



World Summit on Accessible Tourism
Destinations for All
Brussels 1-2 October 2018

Accessible Tourism

Experiences, Standards and Measuring Performance

Ivor Ambrose

Managing Director

ENAT - European Network for Accessible Tourism

2 October 2018

Accessible Tourism ...

- **Experiences**
- Standards
- Measuring Performance



Accessible Tourism ...

- Experiences

- **Standards**



- Performance

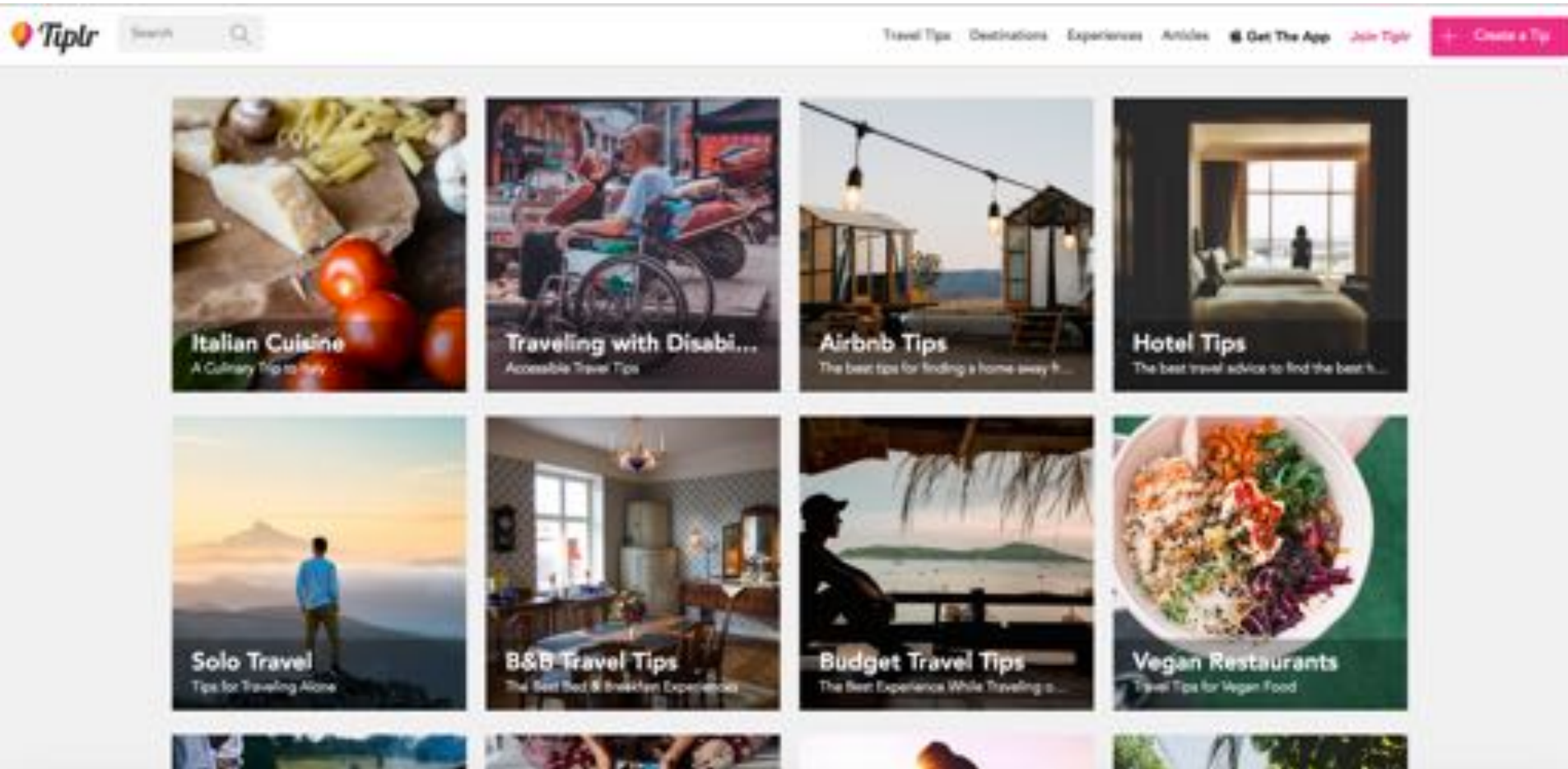
Accessible Tourism ...

