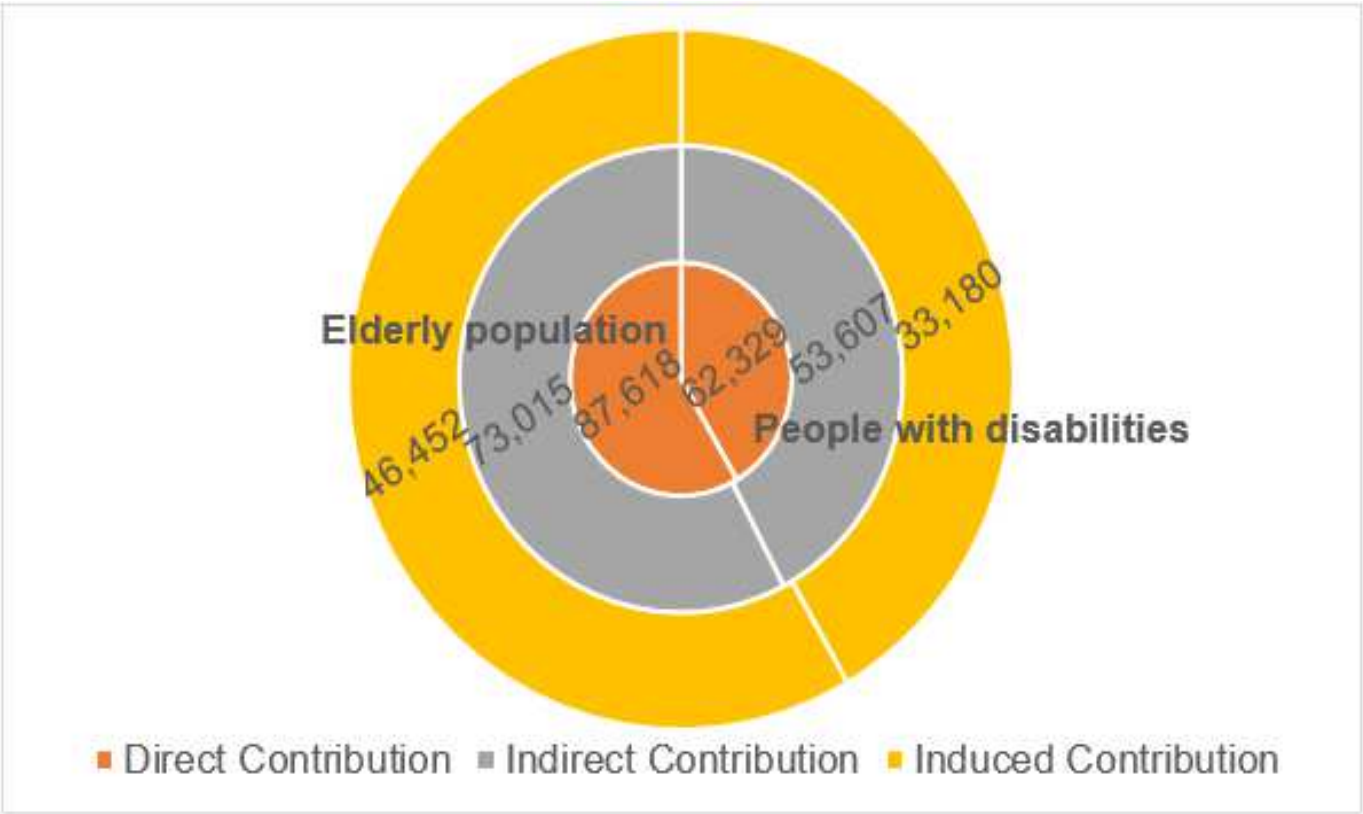


Current gross turnover contribution in 2012 (€ million)

Gross Value Added

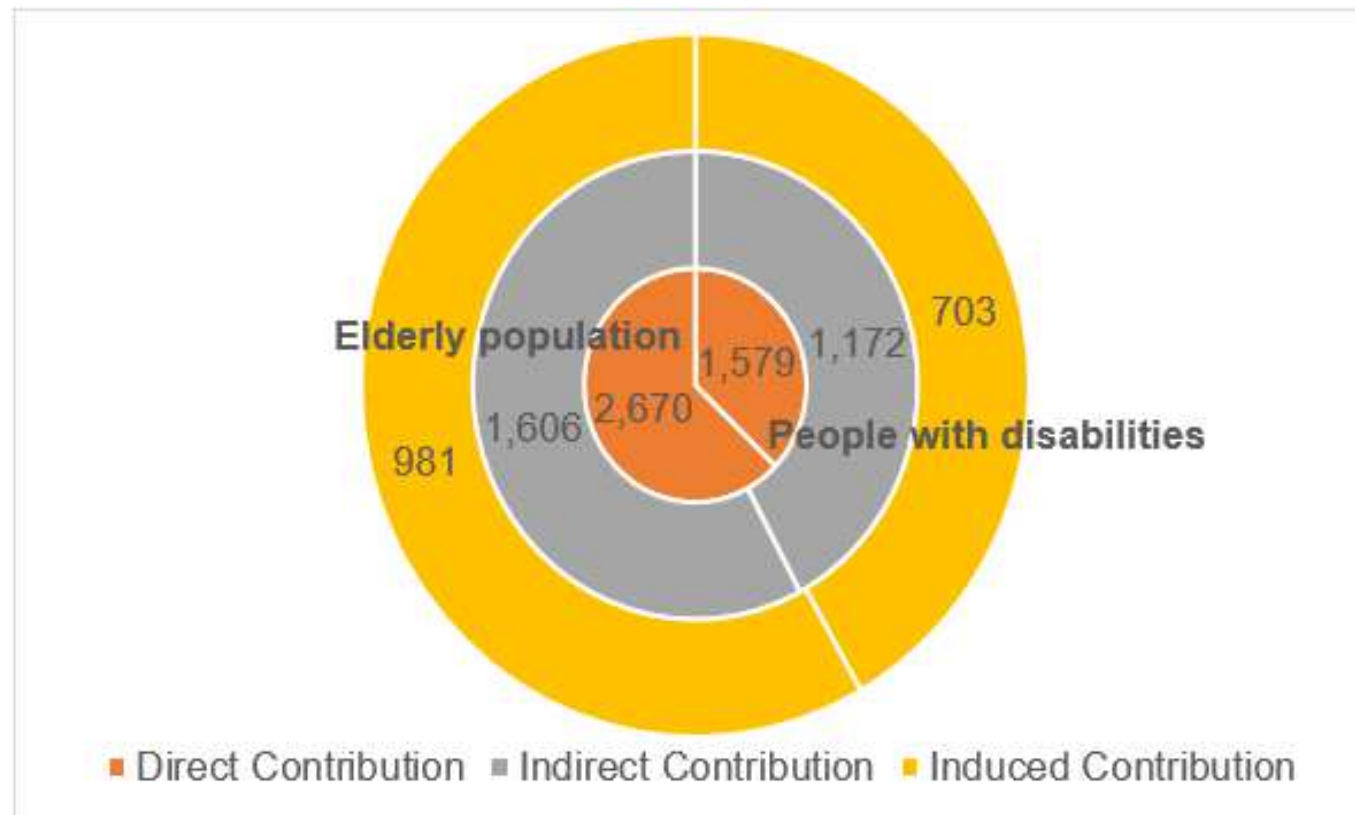
2. The direct gross value added of EU's Accessible Tourism in 2012 was about **€150 billion**; after taking the multiplier effect into account, the total gross value added contribution amounted to about **€356 billion**

.



