



World Summit on Accessible Tourism

# Destinations for All

Brussels 1-2 October 2018



**VICTORIAVILLE**

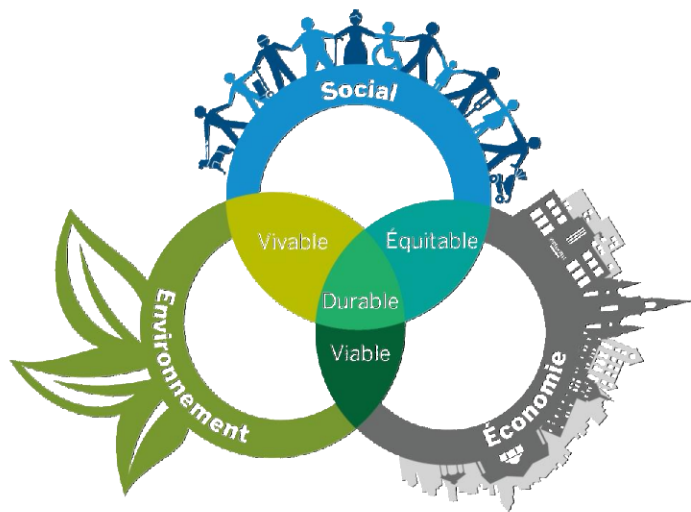
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## The Impacts of « Destination pour tous » Certification on the Development of Inclusive Environments

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Ville de Victoriaville ● Québec ● Canada

# Victoriaville



- Population - 46 300
- Year of creation - 1861
- Location – Between Québec and Montréal
- Birthplace of sustainable development
- First corporation of community development in Québec
- Universal accessibility policy since 1999



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## « Destination pour tous »



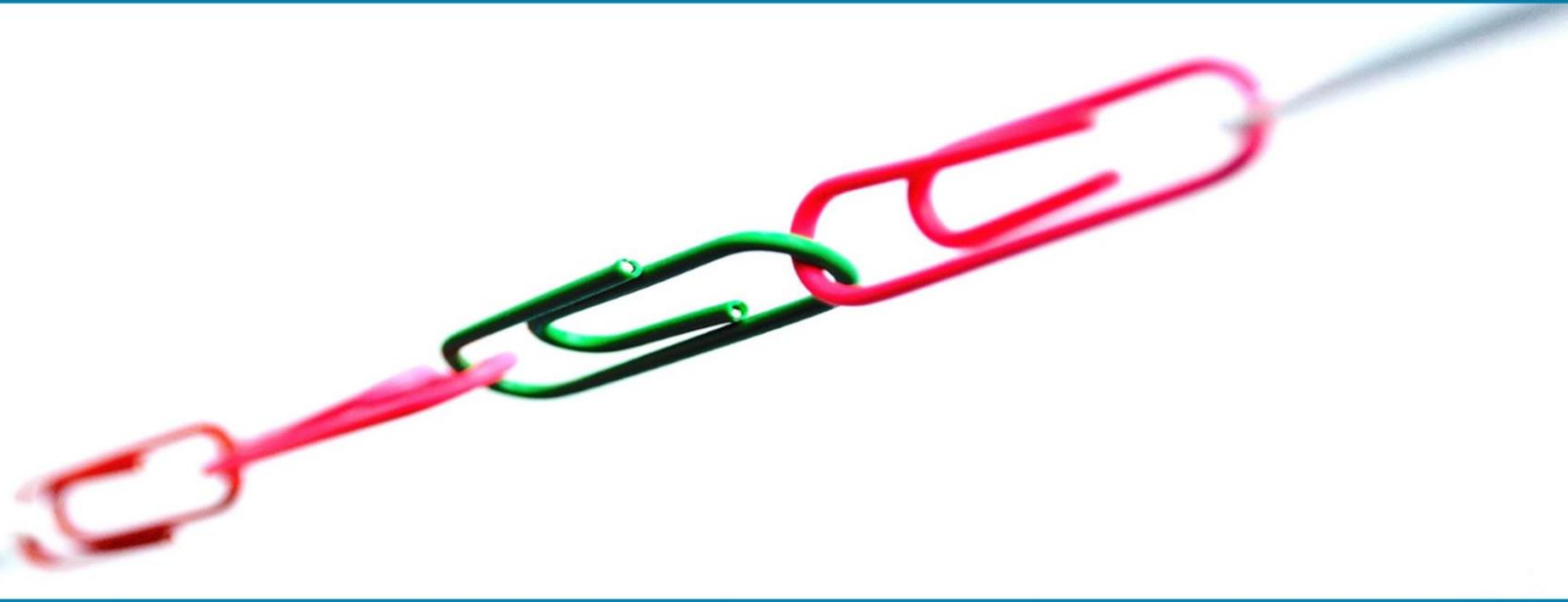
- Co-construction and adaptation of the certification « **Destination pour tous** » in collaboration with Kéroul