- Experiences
- Standards
- **Measuring Performance**



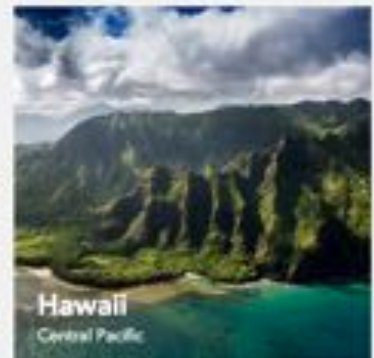
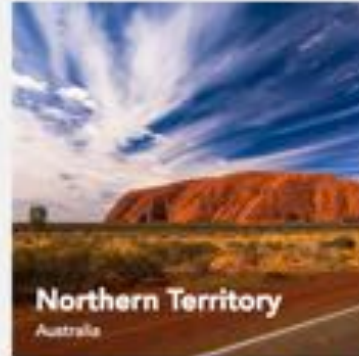
Experiences

Accessible Tourism Experiences...



<https://tiplr.com/experiences>

Accessible Tourism Destinations



Accessible Tourism: A Global, Multi-dimensional Phenomenon

Eco-tourism for All



Accessible Travel: Wheelchair Access Tour to the
Galapagos & Amazon

Accessible Tourism: A Global, Multi-dimensional Phenomenon

**Greeters
meet an
overseas
visitor**



- ❖ Remembering our friend, colleague and global mentor, Dr. Scott Rains

Accessible Tourism: A Global, Multi-dimensional Phenomenon

Take your time



Accessible Tourism: A Global, Multi-dimensional Phenomenon

Taxi!

- no pre-booking required



Accessible Tourism: A Global, Multi-dimensional Phenomenon

Cultural experience



Accessible Tourism: A Global, Multi-dimensional Phenomenon

Guided Theme Tours with Multimedia

Gallerie dell'Accademia,
Venice



Visit: www.accessibletourism.org



ENAT

European Network for
Accessible Tourism

Working together to make
Tourism in Europe Accessible for all



Select edition: English [EN]

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Members' Area

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Welcome

NOTICE: From 20 June 2017 we have changed the ENAT Members' administration system.

Member services are now located at a new Web page, [\[enat.eu\]](http://enat.eu) which can also be reached by the new links in the Members' Area in the left-hand panel of the Home Page.

Existing members will find their new "profile page" where their original data has been transferred to a new format, "CiviCRM".

All the usual content will be found, as always, at this - the original - website. For any enquiries or problems concerning login, payment or membership, please get in touch with the ENAT Secretariat using the [Contact Page](#).

Welcome to the Website of ENAT - the European Network for Accessible Tourism.

ENAT is a non-profit association for organisations that aim to be 'frontrunners' in the study, promotion and practice of accessible tourism. You may be an expert or new to the area - in either case you are welcome!



Are you
a member?

The world's premier source of news, articles and information on accessible, inclusive Tourism for ALL

Latest ENAT Members

[Joel Lucky](#)
[Peter Haxton](#)
[Irina Martincova](#)
[Ana Paula Silva](#)
[Homenaid Mohamed](#)

[Join now!](#)

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to ENAT
E-Newsletter



ENAT Members – the NTOs' Learning Group



ENAT Members – the NTOs' Learning Group



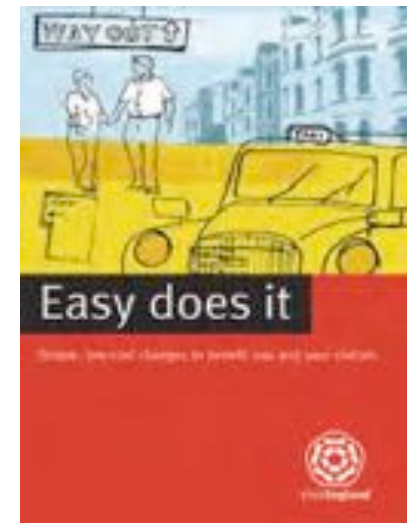
And ENAT Board Members

ENAT Members

– the NTOs' Learning Group

Functions of destination management organisations

- Take the Lead on development of sustainable destinations
- Information management: promoting their destinations
- Policy-led, top-down approach
- Responsibility to deliver accessible products and services
- Championing accessibility for all
- Defining “best practice”
- Guiding businesses
- Monitoring performance