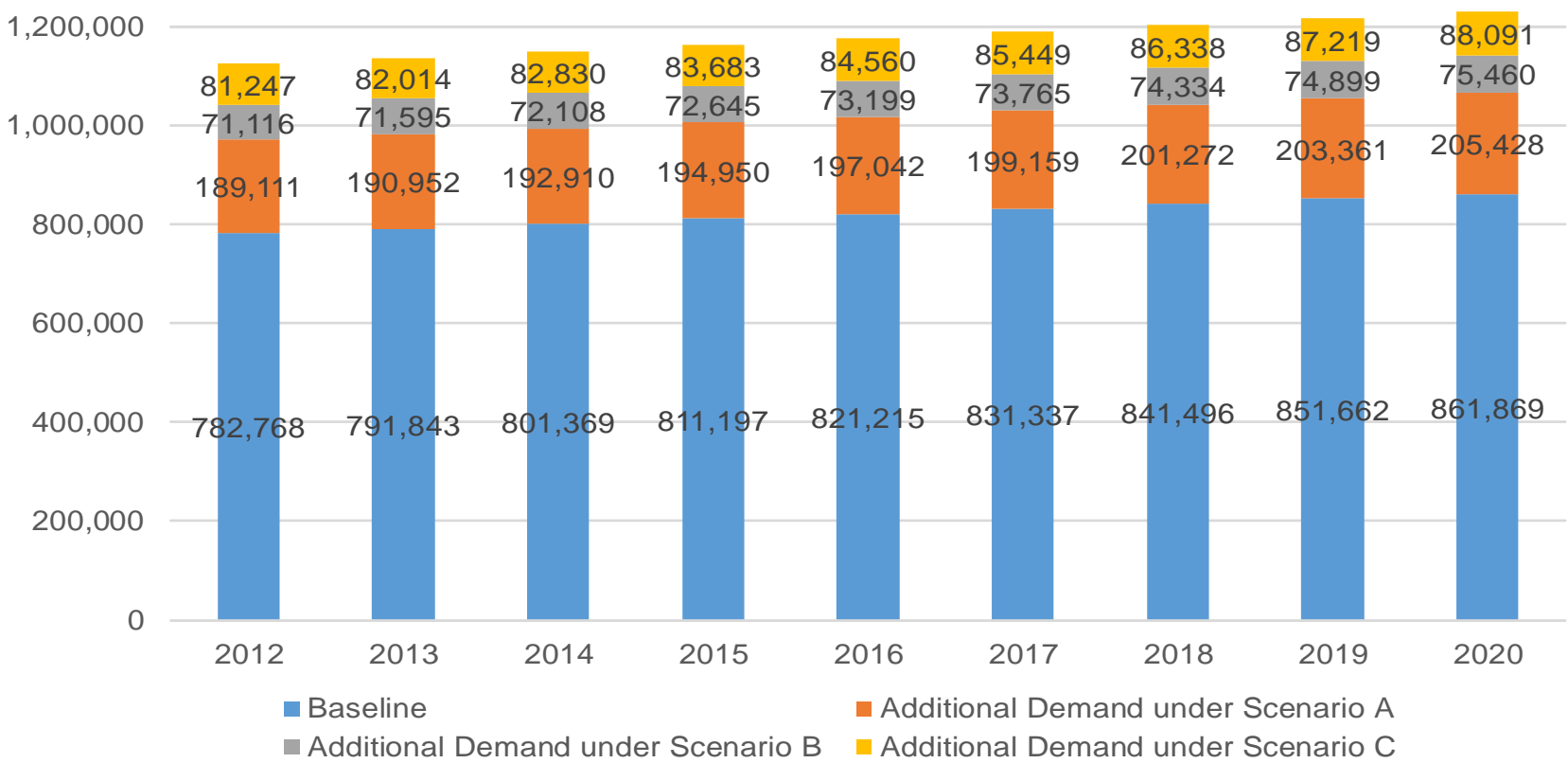
Contribution to Employment

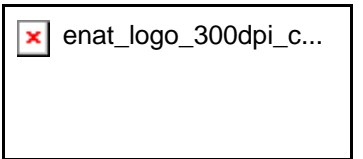
3. The direct employment contribution of EU's Accessible Tourism in 2012 was about **4.2 million persons**;
Taking the multiplier effect into account, the total employment generated was about **8.7 million persons**.



Scenario analysis – Key findings

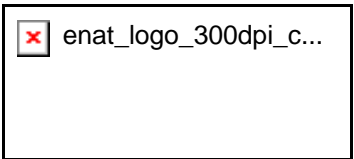
With investments to improve accessibility, tourism demand could potentially increase by **24.2%**, **33.2%** and **43.6%** under Scenarios A, B and C, respectively. (Based on 2012 travel data).





Consumer Surveys on Accessible Tourism

Understanding the Accessible Tourism Market



Open Doors Organization

Opening doors for people with disabilities in travel and tourism

USA Consumer Survey Report, 2015

Trips taken, spending

- In 2013-14, more than **26 million adults with disabilities** traveled for pleasure and/or business, taking **73 million trips**.
- **Many barriers to access still remain** in air travel, hotels and restaurants, although these have decreased significantly since the previous study in 2005.
- **Spending \$17.3 billion annually**, up from \$13.6 billion in 2002.
- Individuals typically travel with one or more other adults, so **economic impact is actually double, or \$34.6 billion**.

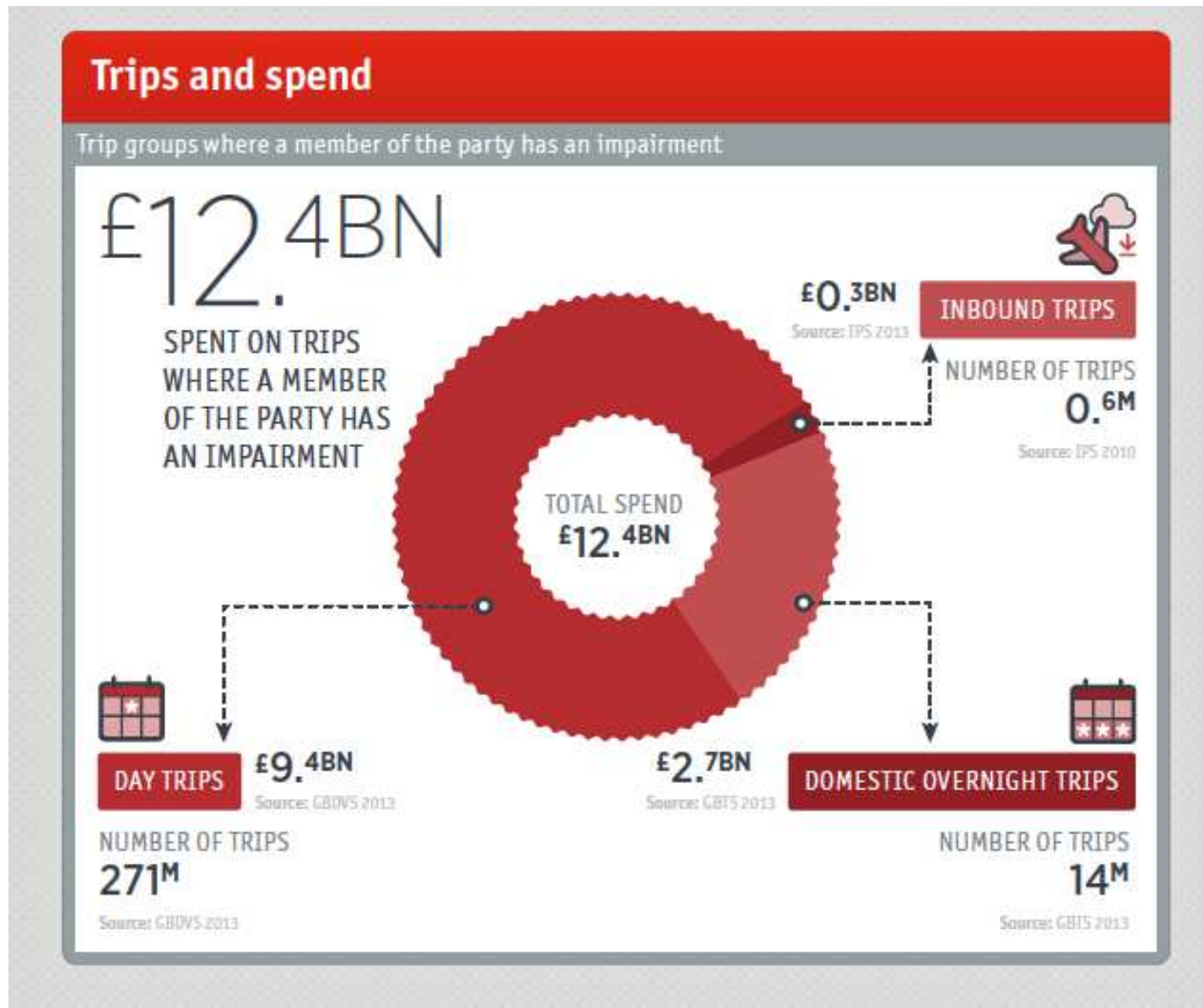
Travel barriers and obstacles decreasing but still high

- Air travel: 72% said they encountered major obstacles with airlines and 65% with airports, down from 84% and 82% in 2005, respectively.
- At hotels and restaurants, problems with customer service or communication barriers has significantly decreased as well.

Source: <http://opendoorsnfp.org/>

The UK Overnight Visitor Survey 2012-2013

✗ enat_logo_300dpi_c...



Source: VisitEngland



The UK Overnight Visitor Survey 2012-2013

✖ enat_logo_300dpi_c...

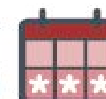
Did you know...