# Paper clips



# Link creator



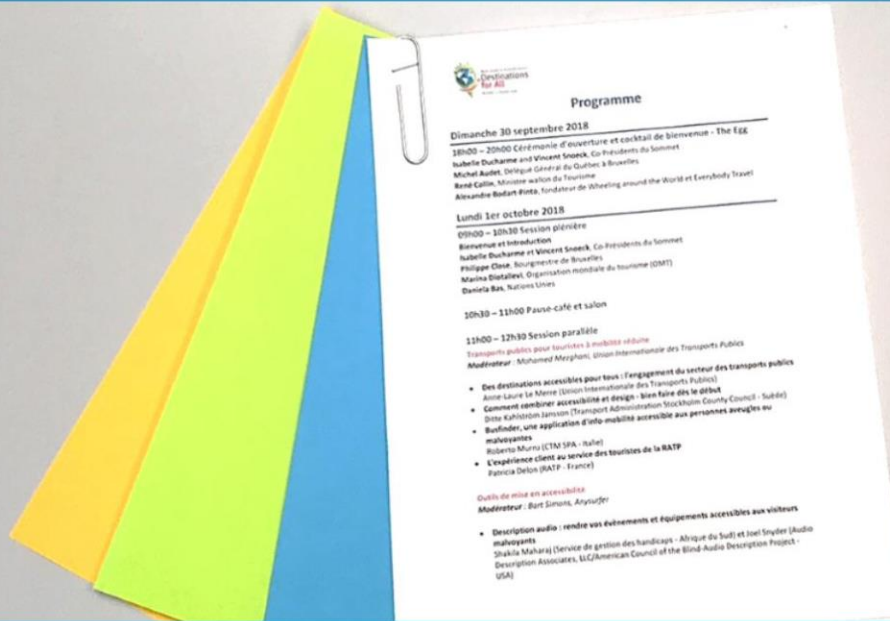


# 1 Raising awareness and mobilizing



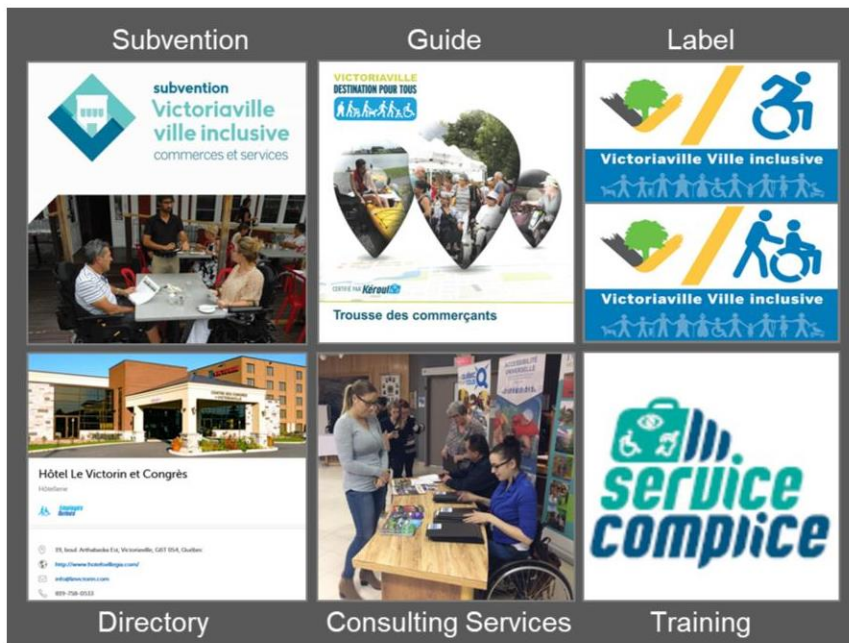
- Interesting for all partners  
(economical, touristic, municipal,  
associative)
- Shared leadership and  
co-responsibility

