FAQ – Frequently Asked Questions

# **What is accessibility?**

Accessibility covers all appropriate measures to ensure people with reduced mobility have equal access to the physical environment, to transport, to information and communication, including information and communication systems and technologies, and to other facilities and services open or provided to the public, both in urban and rural areas.

# **What is accessible tourism?**

Accessible tourism allows all visitors, whatever their abilities, to take full advantage of the tourist experience offered by destinations.

As Lillian Muller, the former president of ENAT (the European Network for Accessible Tourism) remarked almost a decade ago:

“Elderly people who want to continue travelling and who are able to do so will soon reach 25% of the European population. To this figure, we should add the 50 million disabled people in Europe who want to go on holiday with their families and friends, and we realise that up to 130 million people in Europe alone would benefit from easier access to travel and tourist services.”

# **Who is accessible tourism for?**

The aim is to ensure that locations and services are adapted to as many people as possible, including people with reduced mobility. These of course include people with a disability (which could be mental, sensory or motor), but also the elderly, families with young children, pregnant women, parents with a pushchair, people with a plaster cast and many others.



Back in 2004, the report on Economic Impulses of Accessible Tourism for All stated:

“An accessible environment is a crucial requirement for 10% of the population, it is necessary for 30-40%, and it is comfortable for 100%.”

# **What are the advantages of accessible tourism?**

Irrespective of the number of people with specific needs, all hospitality industry professionals must take into account all of their visitors when choosing or offering a destination, a stay or a visit.

By making your destination accessible, you open your business up to a share of an ever-growing market.

Testimony from a person with reduced mobility:

“A few years ago, I was invited to a wedding. With family and friends coming from far and wide, the couple decided to book an entire hotel to put up their guests. As I am a wheelchair user, the bride and groom chose an accessible hotel. That hotel hosted around a hundred guests in one night! If it hadn’t been accessible, a competitor would have taken everyone.” – Nino, Rome.

# **What is the chain of accessible tourism?**

A chain is only as strong as its weakest link. Tourism can be compared to a chain, made up of several links such as arrival, accommodation, restaurants, shopping, transport, and tourist attractions. If just one of these elements is not accessible, then the quality of the entire visit is affected for a person with reduced mobility.

According to the World Bank (2011), 15% of the population has a disability – almost one in seven people!



Failing to have a hospitality chain that is completely accessible, or even failing to let visitors know that you are accessible through tourist information and promotion, not only leads to the exclusion of one in seven people, but also means excluding yourself from a growing market share.

# **What are the objectives of the 2nd World Summit on Accessible Tourism – Destinations for All?**

**The 2nd World Summit on Accessible Tourism – Destinations for All 2018 aims to support the implementation of the World Tourism Organization (UNWTO) recommendations on tourism that is accessible for all.**

It should also be noted that the new sustainable development goals adopted by the UN in September 2014 recognise accessibility and inclusion of disabled people as one of the principles of sustainable development.

The summit will enable us to measure the progress made since it was first held in 2014, to move towards the international normalisation of accessibility, of the availability of information and of practices and services offered to people with specific needs.

# **What are the main focuses of the Summit?**

**List of themes and topics**:

The Summit has 23 well-balanced sessions around five core topics: destination management, hosting and security, accommodation, transport and mobility, and leisure products and activities.

The full list of topics is available online:

<https://www.destinationsforall2018.eu/en/news/unveiling-parallel-sessions-themes/>

**Preliminary Summit programme (available in 3 languages):**

The updated programme is available online, in three languages (French, Dutch, English). You can find the topics, a description of the sessions and the speakers, all regularly updated, by visiting this link:

<https://www.destinationsforall2018.eu/en/programme/programme-at-a-glance/>

**2nd World Summit on Accessible Tourism - Destinations for All:**

Brussels, 1-2 October 2018

The Egg Conference Centre

<https://www.destinationsforall2018.eu/>

**About CAWaB**

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*Since 2006, the Collectif Accessibilité Wallonie-Bruxelles has served as the umbrella organisation for about 20 associations representing people with reduced mobility as well as experts in the field of accessibility. It advocates for universal accessibility in the spirit of the UN Convention on the Rights of Persons with Disabilities.* <http://www.cawab.be/>

**About Kéroul**

*Kéroul is a non-profit organisation, which promotes and develops accessible tourism and culture for persons with limited physical ability. Founded in Montreal in 1976, Kéroul is a key consultant on accessibility issues for the Ministry of Tourism of Quebec.*<http://www.keroul.qc.ca/>

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