**PRESS RELEASE**

For immediate release

Accessible Tourism: People with Reduced Mobility Want to Travel Like Everyone Else.

**People with reduced mobility make up 35% of the population and rarely travel alone. It is in the tourism sector’s interest to develop accessible destinations for a section of the population that expects only one thing: to be able to travel as easily as everyone else!**

“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. The hotel hosted around a hundred guests in one night! If it hadn’t been accessible, a competitor would have taken everyone.” – Nino, Rome.

Accessibility affects people with disabilities and their families, but also elderly people (a constantly growing portion of our societies), families with young children, pregnant women, parents with pushchairs, people with a plaster cast, and any other person with specific needs.

If we compare tourism to a chain, it is made of several links including arrival, accommodation, restaurants, shopping, transport, and tourist attractions. A chain is only as strong as its weakest link. If just one of these elements is not accessible, then the quality of the entire visit is affected for a person with reduced mobility. Ensuring a reception chain that is entirely accessible and publicised opens up access to a share of an ever-growing market.

It is by sharing and disseminating good practices on tourist destination accessibility that the Organising Committee of the 2nd World Summit on Accessible Tourism seeks to enable tourism development in a way that allows all visitors, whatever their needs, to really make the most of the tourist experience offered by their destinations. The summit will be held in Brussels (The Egg) on the 1st and 2nd of October 2018.

**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/*](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/*](http://www.keroul.qc.ca/)

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