ENAT Members

– the NTOs' Learning Group

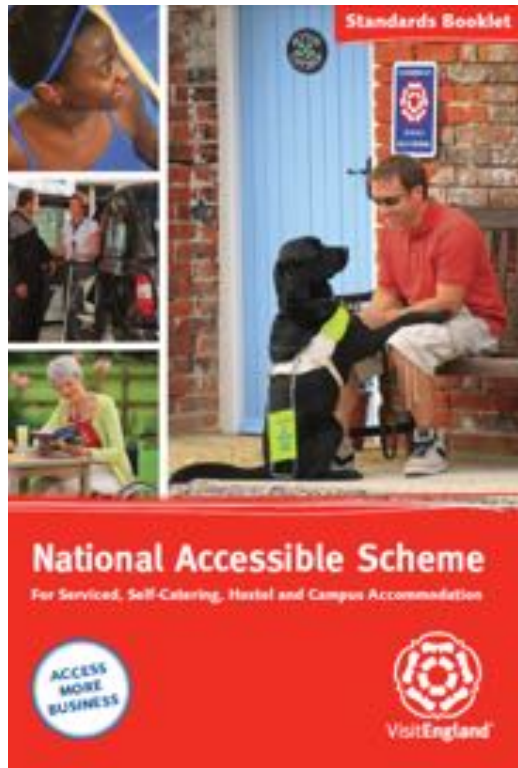
Learning from others, sharing methods & resources

- Road maps
- Guidelines
- Incentive schemes
- Case studies
- Data collection

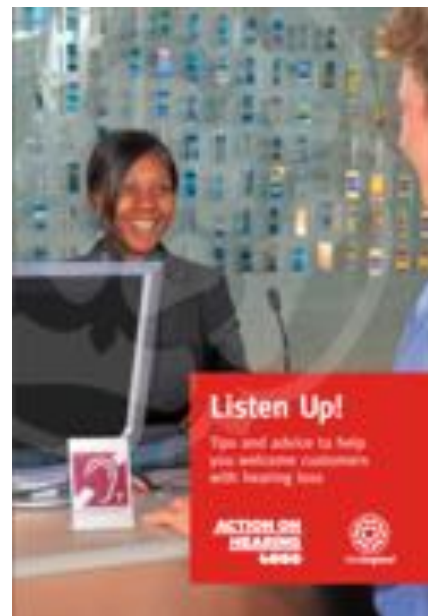
...and Peer Support!