Trip groups where a member of the party has an impairment

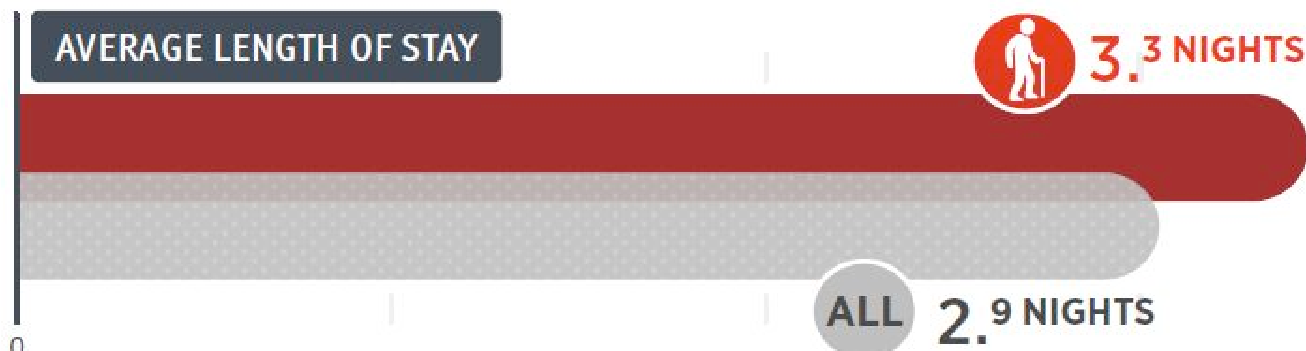
Trip length and spend

Longer stay and higher spend

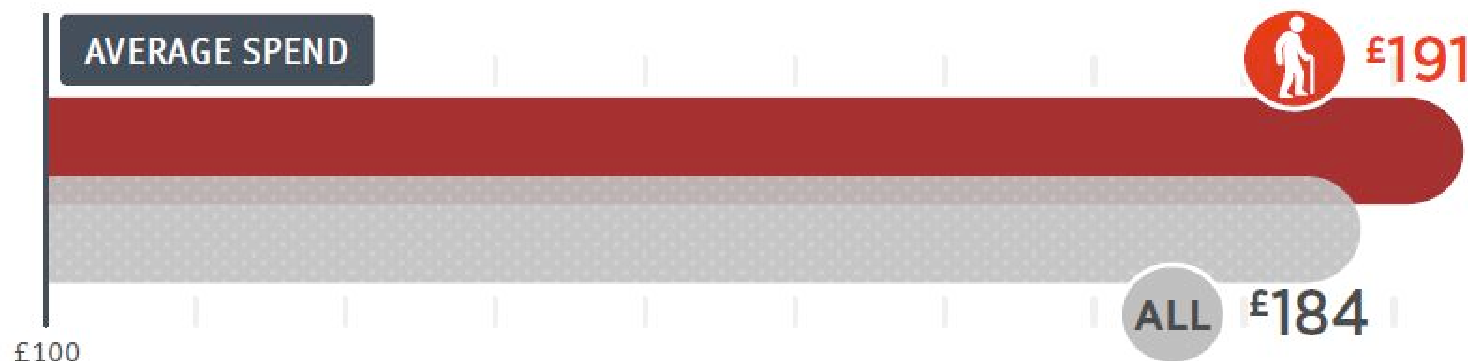
OVERNIGHT
TRIPS



AVERAGE LENGTH OF STAY



AVERAGE SPEND



Source: GBTS 2013

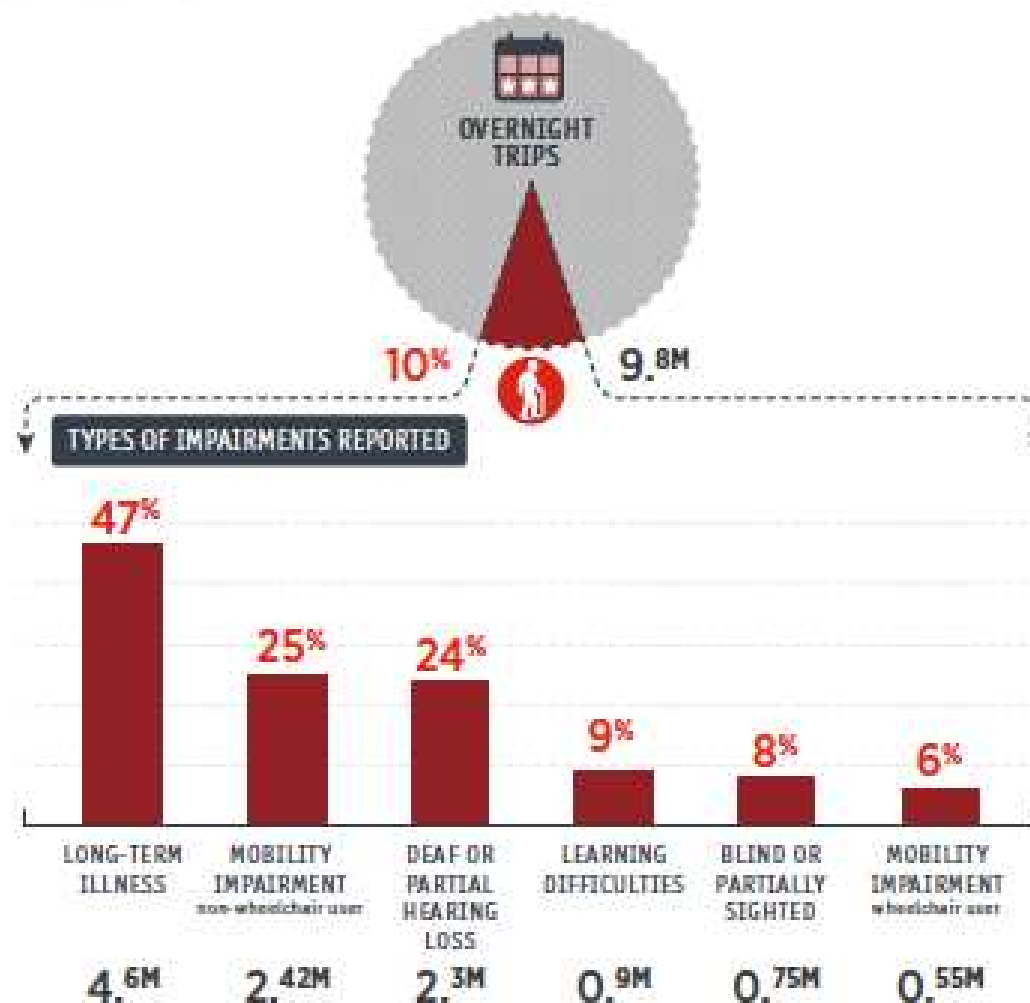
Source: VisitEngland



The UK Overnight Visitor Survey 2012-2013

Traveller impairment breakdown

Trips where the respondent has an impairment

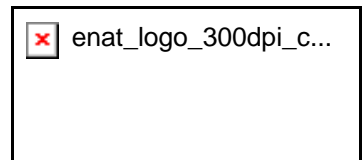


Source: GfS 2013

Source: VisitEngland

The UK Accessible Tourism Market

Visitor Survey 2013



- Day trips, 2013 (271 Million, £Billion 9.4)
- Domestic overnight trips, 2013 (14 Million, £Billion 2.7)
- Inbound trips, 2013 (0.6 Million, £Billion 0.3)
- **Total trips in 2013 - (285.6 Million)**
- **Total spend in 2013 (£Billion 12.4)**
- Average stay: 3.3 nights against 2.9 for All
- Average spend: £191 against £184 for All

The UK Accessible Tourism Market: Visitor Survey 2013

- Increase in visitor numbers since 2009 (+19%)
- Increase in value since 2009 (+33%)



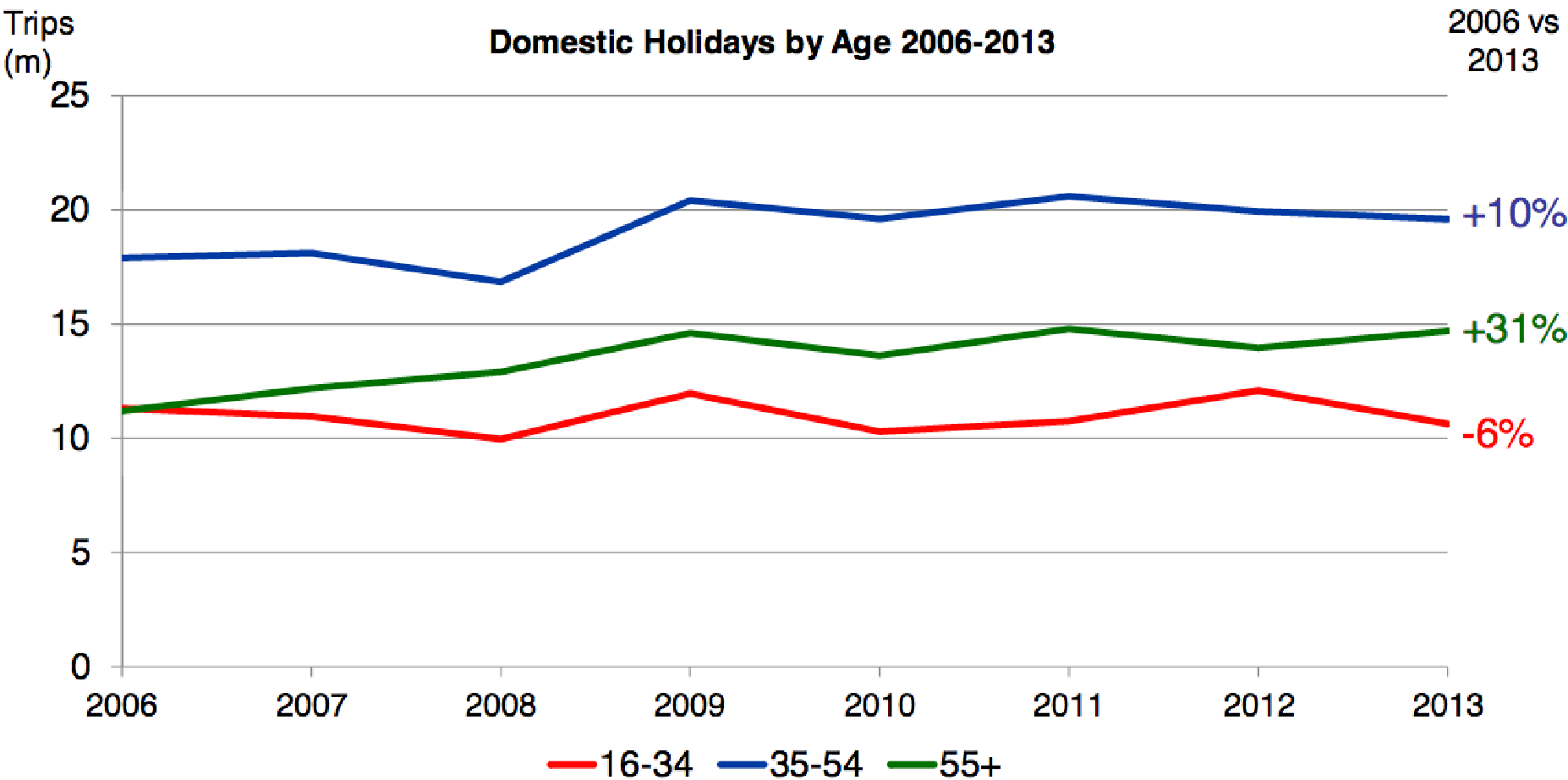
Source and photo: VisitEngland

The UK Accessible Tourism Market: Visitor Survey 2013

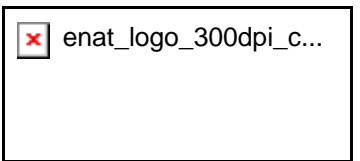


Purple Pound Conference 2015

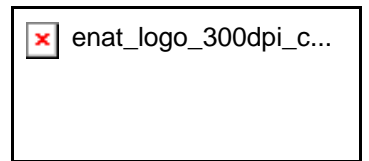
Massive uplift in trips taken by over 55's



