

The ALL FOR ALL Program Implementation

Presentation abstract

How important is it for Portugal to become a destination accessible to all? It will help to distinguish the offering among customers and to open up new demand segments and business opportunities. But most of all, Accessible Tourism adds value to Portugal as a tourist destination and its purpose: Hospitality and Warm Welcome.

The National Tourism Strategy 2027 establishes guidelines to make Portugal a destination accessible to all by creating conditions to receive tourists with special needs in tourist services, implementing programs to develop accessible tourist destinations and assuring information about accessibility in tourist services.

Main methods of implementation: Institutional partnerships between Public/Private entities; Networking between private tourism agents; Technical tools to facilitate qualification of tourism players and spread best practices.

The "ALL FOR ALL - Portuguese Tourism", launched by Turismo de Portugal and addressed to all national tourism players, wants their mobilization in a concerted action to make Portugal a tourist destination increasingly accessible to all. It aims to the adaptation and improvement of the tourist supply and its dissemination and promotion to all tourists. The ALL FOR ALL Program has its own channel, where technical information and useful content (videos included) about accessibility will be disseminate to tourist agents, to clarify that the supply's adjustment lays in small gestures or adaptations, which do not always require big investment. The "ALL FOR ALL Program" also includes a financial support for the creation of accessibility in tourist establishments, tourist entertainment companies, restaurants, travel agencies, also public spaces, and cultural facilities, in which the Turismo de Portugal has allocated 13 million euros, to finance companies and public entities projects. In addition, visitportugal.com, the tourist promotional site, displays an online channel dedicated to accessible tourism, where accessible itineraries in historical city centers of Portugal (mainland, Madeira and Azores) can be found.

The focus on accessibility is directly related to the purpose of the country: "warm welcome". Building an accessible tourist destination for all, we are responding to the needs of each and every one, providing a better service and enhancing for more tourists.

Lead speaker : Helena Ribeiro

Organisation : Turismo de Portugal

City (Country) : Lisbon(Portugal)

Biography : Degree in tourism business management. Working in tourism since 1994. Accessible tourism project manager in Turismo de Portugal, IP.

2nd speaker :

Organisation :

City (Country) : ()



Biography :