Business Support Resources

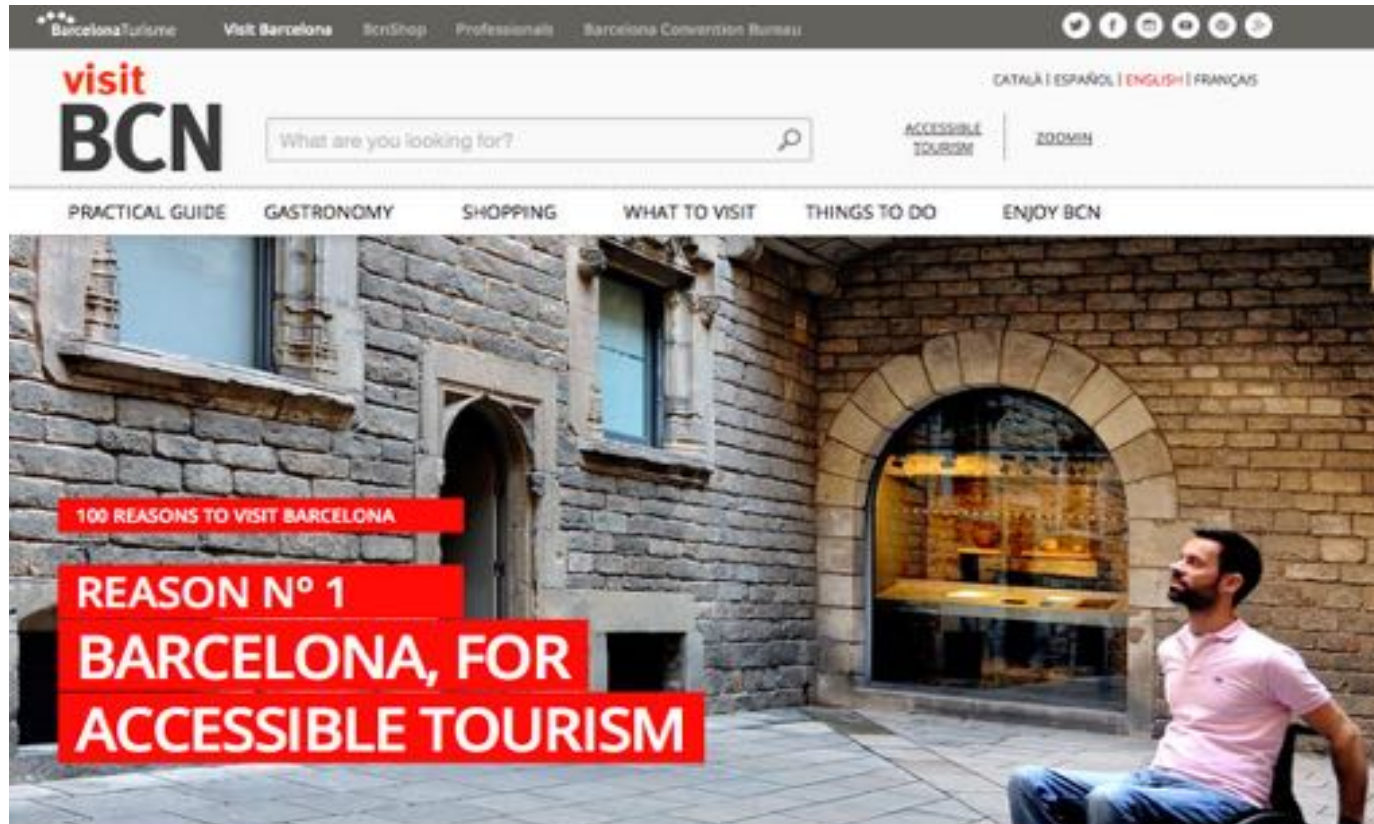


VisitEngland





Flanders: Heading for an accessible travel destination



The screenshot shows the Barcelona Turisme website. At the top, there's a navigation bar with links: BarcelonaTurisme, Visit Barcelona, BcnShop, Professionals, and Barcelona Convention Bureau. To the right are social media icons and language options: CATALÀ | ESPAÑOL | ENGLISH | FRANÇAIS. Below this is a search bar with the placeholder text "What are you looking for?". To the right of the search bar are links for "ACCESSIBLE TOURISM" and "ZOOMIN". A horizontal menu below the search bar includes: PRACTICAL GUIDE, GASTRONOMY, SHOPPING, WHAT TO VISIT, THINGS TO DO, and ENJOY BCN. The main content area features a large image of a man sitting in a wheelchair in front of a historic stone building. Overlaid on the image is a red banner with the text "100 REASONS TO VISIT BARCELONA" and another red banner below it with the text "REASON Nº 1 BARCELONA, FOR ACCESSIBLE TOURISM".



Plan your trip

Will the weather be fine in Barcelona? Will people understand what I'm saying? Take a look and you'll find the answer to some of the most frequently asked questions before you pack your case.



Must see

Wherever you are in Barcelona, there's always something to see around the neighbourhood or district: jewels of home-grown Catalan architecture, modernisme, and contemporary architecture, markets that are a treat for the senses, treasures of the ancient



Buy your tickets

Tours, museums, leisure, entertainments, tickets... At BcnSHOP you'll find the services, activities and experiences the city offers so you can plan your visit to Barcelona. Enjoy discounts and other great offers!



Move around

Barcelona and its metropolitan area have a wide range of public transport options, so that you can get to where you want to go in the city easily and conveniently.

OBSERVATORIO DE

ACCESIBILIDAD UNIVERSAL DEL TURISMO EN ESPAÑA





Accessible Tourism Programme

Portugal - “All for All” Programme



National Accessible Tourism Support programme

- **5 MEURO budget for 2016-17, extended to 13 Million EURO**

- Applicants may be businesses or destinations
- Grants of 90%
- Up to 200,000 EURO per project
- Applicants define their own priorities and requirements

Turismo de Portugal is following up the projects to extract learning and define new targets for adjusting their investment programme.



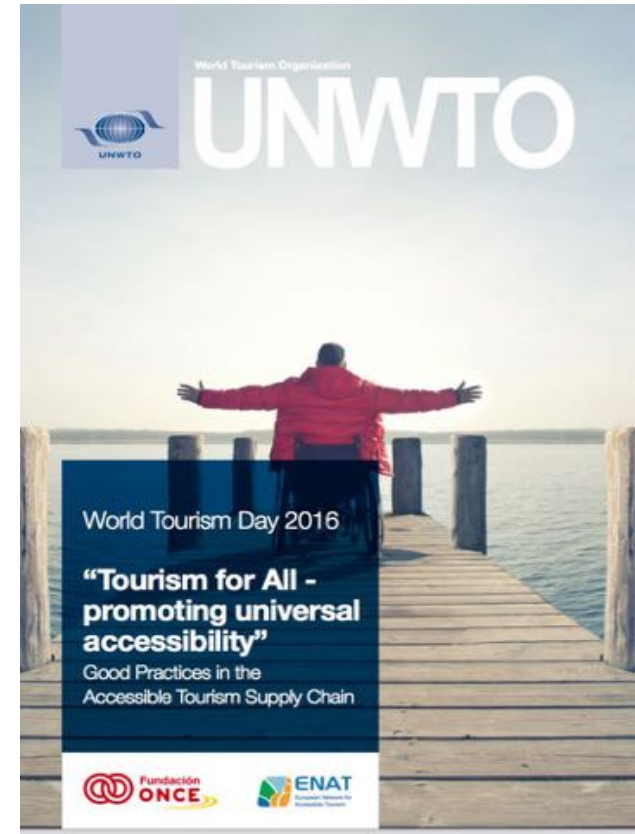
Resources for Accessible Tourism Development