Mapping and Performance Check of Supply of Accessible Tourism Services in Europe



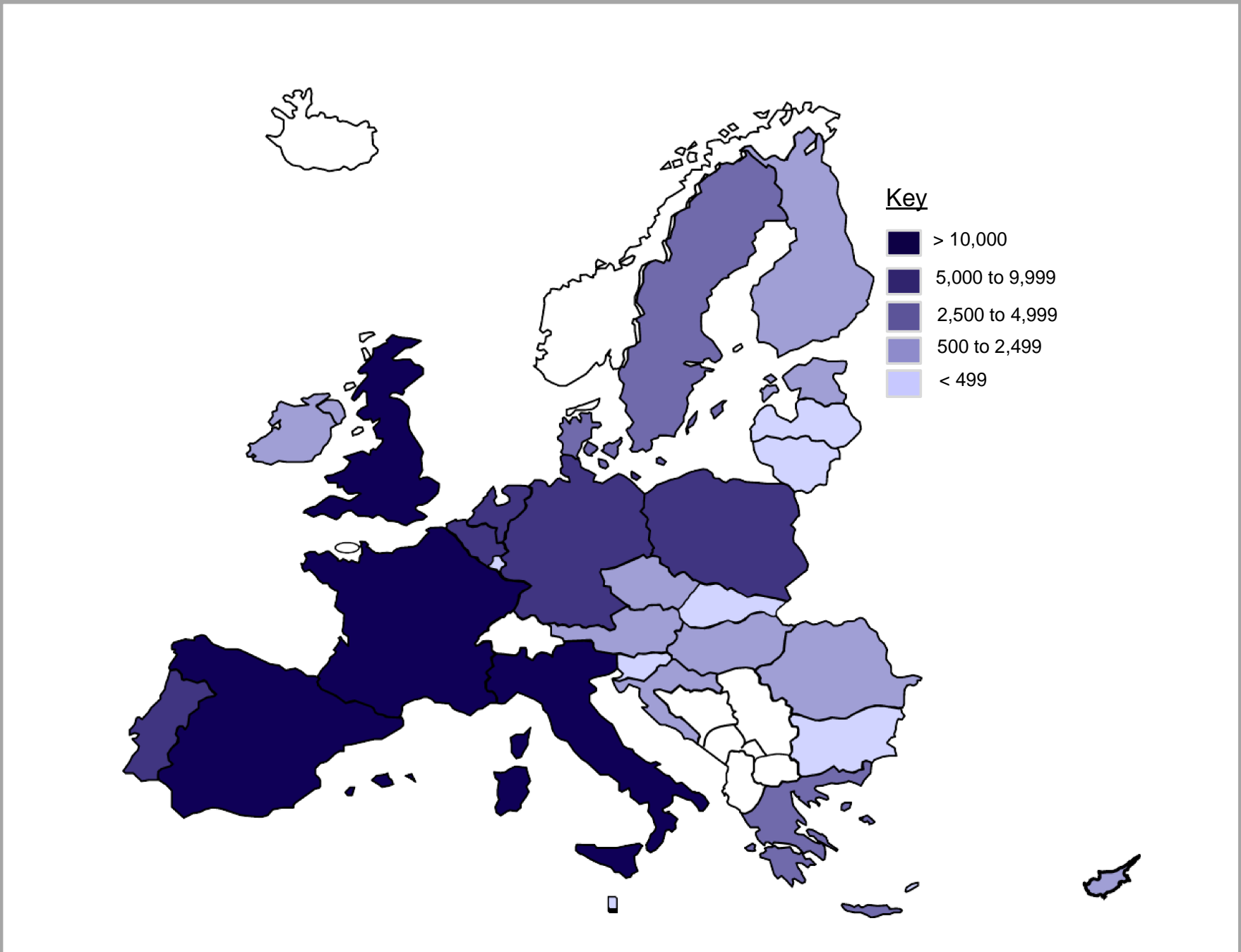
How many accessible tourism suppliers?



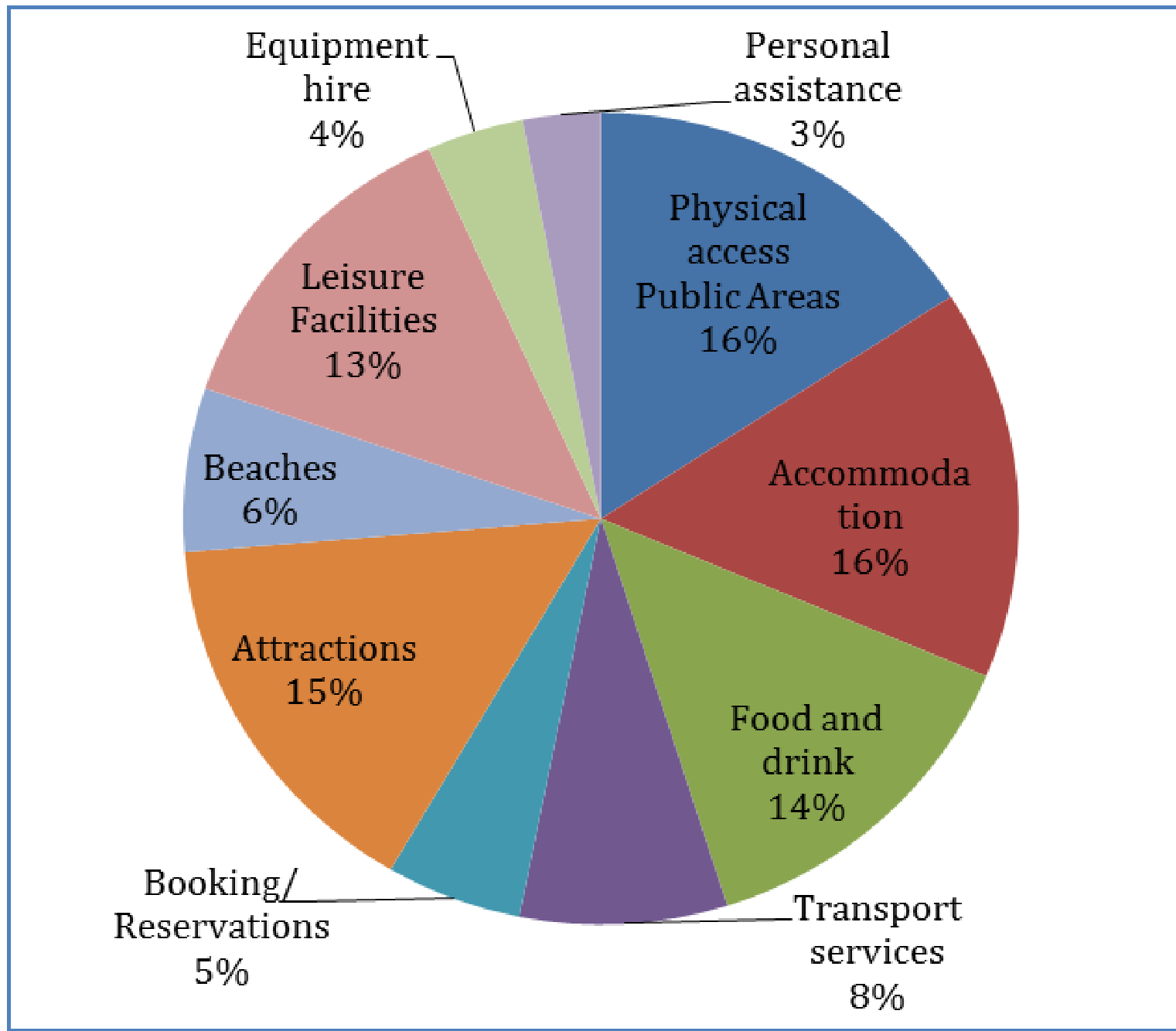
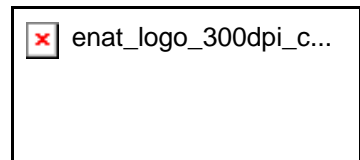
The study identified 313,286 accessible tourism suppliers in EU Member States. (9% of all tourism suppliers)

- Over 3 million tourism businesses in Europe are not prepared to cater adequately to the accessibility market.
- By 2020, an additional 1.2 million enterprises need to provide accessible services in order to meet forecasted demand.

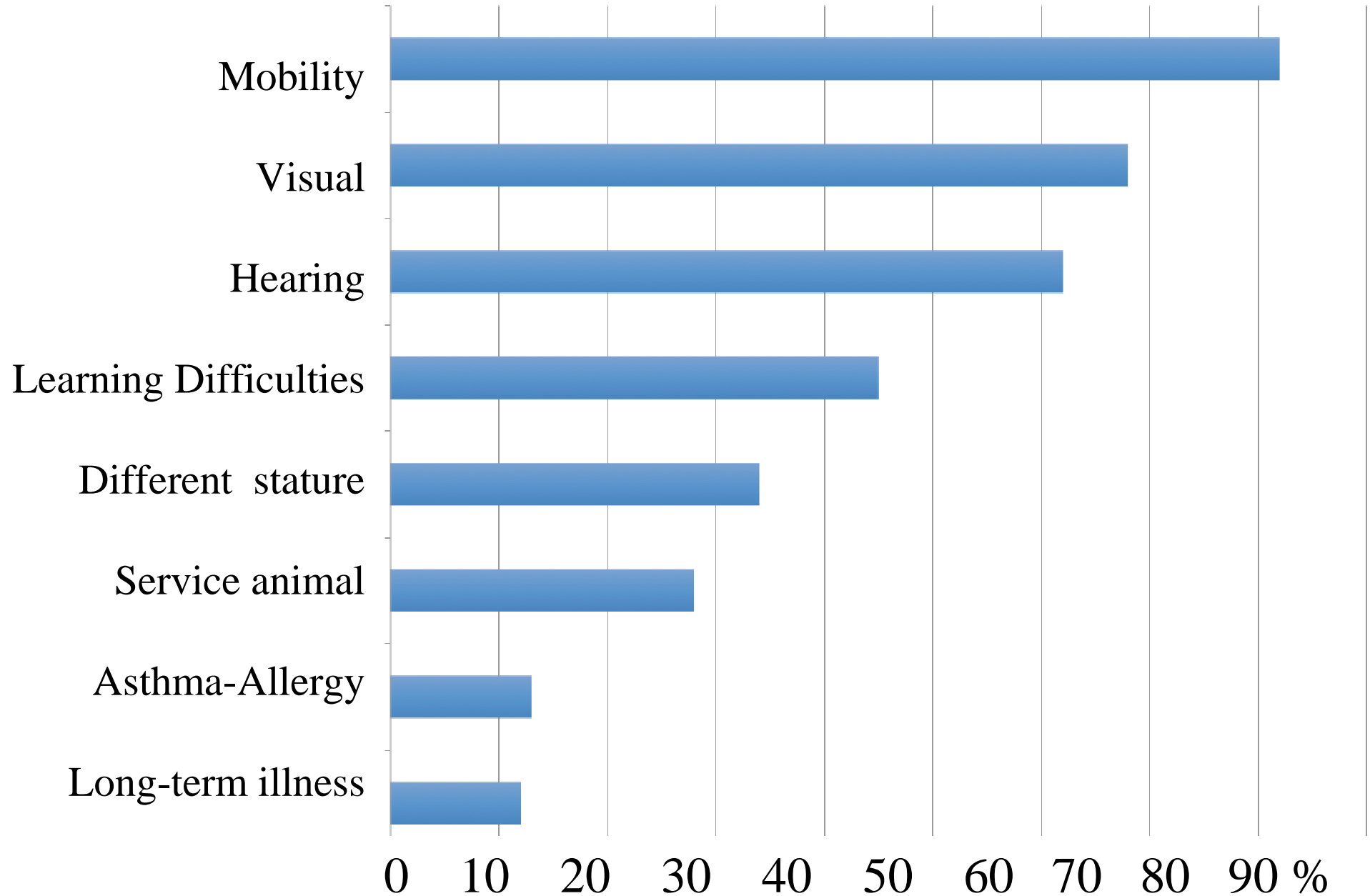
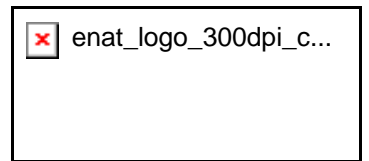
Accessible Tourism Suppliers in Europe