# Unifying



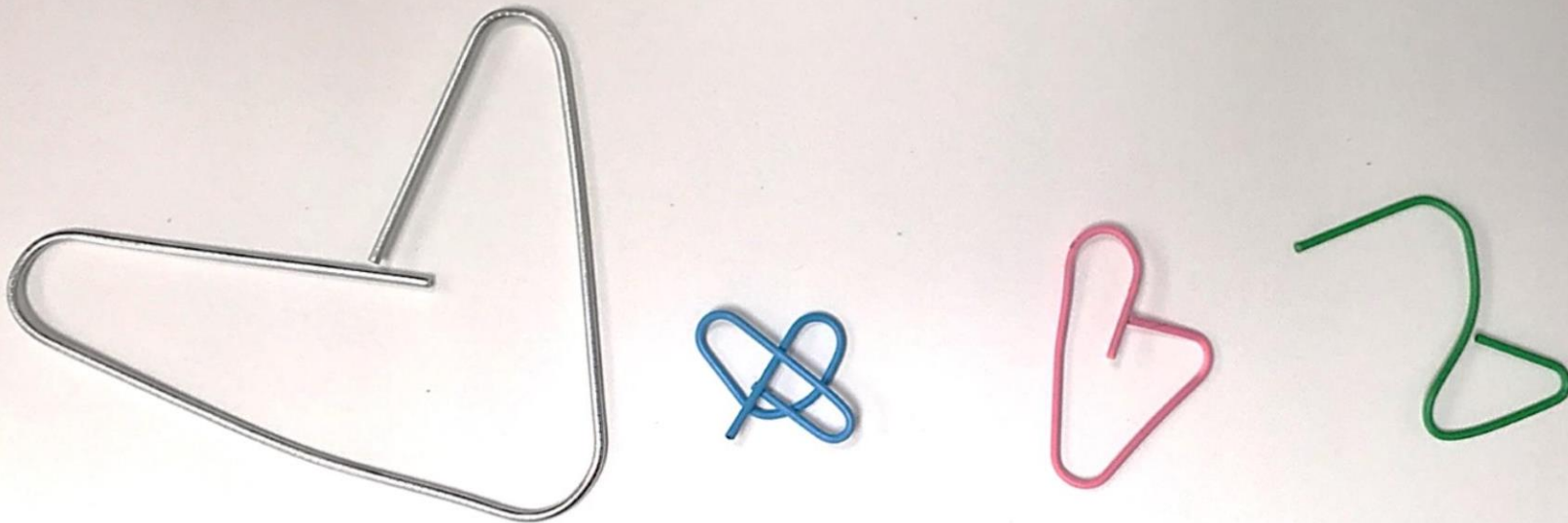


## 2 Modification and improvement of current practice



- Structured program allowing strengthening of practices
- Leads by example (training, regulation)

# Adaptable





### 3 Enhancing physical and social environment



- Increase citizen participation
- Better synergy between the local and touristic
- Growth of the amount of accessible establishments

# Multiplier effect





## 4 Making the field shine



### Circuits accessibles



- Visibility

Users, commercial entrepreneurs, leaders in the field tourism, municipal authority

- Amplification by mutual enrichment

## Conclusion



- Progressive evolution towards an inclusive living environment
- Interactive process for a collectivity





Never underestimate the  
small things...

It is the way that we use them  
that give them all their values.



# [vic.to/accessible](http://vic.to/accessible)

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