UNWTO Brochure for World Tourism Day, Bangkok, 2016

Developed with the support of the ONCE Foundation for social and economic inclusion of people with disabilities and the European Network for Accessible Tourism (ENAT)

...and other UNWTO guidelines

<http://ethics.unwto.org/en/content/accessible-tourism>



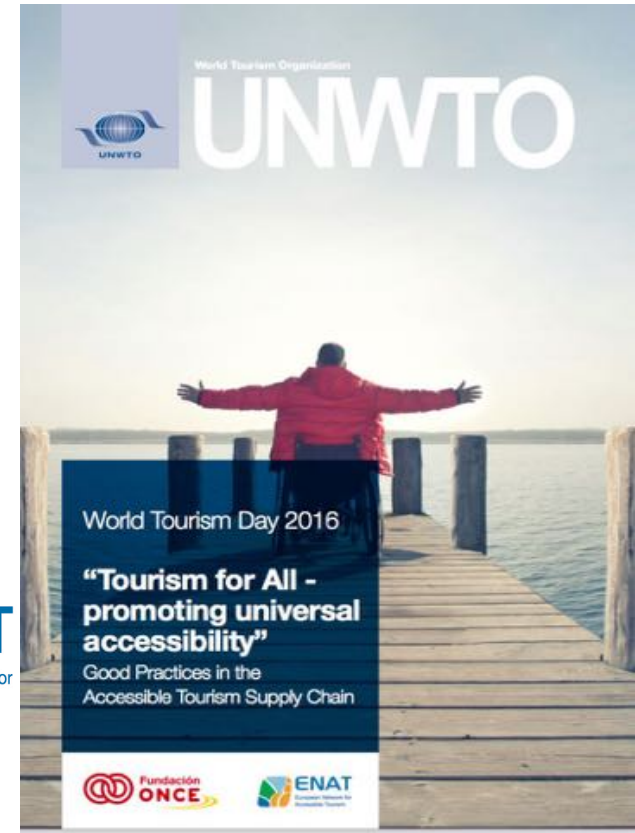
Resources for Accessible Tourism Development