Accessible Tourism Services in 79 National and Regional Access Information Schemes (%).



Frequencies of Types of Access Needs Covered by National and Regional AIS.

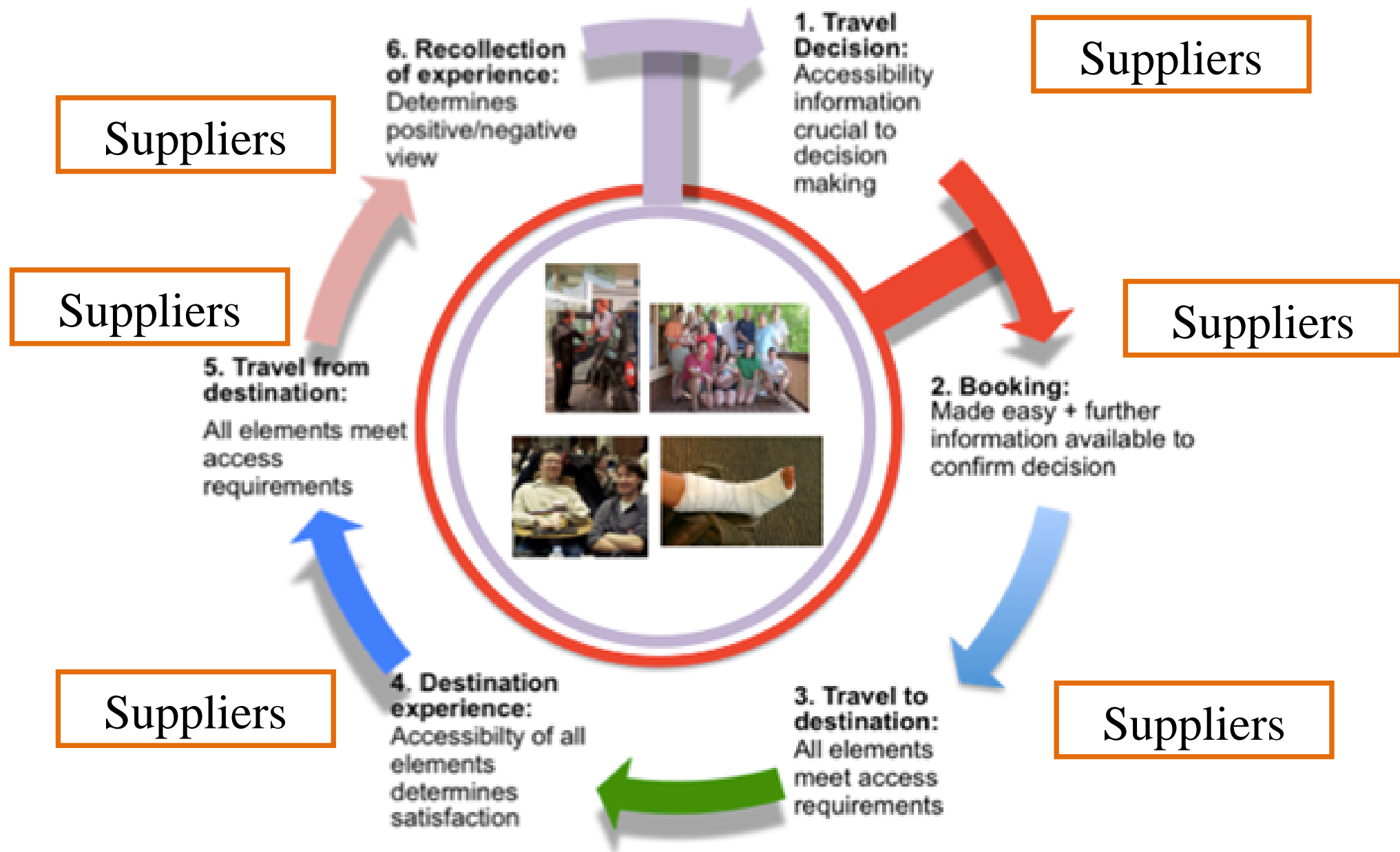


Initiatives by
National Tourist Boards
and Destinations
to improve the product and
promote Accessible Tourism

NTO and Business Challenges

- Understand the market
- Staff training
- Supply chain development
- Develop the offer
- Information and marketing

The Visitor Journey



Developing the tourism supply chain: ...the 4 essentials

Accessible...



- ✓ **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...

...throughout the entire delivery chain

Making Customer Service Accessible

Step 1 Improve knowledge and skills

- Train managers and staff







Step 2 Improve the offer

- Analyse infrastructure and services
- Make an Accessibility Action Plan
- Implement the Plan

Step 3 Communicate!


- Provide more and better information about accessible facilities and services
- Use appropriate images in marketing
- Adopt the Universal Design approach to engage with all your customers

BarcelonaTurisme
Visit Barcelona
BcnShop
Professionals
Barcelona Convention Bureau


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**visit
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[ACCESSIBLE
TOURISM](#)
[ZOOMIN](#)

PRACTICAL GUIDE
GASTRONOMY
SHOPPING
WHAT TO VISIT
THINGS TO DO
ENJOY BCN



100 REASONS TO VISIT BARCELONA
REASON N° 1
**BARCELONA, FOR
ACCESSIBLE TOURISM**



Plan your trip

Will the weather be fine in Barcelona? Will people understand what I'm saying? Take a look and you'll find the answer to some of the most frequently asked questions before you pack your case.



Must see

Wherever you are in Barcelona, there's always something to see around the neighbourhood or district: jewels of home-grown Catalan architecture, modernisme, and contemporary architecture, markets that are a treat for the senses, treasures of the ancient



Buy your tickets

Tours, museums, leisure, entertainments, tickets... At BCNSHOP you'll find the services, activities and experiences the city offers so you can plan your visit to Barcelona. Enjoy discounts and other great offers!

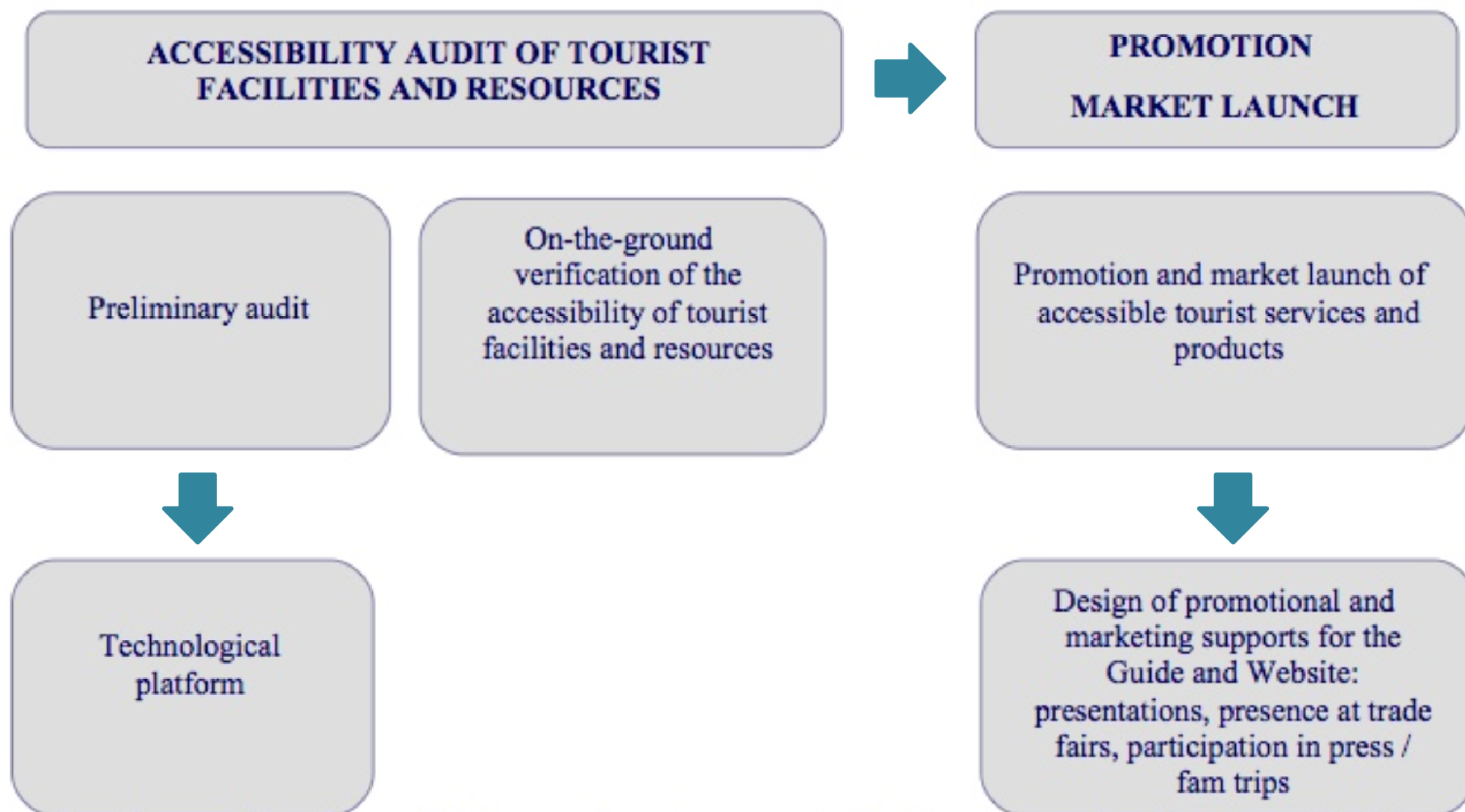


Move around


Barcelona and its metropolitan area have a wide range of public transport options, so that you can get to where you want to go in the city easily and conveniently.

