



World Summit on Accessible Tourism

Destinations for All

Brussels 1-2 October 2018



Inclusive Flanders: a total experience

Ewoud Lagring

Inclusive Flanders: the movie

Flanders wants you to feel...

Heading for a holiday destination for everyone ...



... but how?

It all started with an action plan: simultaneous attention to

- Accessible infrastructure and service
- Training & awareness raising
- Reliable information

= basics!



Infrastructure and service



- All grants (not only specific ones): always connected to high accessibility standards
- Brochure with technical guidelines and standards (aka ‘the bible’)
- Tailormade advice for the tourism industry
- Objective screenings and advice by Inter, the Flemish accessibility agency

Training and awareness raising

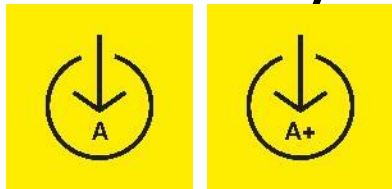
- Trainings for the tourism industry: demand based and tailormade
- Peer networks
- Tips & tricks, also in hands-on brochures
- Visit Flanders awards
- Stories



Information: inclusive approach

Focus on facilities, rather than disabilities

- Information point
- Objective screenings
- Accessibility label



- Brochures and [www.visitflanders.com/
accessibility](http://www.visitflanders.com/accessibility)



Experience from Flanders (with love)

1. Accessible tourism is tourism



2. Accessibility is a matter of quality

Experience from Flanders (part two)

3. You can start with the low hanging fruit, but don't settle for it

- Depends on the situation in your region
- Start with the basics, then move on
- Partner up to tackle more delicate matters, like disclosing heritage
- Go for an all-in, multisensorial travel experience
= benefits everyone!
- Again: inclusive approach



Experience from Flanders (part three)

4. Focus on geographical entities (pieces of the puzzle)

- What are your strengths? What do tourists want to visit? = start
- Holiday value chain: places to stay & visit, food and drinks, transport, parking, toilets, care and assistance, medical devices, ...
- Define relevant partners and ... cooperate, cooperate, cooperate
- Bringing the pieces together = puzzle is complete (Flanders: art cities, coast, Flanders Fields)

Experience from Flanders (part four)

4. Geographical entities: Bruges as a best practice

Cooperate

- Flemish accessibility agency Inter: screenings
- Visit Bruges
- Bruges' social services
- Technical department of the city
- People with disabilities

Start from an existing heritage route -> Bottleneck walk with everyone involved ->

Adapt the route where necessary

Experience from Flanders (part five)

4. Geographical entities: Bruges as a best practice - information

- Map with detailed route description
- Brochure with tourist information AND detailed accessibility

information



6 Historium

Relive the golden age of Bruges! Seven historic themed rooms take you back in time to a day in 1435, including through film and special effects. Hear the romantic story of Jacob, an apprentice of Jan van Eyck, and discover the interactive exhibition space with touchscreens, the panoramic view of the Market and the Duvelorium Grand Beer Cafe, the only themed Duvel pub in the world. You get in through an alternative entrance with lift. The story follows a specific route. A wheelchair user has to leave this route at various times in order to take the lift. Historium provides guidance to find your way on the alternative route. The floor is paved here and there, but the cobblestones are quite

flat. The bar, Duvelorium, is accessible, but there are only high tables (96 cm). There is an accessible toilet with the necessary free space and grab rails. Just next to the door handle inside there is little space. The texts in the experience attraction are rather small and not legible for everyone. The audio guide allows you to experience everything in your own language. A loop is provided for the hearing impaired.

Historium
Markt 1, 8000 Bruges
+32 50 27 03 11
www.historium.be
info@historium.be



6 Public toilet Historium

PATHWAY		
ENTRANCE		
TO THE TOILET		
TOILET DOOR		
Clearance in front of the toilet door	150 cm	
Width of the toilet door	93 cm	
INSIDE THE TOILET		
Dimensions toilet space	176 x 237 cm	
Clearance space in the toilet area	150 cm	
Free space in front of the toilet	120 cm	
Free space next to the toilet	100 cm	
Number of grab rails	2	
Sink		



Experience from Flanders (final act)

4. Geographical entities: Bruges as a best practice – conclusions

- Impossible to make a whole medieval city accessible: focus on what you can do (1 strong route).
- Including different services and people with disabilities makes them all ambassadors.
- Accessibility is now higher on the agenda of Bruges, also beyond tourism.
- Visit Bruges will do the update of the next brochure in their look and feel, with our support.
- Other art cities have created their own route or will do so soon, again with our support.

So, 2018 ... time to sit back and relax?

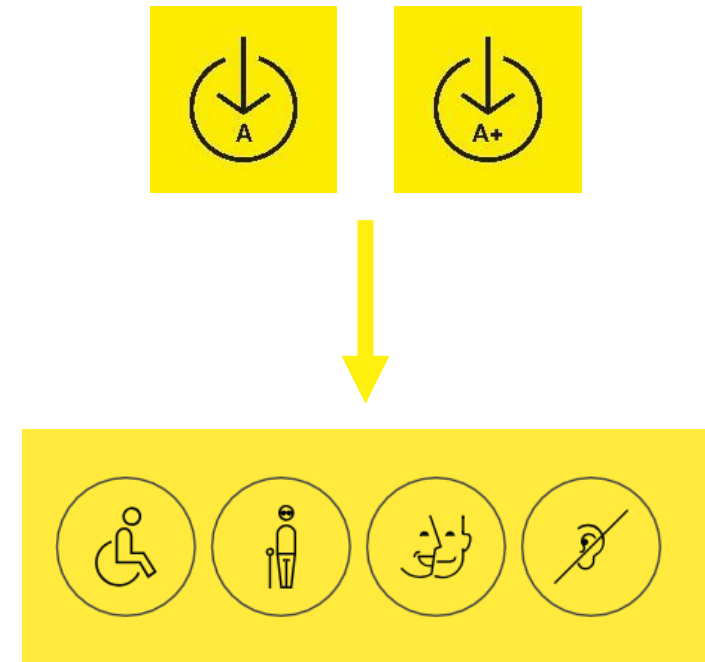
Well, not exactly

- Information needs to be updated: work is never done, budget!
- Evolution of our label towards a universal design label
- New label for meeting infrastructure
- Offer multisensorial experiences



Evolution of our label

- Current label: focus on wheelchair accessibility
- Evolution towards UD-label:
 - Wheelchair accessibility
 - Hearing impairment
 - Visual impairment
 - Learning impairment
 - ...
- Stimulate tourism industry
 - Through grants
 - Integrating in hotel star rating system



Label for meeting infrastructure

For owners that want to certificate their location

M++ = excellent

M+ = basic

M = help is
needed



Scenario / brochure with guidelines

Help for meetingplanners and organisers to plan an accessible congress. Results in a plan of approach.



Multisensorial experiences

- Brochure with inspiration and information
- Tailormade advice
- Cooperation with experienced people with a visual or hearing impairment
- Included in our leverage projects (grants)



Thank you!



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