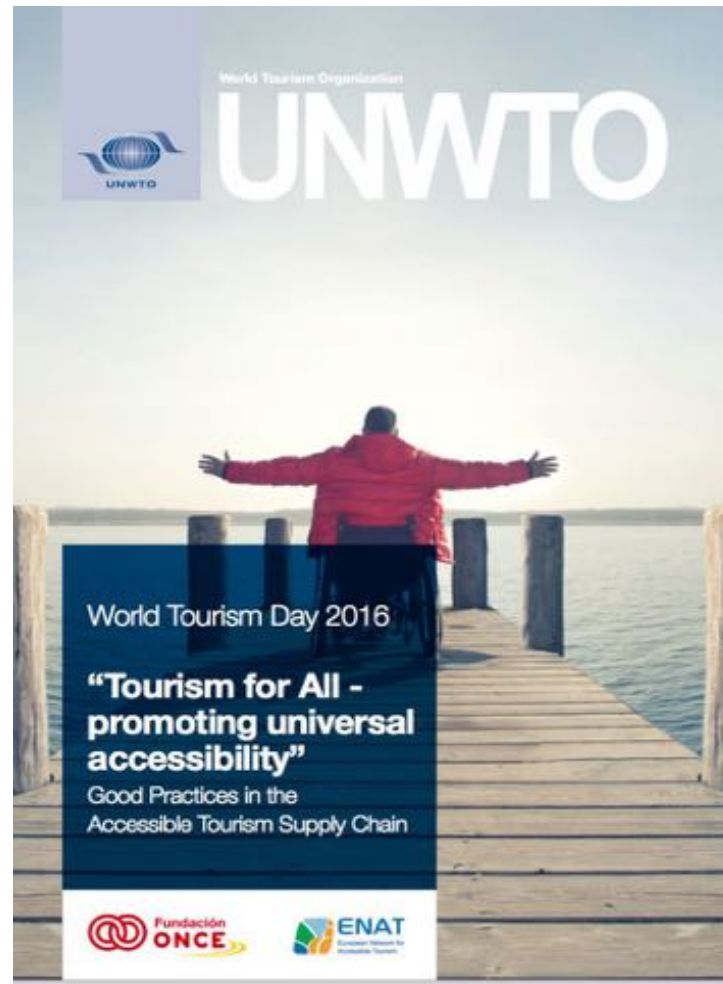
Fundación ONCE



<http://ethics.unwto.org/en/content/accessible-tourism>



Resources for Accessible Tourism Development



1. Accessible Heritage Tourism: Best Practices of Universal Accessibility in India

Red Fort, New Delhi © CABE



2. Exhibition of 3-D copies of Works of Art from the Prado Museum's Collection, Spain

Leonardo da Vinci's Mona Lisa as a tactile painting

© Pablo Blazquez Dominguez / Getty Images / Ideal Image



3. Everyone Belongs Outside: Push to Open Nature & the Alberta Parks Inclusion Plan, Canada

William Watson Lodge, Alberta © Alberta Parks

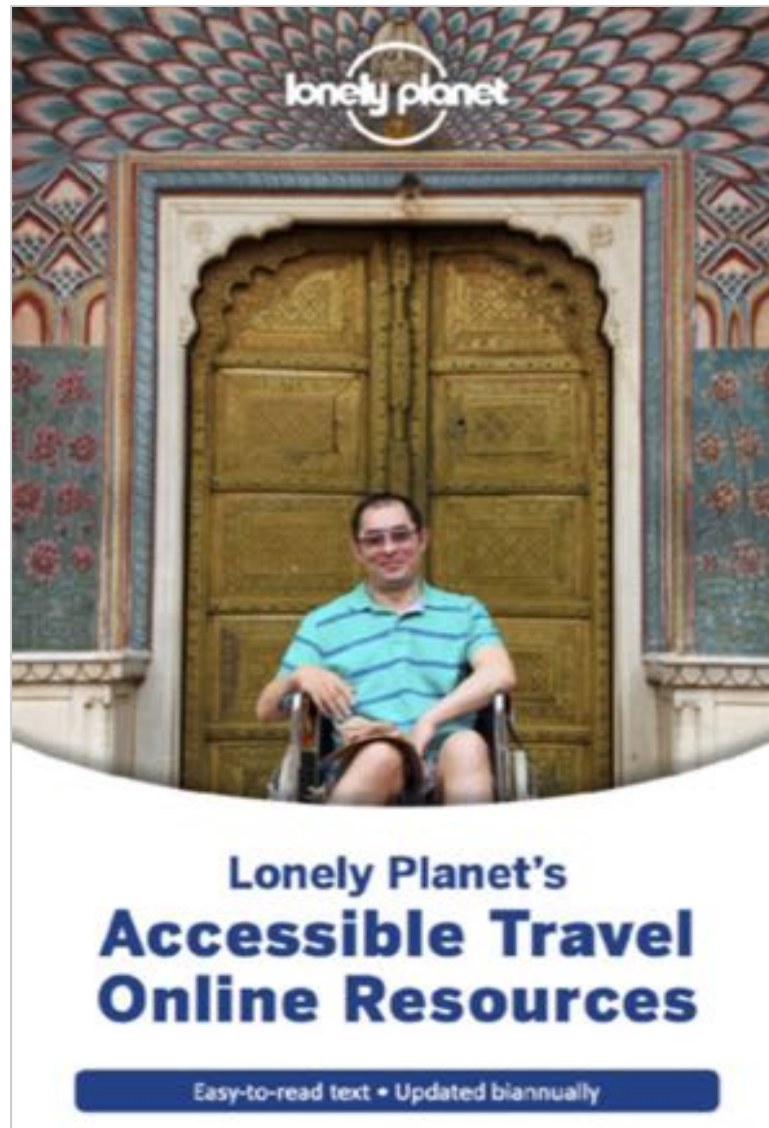


4. Barrier-free Tour Center, Ise-Shima Region, Mie Prefecture, Japan

Viewing deck, Ise-Shima Region. © Ise-Shima Barrier-free Tour Center



5. Accessible Travel Online Resources



City Palace, Jaipur.
© Yoko Whyte

6. T-GUIDE: Guiding Visitors with Learning Difficulties



Standards

International Standard on Accessible Tourism for All



- A new ISO Standard on *Accessible Tourism for All* is being developed under ISO/TC 228
- Led by UNWTO and ONCE Foundation
- Addressing access requirements across the whole tourism value chain.

<https://www.iso.org/committee/375396.html>

European Standard on Public Procurement of an Accessible Built Environment



- A new Standard on *Public Procurement of an Accessible Built Environment* is being developed under European Commission Mandate M420
- Developed by a Team of Experts, producing:
 - The new European Standard,
 - A Technical Report with Example Solutions
 - A Technical Report with Conformity Assessment Procedures.
- Addresses accessibility requirements as part of public procurement
- Will support the new “European Accessibility Act”

<https://www.cencenelec.eu/standards/Sectors/Accessibility/BuiltEnvironment/Pages/default.aspx>

Web Accessibility ... information standards



- **Accessible Website**, (Web Content Accessibility Guidelines WCAG Level AA)
- **Indicated with clear directions:**
Call it: **“Access for All”** or **“Accessibility”**
(- not “Special Needs” or “Disabled Visitors”, etc.)
- **Supported by links to further information** in a directory, e.g. Pantou.org The Accessible Tourism Directory (by ENAT)
- **Linked to your own Facebook, Twitter accounts** as well as other Social Media sites – disabled bloggers, apps etc.