Catalunya Accessible Tourism Plan (2008)







Access Audit > Marketing > Promotion




Participation of both **public and private stakeholders** in the **tourist industry**.


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Barcelona, for accessible tourism

[Home](#)
[Accessibility](#)
[Contact us](#)

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[WHAT TO VISIT](#)
[TRANSPORTS](#)
[OTHER SERVICES](#)
[WHERE TO SLEEP](#)


[Barcelona, an accessible experience](#)

[FAQ](#)





Welcome to Turisme de Barcelona's website for disabled people.


Museums adapted for the blind and partially sighted, hotels without barriers, accessible beaches and sign-language tours... are some of the options available. Whether you're a visitor or looking for accessible ways to discover your city, you've come to the right place. We invite you to navigate our wide choice of suggestions!


PICTOGRAMS USED

By type of impairment


VISUAL (blind or visually impaired)



HEARING (deaf or hearing-impaired)


MOTOR (PRMs or wheelchair users)



COGNITIVE (people with learning difficulties and intellectual impairment)

[More pictograms](#)


WHAT'S ON THIS WEBSITE

What to Visit



A search engine for accessible places of interest for each type of disability. Museums, parks, beaches, unique buildings, monuments and World Heritage sites.

Other services


Here you'll find tourist information offices, options for visits and tours or adapted sports, as well as specialised travel agencies or orthopaedic shops.


Transport


Lists accessible transport facilities as well as obstacles, to help you get to Barcelona and get around the city, either by metro, bus, tram or the Barcelona Bus Turistic.

More...



Search engine for Accessible hotels in Barcelona, and activities for everyone... Use the Contact form to send us your comments!

HIGHLIGHTS




EASY Walking Tour GÒTIC (New!!)

If you are a wheelchair user or you...




Fully adapted apartments

For short stays in Barcelona there are fully adapted apartments with all sort...



Accessible experiences in Barcelona

See the list of travel agencies...



"Tourism for everyone" website

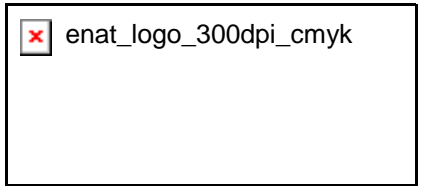
A website about accessible tourism in Catalonia, with a selection of 23...

“Tourism for All” means: Great Experiences for Everyone



Barcelonaturisme.com

Brighton, UK. Accessible Photo Route



VisitBrighton worked with PhotoRoute to improve the accessibility of the destination.

- **PhotoRoute** helps visitors to plan their trip.
 - **Step-free routes** routes in the destination.
 - **Maps** with directional arrows and photos.
 - **Links** to accessible accommodation
-
- Particularly aimed at people with disabilities, older visitors, the elderly, parents with pushchairs and visitors who speak English as a second language.
- <http://photoroute.com> **Mobile app.**



Brighton, UK. Accessible Photo Route



PhotoRoute

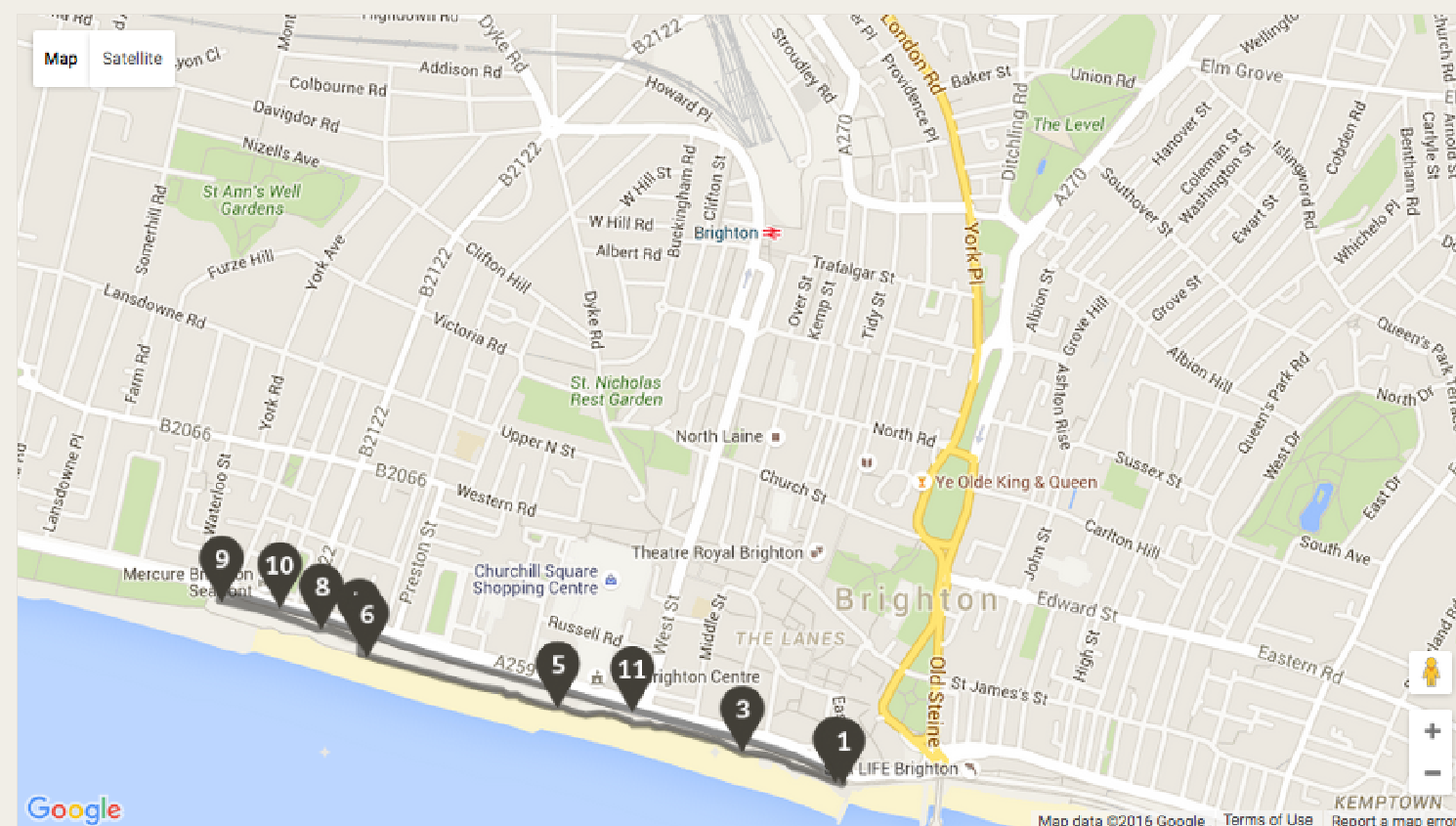
[Home](#)
[Markets](#)
[Maps](#)
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Brighton Pier along the seafront → West Pier and returning along King's Road

[View the printable version of this map](#) [Embed this map](#)

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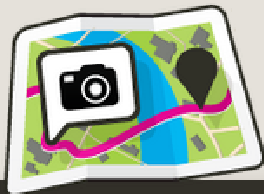
2.7 kilometres



A step free tour of Brighton's beachfront passing Brighton's West Pier markets, children's playgrounds, petanque courts, cafes and seaside bars.

For more information on the city: www.visitbrighton.com or telephone +44 (0) 1273 290337.

