



World Summit on Accessible Tourism

Destinations for All

Brussels 1-2 October 2018



The All FOR ALL Program Implementation

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PORTUGAL TOURIST PERFORMANCE



20,6_M

Guests at Hotels



15,2_M €

Tourist Receipts



18º

Top 20 -
international tourist
destinations

2017



Guests at Hotels



72%

Nights from inbound
markets



7,8%

Tourism
Consumption/GDP



7,5%

Employment in
tourism



Tourist Receipts

DEMOGRAPHIC FORECASTS



- By 2050, 22% of the world's population will be 60 or plus years;
- 94 million people in EU will present some type of impairment;
- 18% of Portugal's population will present some type of impairment;
- EU - 45% of people with impairment travels.



TOURISM 2027 STRATEGY



ESTRATÉGIA
TURISMO
2027





TOURISM 2027 STRATEGY

1

VALUE THE
TERRITORY

2

BOOST THE
ECONOMY

3

POTENTIATE
KNOWLEDGE

4

NETWORKING AND
CONNECTIVITY

5

PROMOTE
PORTUGAL

FOCUS ON PEOPLE

A warm welcome in Portugal isn't a marketing action; is within our culture, our way of life, our identity;



Portuguese Tourism All for All.



TOURISM 2027 STRATEGY

Action Plan -> Promotion of “Tourism for all” with an inclusive approach:

- Provide awareness, training and knowledge for organizations and enterprises about “Tourism for All”;
- Support projects to improve accessibility of infrastructures, equipment and tourism resources.

TOURIST STAKEHOLDERS

INSPIRING

- Focus on business opportunity
- Common goal “making Portugal a tourism destination accessible to all”

TRAINING

- Provide technical information
- Develop technical tools
- Spread best practices

FUNDING

- Support accessibility improvement
- Stimulate private and public investments



TOURIST STAKEHOLDERS - INSPIRING



ALL FOR ALL - Business Portal in Turismo de Portugal's webpage:

• Technical information for tourist stakeholders

• Best practices

• Technical documentation

All for All - Portuguese Tourism

Turismo acessível



O programa "All for All - Portuguese Tourism" procura mobilizar a indústria do turismo para, numa atuação concertada, tornar Portugal um destino turístico para todos.

O Turismo de Portugal lançou o programa "All for All - portuguese tourism" dirigido a todos os empresários do setor, tendo em vista a sua mobilização, numa atuação concertada de tornar acessível a oferta turística nacional.

A aposta na acessibilidade está diretamente associada ao propósito do país: "Receber Bem". Ao construirmos um destino turístico acessível para todos estamos a responder às necessidades de cada um, prestando um melhor serviço e potenciando a captação de mais turistas. Não se trata de responder a um mero nicho de mercado mas sim, prepararmo-nos para poder fazer parte dos destinos escolhidos por turistas com necessidades específicas, os quais se estima que, em 2020, poderão representar 862 milhões de viagens na Europa.



Saber Mais

- Construir um destino turístico acessível
- Programa Praia Acessível, Praia para Todos
- Linha de apoio ao turismo acessível
- Histórias de sucesso
- Boas práticas

Documentos

- Apresentação do Programa All for All
- Design for All - Design Universal



TOURIST STAKEHOLDERS - TRAINING



TURISMO DE PORTUGAL  **escolas**

- Accessible Tourism Module (25h)
- Specialization Courses

Guia de Boas Práticas de Acessibilidade
Comunicação Inclusiva
em Monumentos,
Palácios e Museus



TOURIST STAKEHOLDERS - FUNDING



Accessible Tourism Financial Incentive:

- 13.000.000,00€ budget
- Tourist projects (public organizations and tourism companies)
- 90% funding of eligible investment
- 200.000,00€ limit per project
- Refundable / non-refundable



TOURIST STAKEHOLDERS - FUNDING

Accessible Tourism Financial Incentive - Selection criteria:

- Coherence and quality of intervention
- Wide scope of the interventions
- Degree of innovation

TOURIST STAKEHOLDERS - FUNDING

Typologies of private projects:

- Adapted vehicles for tourists
- Accommodation: physical accessibility, technical support equipment
- Activities: acquisition of adapted equipment
- Accessible, sensory paths
- Accessible beaches
- Accessible Websites, accessible communication contents

TOURIST STAKEHOLDERS - FUNDING

Typologies of public projects:

- Museums/Monuments: physical accessibility; accessible communication contents; media (VR, AR, audio-guides, tactile models)
- Public places: physical accessibility, accessible signage
- Accessible, sensory paths
- Accessible beaches

TOURIST STAKEHOLDERS - FUNDING



- 266 Applications submitted
- 79 Applications approved (and more being assessed)
- 13,32 M€ Eligible investment
- 9,55 M€ Funding approved



TOURISTS



INFORMATION

Accessibility conditions
available in tourist
promotion channels

INSPIRATION

Build the reputation
of Portugal as an
accessible
destination

FIDELIZATION

- Provide credible information
- Receive feedback
- Involve more and more tourist agents



TOURISTS - INFORMATION

The screenshot shows the 'visit Portugal' website. At the top, there is a weather widget for Castelo Branco showing 21°C/9°C. A navigation bar includes links for 'ALL ABOUT PORTUGAL', 'LEARN ABOUT', 'REGIONS', 'WHAT TO DO?', 'LOOKING FOR...?', and 'REMEMBER & SHARE'. The 'WHAT TO DO?' dropdown menu is open, listing various categories. A red arrow points to 'Accessible Tourism' in this menu. Below the menu, the main content area is titled 'Accessible Tourism' and features buttons for 'ABOUT' and 'FEEDBACK FROM USERS'. A breadcrumb trail reads 'Home > What to do? > Accessible Tourism'. At the bottom, there is a section titled 'Holidaying in Portugal, visiting cities, touring the country to get to know its heritage or enjoying...' with several small image thumbnails.

TOURISTS - INFORMATION

Accessible Itineraries in Heritage Cities and Villages



Santuário de Santa Luzia

Envolvente Parcialmente Acessível

Entrada Acessível - Entrada através de rampa na lateral esquerda.

O acesso desde a entrada até à área do altar é garantido através de corredores estreitos.

A circulação no interior é garantida por espaços amplos, e sem barreiras.











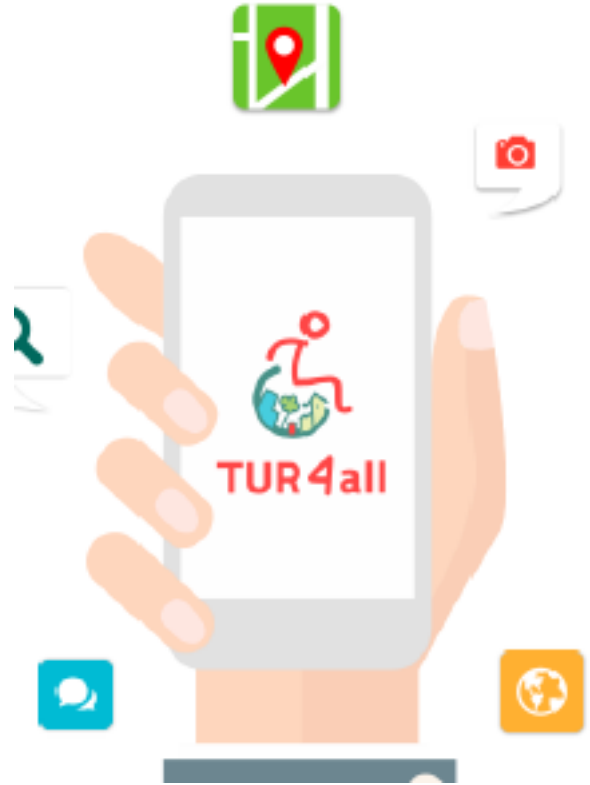
Fonte: ICVM



TOURISTS - INSPIRATION



TOURISTS - FIDELIZATION





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**Thank you very much for your
attention!**

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