And available in alternative formats

- Large Print
- ‘Easy Read’ format
- Video Guides with **sign language** and **sub-titling**
- Promotional videos with **sign language** and **audio description**
- Podcasts
- Publications in **Braille**

EU Directive on the Accessibility of Public Sector Websites and Mobile Applications

The European Union (EU) Directive on the Accessibility of Websites and Mobile Applications requires EU member states to make sure their websites and mobile apps meet common accessibility standards. The Directive will be transposed into the laws of each EU member state by September 23 2018.

Once adopted into the laws of each EU member state, the Directive sets a timetable for compliance with the new regulations:

- New public sector websites must conform by September 23 2018
- All public sector websites by September 23 2020
- All public sector mobile apps by June 23 2021

<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32016L2102>

Measuring Performance

Measuring Performance

- Sharing experiences



<https://www.talleuro.nl/>



Measuring Performance

Clothing

Travelling: from private (Car,Bike) and public transport (Streetcar, light rail Subway, Bus) to business travel and holidays (Airplanes, coaches, trains)

Shoes: from everyday shoes until sport shoes

Accommodation: hotels, resorts, bungalows

Camping:

Health: size-related injuries

Hospitals: bed sizes...

...and so on





Accessible Tourism Blogs



www.jayonlife.com

Sharing experiences

MartynSibley



Everything
is
possible



...WHEN YOU BELIEVE!

EDITED BY:
NICHOLA DAUNTON



ACCESSIBLE HUSKY DOG SLEDDING IN FINLAND

03/02/2018 - 0 COMMENTS

BIGGER PICTURE

434
SHARES



f Share on Facebook

🐦 Tweet This

g+ in

ABOUT MARTYN SIBLEY



My name is Martyn Sibley. I am a regular guy who happens to have a disability called Spinal Muscular Atrophy (SMA). This means I cannot walk, lift anything heavier than a book or shower myself. Nonetheless I run **Disability Horizons**, am the author of **Everything is Possible**, I have a Degree in Economics & a Masters in Marketing. I love adventure travels (including an epic visit to Australia), I have great people in my life (including my soul mate), I drive my own adapted car, run my own business, have flown a plane, enjoyed skiing & SCUBA diving, and live independently on earth.

www.martynsibley.com

Video Blog - Europe Without Barriers - Day 8 - June 2015 - Ljubljana a...