Brighton, UK. Accessible Photo Route



PhotoRoute

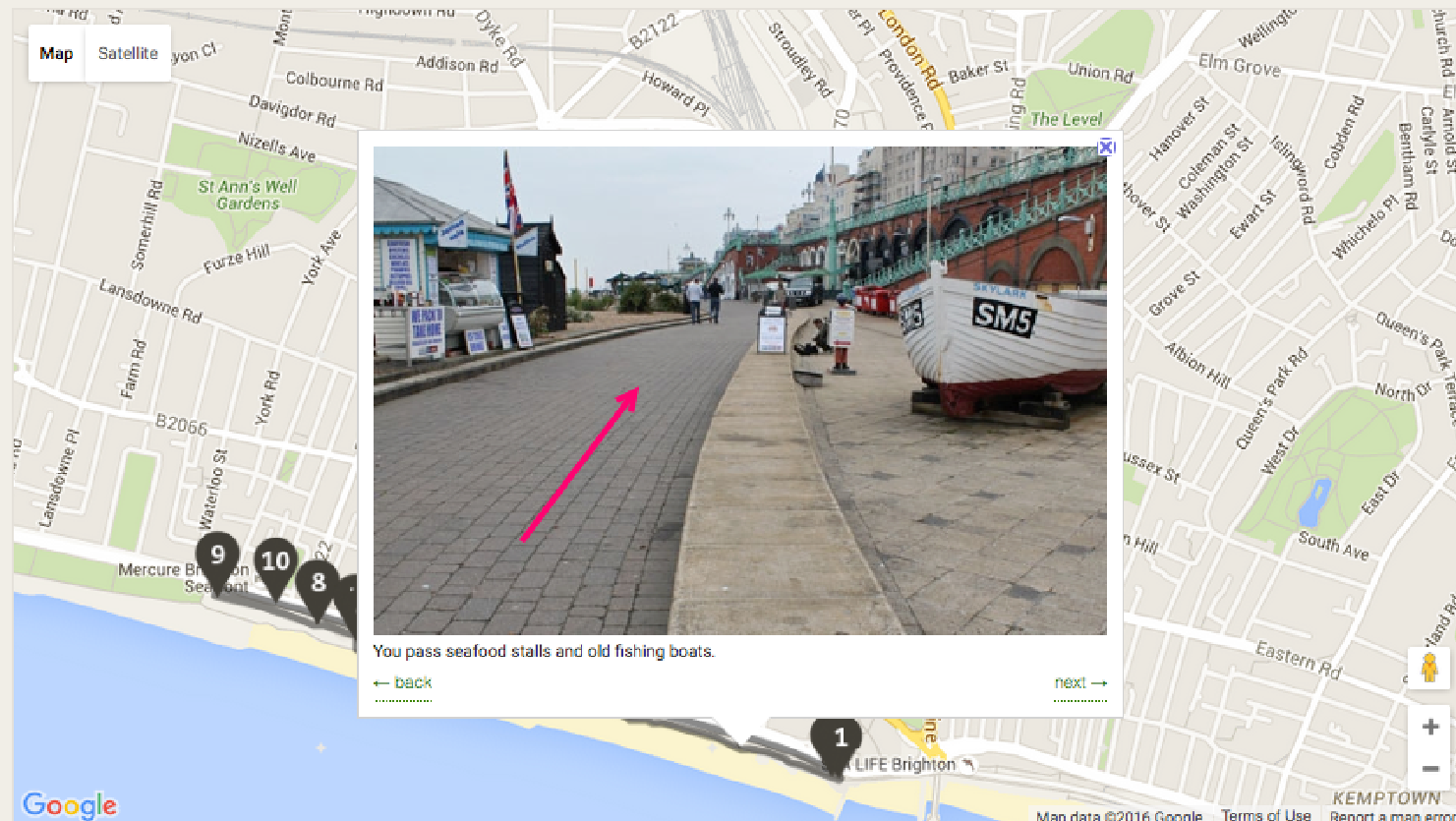
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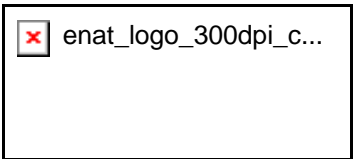
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Improving Accessible Tourism Business Supply Chains

“Mainstream” Providers Adapting to AT Market

✖ enat_logo_300dpi_c...



Take a look at
our new TV ad



Call our UK agents FREE
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Buy Online

Single trip
travel insurance

Annual Multi trip
travel insurance

Cruise
travel insurance

Medical
travel insurance ▼

Over 50's
travel insurance

More
from Avanti ▼

<https://blog.avantitravelinsurance.co.uk/2016/03/15/accessible-holiday-destinations/>

< Blog Home

The Most Accessible Holiday Destinations



Where To Go For a Worry-Free Holiday

For the estimated 650 million people in the world living with a disability, going on holiday can be a stressful experience. For a hassle-free trip try heading to one of these top accessible and disability-friendly locations.

Everyone loves a holiday, but for people with limited mobility due to disability or medical condition such as **arthritis**, **COPD** or the after-effects of a **stroke**, going on vacation can often be a stressful and frustrating experience.

Luckily, more and more destinations and holiday companies are cottoning on to the fact that accessibility is a key consideration for many holidaymakers, and facilities are being adapted accordingly. If you're looking for an accessible, worry-free holiday, try heading to one of these disability-friendly holiday locations.

Get a Quote or Buy online

Search for:

Search

Recent Posts

Cycling Holidays For Over 50s
A Gastronomic Holiday in Provence
The Most Accessible Holiday Destinations
Walking Holidays in the Czech Republic
Our Favourite Holiday Bargains of 2016

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Avanti Evergreen
Brenda and Teds Adventures
Company News
Insurance News
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Travel Blog
Travel Destinations
Uncategorized
Useful travel tips

Accessibility Information & Marketing

The European Accessible Tourism Directory,
<http://pantou.org>

Pantou



European Accessible Tourism Directory



- Pantou is the Greek word for "everywhere"
- Identifies all kinds of suppliers who provide accessible tourism services
- The accessibility of the supplier's service(s) is audited either by:
 - An international / national / regional Accessibility Information Scheme (AIS), **or** by
 - A **Pantou Access Statement**, provided by the supplier (self-assessment)

www.pantou.org

Pantou

<http://Pantou.org>



enat_logo...



The European Accessible Tourism Directory

- Funded by European Commission
- Supports Tourism SMEs
- Includes over 70 types of services, e.g. cultural heritage, accommodation, equipment suppliers, tourist guides...
- Covers ALL customer types and access needs
- Over 500 suppliers already registered
- Free of charge

Recently Registered



Verona in tandem
Verona, Italy

Verona in tandem is a new and accessible touristic offer for persons with sensory disabilities and tourists in general. Verona in tandem offer a...



Planet Viaggi Responsabili
Verona, Italy

Planet Viaggi Responsabili is a tour operator that organizes and promotes tours and touristic services of responsible and



Gites La Tarente
Montfrin, France

"La Tarente" - the gite is named after a local species of gecko - is situated in the centre of the historic Templar village of Montfrin on the...



prosvasis
Patra, International
Online platform with accessible tourist places in Greece.



Saint Clément Esprit Nature
Camboult, France

We welcome everybody, with handicap or without handicap at our home. Near Quercy Natural Park and the middle age town Figeac. We rent fishing...



CL Design
Bellevue, United States

Making travel, tourism & destination websites a better, accessible experience for the disabled, aging and everyone else. If you have gone to...



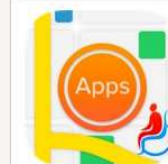
Palácio da Lousã Boutique Hotel
Lousã, Portugal

The Palácio da Lousã is an emblazoned building of the XVIII century, formerly palace of Viscondessa do Espinhal, it is



Gite La Môtairie
Varazay, France

Sur une exploitation agricole, Nathalie et François vous accueillent dans leur gîte rural rénové, indépendant, situé à proximité de leur maison....



AppsMapper
Herzlia, Israel

An iPhone/iPad app and website which show available iOS apps for accessible tourism, enabling users to find apps that are relevant to



Turkey Accessible Travel
Aydin, Turkey

Providing wheelchair accessible transportation for travelers with physical challenges in Istanbul, Izmir, Kusadasi Ephesus Turkey.



Bulgarian Tourist Union
Sofia, Bulgaria

BTU - BULGARIAN TOURIST UNION

- Information
- Reservations



Parques de Sintra - Monte da Lua, S.A.
Sintra, Portugal

The "Parques de Sintra Welcome Better" project is underway to improve access to the parks and palaces that are managed by Parques de Sintra....



Cooperativa Centro Servizi Foligno
Foligno, Italy

The "Centro Servizi Foligno" is a type B social cooperative founded in 1996. The social purpose of the cooperative is to promote and to



Metro4All
Moscow, Russia

Metro4All is an accessibility and navigation project made for 2 purposes:
1) collect and analyze data on accessibility of public transport...



Mobility Scooters Menorca
Alaior, Menorca, Spain

In my opinion, Menorca is the prettiest, most tranquil, authentic and accessible island of the Balearic Islands. Mobility Scooters.



TourNelSud.com - Green Holiday Tour Operator
Bari, Italy

Located in Puglia, TourNelSud.com - Green Holiday Tour Operator aims to improve local tourism incoming-systems by



Mais que Cuidar
Lisboa, Portugal

Equipment Hire, Loan, Repair and



Hotel du Viaduc
Taroncon, France

Our travel agency has more than 30 years of inbound experience for tourism organization all over Italy with special attention for



VIAGGI CARMEN
APRILIA, Italy

Our travel agency has more than 30 years of inbound experience for tourism organization all over Italy with special attention for



Swap-Able.com
Dublin, Ireland

Swap-Able.com is a website, which allows people with reduced mobility to swap or rent their adapted properties with other people who have similar...

Cooperating Accessibility Information Schemes

- Reference accessibility information linked from the supplier's profile page

Accessibility Information Scheme	Country or Region	Website
Acces City	Belgium	http://www.accesscity.be
Brussels for All	Belgium	http://www.brusselvoorallen.be/?lang=fr
Toegankelijk Vlaanderen	Belgium	http://toevla.vlaanderen.be/publiek/nl/register/start
Disway	Czech Republic	http://www.disway.org/
Jedemetaky	Czech Republic	http://www.jedemetaky.cz/
Handistrict	France	http://handistrict.com/
Jaccede	France	http://www.jaccede.com/en/
Tourisme et Handicaps	France	http://dgcisth.armadillo.fr/app/photopro.sk/handicap/?#sessionhistory-ready , http://www.tourisme-handicaps.org/
Access Iceland	Iceland	http://www.gottadgengi.is/
ANGOLOGIRO	Italy	http://www.accessibilitagarantita.it/
Like Home	Italy	http://www.likehome.it/ita/home_ita.html
Südtirol für alle	Italy	http://www.suedtirolfueralle.it/
Turismabile	Italy	http://www.turismabile.it
Village for All	Italy	http://www.villageforall.net/en/cerca-struttura/
Portugal Acessivel	Portugal	http://www.portugalaccessivel.com/default/home/id/1
Motivation Accessibility Map	Romania	http://www.accesibil.org
Zavod Premiki	Slovenia	http://premiki.com/?page_id=6
Agencia Catalana de Turisme	Spain	http://www.turismeperatothom.com/en/
OpenBritain	United Kingdom	http://www.openbritain.net
The National Accessible Scheme (England)	United Kingdom	http://www.visitengland.org/busdev/accreditation/nas/
Tourism for All UK	United Kingdom	http://www.tourismforall.org.uk/TFA-Directory.html



Pantou Supplier Profile (webpage)

Supplier Name

Customer groups

Service information

Service description

Link to Accessibility information
AIS “Tourisme et Handicap”

Website:

<http://maison-charolais.com>

Address:

43 route de Mâcon

Postcode:

71120

Telephone:

0385880400

Email:

maisonducharolais@orange.fr

Pantou Beta


Supported by the European Commission

Promoting Accessible Tourism in Europe

Home Suppliers Visitors Map View (demo) About Access Statement Accessibility Info Press & Media Contact Log In

Home > REGIE MAISON DU CHAROLAIS

REGIE MAISON DU CHAROLAIS



REGIE MAISON DU CHAROLAIS
CHAROLLES, France

Service description:
Museum about Charolais cows and Charolais Beef Tasting Point.

Website:
<http://maison-charolais.com>

Address:
43 route de Mâcon

Postcode:
71120

Telephone:
0385880400

Email:
maisonducharolais@orange.fr

Customer Groups

- Small Children
- People with motor impairments
- People who use a wheelchair
- People who are deaf or have hearing impairments
- People without speech or with speech impairments
- People who are blind or have vision impairments
- People with learning difficulties, autism, other cognitive and developmental impairments
- People with service animals

Services Information

Food and Beverage:
Restaurant

Transport:
Disabled Vehicle Parking


Indoor Attractions:
Museum or gallery

Information & Booking:
Guide books, leaflets, tourism information
Audio/Video guide, smartphone application
Accessible Tourism Network





Outdoor Attractions:
Childrens' playground

Conference and Exhibition:
Trade and exhibition centre

Accessibility Information

Scheme:
 [Tourisme et Handicaps](#)

Country:
France

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Pantou Supplier Profile

Supplier name

Customer groups

Service description

Services information

Link to Accessibility information
Pantou Access Statement

Website:

<http://www.algarveseniorliving.com>

Address:

Apartado 17, Lagos

Postcode: 8601901

Telephone: 00351965683054

Email:

info@algarveseniorliving.com

The screenshot shows the website for Algarve Senior Living. At the top, there is a navigation bar with links: Suppliers, Visitors, Map View (beta), About, Access Statement, Accessibility Info, Press & Media, Contact, and Log In. Below the navigation bar, the website title "Algarve Senior Living" is displayed. The main content area is divided into two columns. The left column contains a "Service description" section, which includes a paragraph about the Algarve Senior Living website and a list of services. The right column contains a "Customer Groups" section, which lists various groups of people who can benefit from the services. At the bottom of the page, there is a "Pantou Access Statement" link. Red arrows point from the labels on the left to the corresponding content on the website: "Supplier name" points to the website title, "Customer groups" points to the "Customer Groups" section, "Service description" points to the "Service description" section, "Services information" points to the "Services Information" section, and "Link to Accessibility information" points to the "Pantou Access Statement" link.

Algarve Senior Living

Logos, Portugal

Service description:

www.algarveseniorliving.com is the Algarve's first primarily rental-based offering for seniors. Options range from a one-month stay to a second retirement. Our offerings include accommodation options and a list of services to which we have added multiple activities and services including a regular medical package (this is for independent seniors and should not be confused with assisted living). Recently added to our portfolio, and uniquely placed on the Arade River, with spectacular views over the Algarve's second largest river, our river view option perfectly complements our sea and country view villages located close by. Located within the authentic Portuguese village of Ranchal, and within walking distance of the popular fishing village of Ferragudo, with its myriad river and beachfront restaurants, frequent operator markers and fishing boats, this is for guests who want easy access to everything a city has to offer, without being in it. The river view 1 and 2 bed apartments are Algarve Senior Living's first move into urban senior living. Although the site is located in a very tranquil riverside location, its views of the city of Faro, the Algarve's second largest, the panoramic views of the several bridges over the Arade River, including the modern design of the structure over the EN125 national road, demonstrate that tranquility and urban living can co-exist in close proximity. The on-site restaurant, outdoor swimming pool, heated indoor pool, gym, steam room, jacuzzi, sauna and the site's most unique feature, a private jetty which allows guests to get to river travel to the closest villages and towns, ensure easy urban living, at your home away from home. The site is fully prepared for guests with limited mobility: elevators, ramps (including pool and room terrace ramps), handrails, wide doors and shower access ensure that all guests can enjoy the site and what it has to offer. No car is required, although the site offers free covered underground parking for any guests who bring or rent a vehicle. Within easy walking distance are several grocery shopping options, on-site restaurants, a theatre and conference centre venue, and of course the lovely village of Ferragudo and the city of Faro. The flexible accommodation allows 1 bed self-catering apartments to be extended to 2 bedroom apartments, meaning family and friends can enjoy a separate private suite within the same apartment. Regular bus services allow guests to do their shopping or easily visit their favourite mall or cinema. The train station is merely a walk away and means that the entire Algarve coastline, from Vila Real to Lagos, can be visited in a relaxed and inexpensive fashion.

Website:
<http://www.algarveseniorliving.com>

Address:
Apartado 17

Postcode:
8601901

Telephone:
00351965683054

Email:
info@algarveseniorliving.com

Customer Groups:

- People who use a wheelchair
- People requiring personal assistance (non-medical carers/nurses)

Services Information:

- Accommodation:
Hotel apartment
- Food and Beverage:
Restaurant
Café, bar/lounge
Other food and beverage
- Transport:
Disabled Vehicle Parking
Bus ride/vacation
Local transport for people with disabilities
Bus clock/manna
- Health, Spa and Wellness:
Health, wellness treatment
Spa
Sauna
- Indoor Attractions:
Other indoor attraction
- Information & Booking:
Tour operator
- Personal and Personal Assistance:
Personal assistance (including professional travel companion service)
Other assistance
- Outdoor Attractions:
Garden, park or arboretum
Beach and related infrastructure
Children's playground
- Sports Activities and Facilities:
Walking, hiking, mountain walking
Swimming pool
Sailing, rowing, kayaking, windsurf, kitesurf, water ski, jet ski and other watersports
Golf
- Health:
Pharmacy
- Facilities:
Tour and travel guide service (e.g. on coach tour)
- Health and Safety:
Health/medical first aid service
Therapeutic services (e.g. physiotherapy)
- Equipment Hire, Loan, Repair and Purchase:
Mobility aids (wheelchair, crutches, cane, walker, beach wheelchair, etc.)
Bathrooms, clothing and bedding

Accessibility Information:

Scheme:
Pantou Access Statement

Country:
International

The European Accessible Tourism Directory

- **Customers** can find accessible tourism suppliers across the whole of Europe in one website.
- **Suppliers** can find business connections, stimulating growth and development
- **Creating** accessible supply chains
- **Building** accessible tourist destinations.

Pantou

Accessible Destination Case Studies

- ◆ Lack of accessible services and facilities must be addressed by convincing businesses to invest in the provision of such services.
- ◆ The business case for investment in the field of accessible tourism is demonstrated in 15 Accessible Tourism Case Studies
 - London, United Kingdom
 - Frankfurt, Germany
 - Arona, Spain
 - Stockholm, Sweden
 - Lousã Accessible Destination, Portugal
 - Paris - Ile de France, France
 - Disneyland Paris, France
 - Slovenia NTA, ŠENT NGO and Premiki, Slovenia
 - Moravia-Silesia and Tešín, Czech Republic
 - Athens Historical Centre, Greece
 - Trentino, Italy
 - Schloss Schönbrunn, Vienna, Austria
 - Hérault, le Languedoc, France
 - Barcelona Cruise Destination, Spain
 - Rovaniemi, Finland

<http://www.accessibletourism.org/?i=enat.en.reports.1739>

"Bloggers": Your Sales Agents

✖ enat_logo_300dpi_c...

MartynSibley



Everything
is
possible



...WHEN YOU BELIEVE!

EDITED BY:
NICHOLA DAUNTON



ACCESSIBLE HUSKY DOG SLEDDING IN FINLAND

03/02/2016 — 0 COMMENTS

BIGGER PICTURE

434
SHARES



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ABOUT MARTYN SIBLEY



My name is Martyn Sibley. I am a regular guy who happens to have a disability called Spinal Muscular Atrophy (SMA). This means I cannot walk, lift anything heavier than a book or shower myself. Nonetheless I run **Disability Horizons**, am the author of '**Everything is Possible**', I have a Degree in Economics & a Masters in Marketing. I love adventure travels (including an epic visit to Australia), I have great people in my life (including my soul mate), I drive my own adapted car, run my own business, have flown a plane, enjoyed skiing & SCUBA diving, and live independently on earth.

www.martynsibley.com

Video Blog - Europe Without Barriers - Day 8 - June 2015 - Ljubljana a...  



2:22 / 2:22



YouTube



“Bloggers”: Your Sales Agents

“I wish AISM the best of luck with the rest of this project (they will feedback to the vendors and the Commission).

My biggest hope is that the occasional issues we faced are turned into positives, by creating change. Mostly by showing what is possible, I hope many more disabled people feel confident to travel” 😊

Martyn

Tweets @ [martynsibley](#)

World Changer @ www.martynsibley.com

LinkedIn Profile @ www.linkedin.com

Co Founder @ www.disabilityhorizons.com

Healthy Goodness @ www.todaherbal.co.uk



ENAT on Social Media, Web and Contact Address



ENAT Facebook

<https://www.facebook.com/accessibletourism>



Twitter <https://twitter.com/euaccesstourism>



ENAT LinkedIn

Group <https://www.linkedin.com/grp/home?gid=4003674>



ENAT Facebook Group

<https://www.facebook.com/groups/accessibletourism/>

Web: www.accessibletourism.org

Email: enat@accessibletourism.org

Thank you

Photo credits:

Avanti Insurance

Catalunya Tourism Agency

EWORX S.A.

Ivor Ambrose

Innsbruck Tourist Information Bureau

JOB Beach Wheelchairs

Martyn Sibley

PhotoAbility.net

Virgin Airlines

VisitBritain

VisitEngland

VisitFlanders