2:22 / 2:22



Sharing experiences

Your North African tourist guide

El Houssaine Ichen



Accessible Activities at the Destination

Accessibility from start to finish....
Ensuring an inclusive experience for All



Accessible Shore Excursions

- Costa Cruises, AISM and Costa Crociere Foundation

Development of inclusive “Adagio Tours” with AISM trained access auditors



Pantou®



Pantou - the Accessible Tourism Directory

<https://pantou.org>



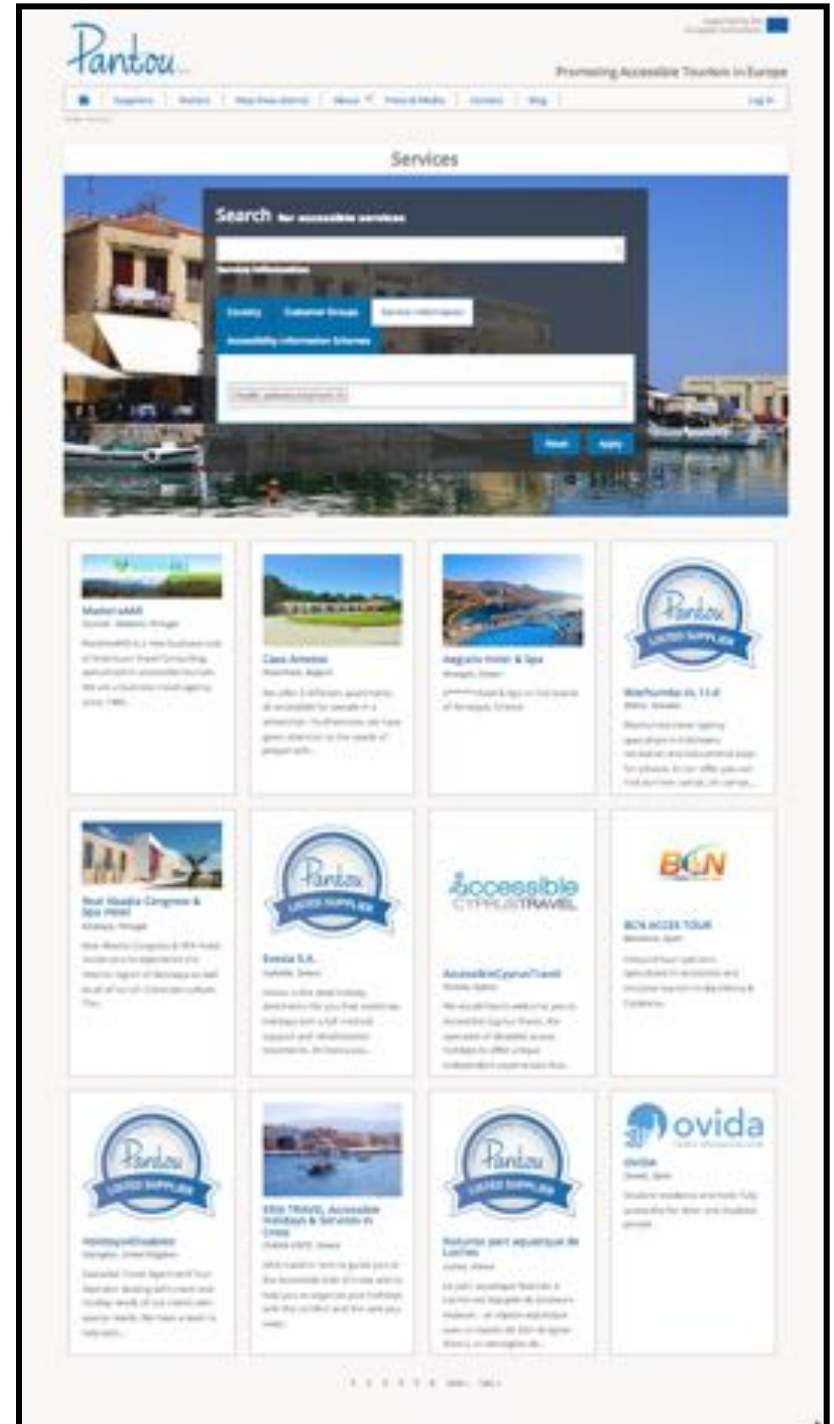
Pantou



<https://Pantou.org>



The Accessible Tourism Directory



The European Accessible Tourism Directory



- Pantou is the Greek word for "everywhere"
- Identifies all kinds of suppliers who provide accessible tourism services
- **Lists suppliers in Europe or in any other region of the world**
- The accessibility of the supplier's service(s) is audited either by:
 - An international / national / regional Accessibility Information Scheme (AIS), **or** by
 - A **Pantou Access Statement**, provided by the supplier (self-assessment)

Pantou

<http://Pantou.org>

The European Accessible Tourism Directory

- Set up with European Commission funding
- Supports Tourism SMEs
- Includes over 70 types of services, e.g. cultural heritage, accommodation, equipment suppliers, tourist guides...
- Covers ALL customer types and access needs
- **Over 600 suppliers already registered**
- **Free of charge to register,**
- **No Commission**



Powered by

EWORX



Pantou



Olympion General Clinic S.A.

Patras, Greece

Established in 2005 OLYMPION S.A. Private General Hospital (Volou and Melichou str., Patras, Greece) is the leading provider of independent...



Aqua Hotel Aquamarina & Spa****

Santa Susanna, Spain

Aqua Hotel Aquamarina & Spa is located on the promenade and close to the shopping area of Santa Susanna. Completely renovated main floor with...



Vitalpinahotel Schönblick Belvedere

Jenslein, Italy

Look forward to rooms and suites furnished with much love and care, to the cozy hotel bar with its open fireplace, our panorama terrace and to...



Thermae Sylla Spa Wellness Hotel

Edipsos, Evia island, Greece

Our mission is to completely delight and satisfy our guest. We are committed to make the difference every day with our unique Thermal Water...



ABINEA Dolomiti Romantic SPA Hotel

Cortina, Italy

New 4 star romantic wellness hotel for "Accessible Tourism" in



Alkyon Resort Hotel & Spa

Vrahos, Greece

The luxurious Alkyon Resort Hotel & Spa complex, consisting of 12 buildings with 139 rooms and 26



Hôtel-club La Pulka *** - Néaclub

Nendaz, France

In the heart of the Alps, Valère is a beautiful and charming ski



Thermae Sylla Spa Wellness Hotel, Edipsos, Greece



Customer Groups

Small Children

People with motor impairments

People who use a wheelchair

People of very large or small stature

Deaf or with hearing impairments

People without speech impairments

Blind / low vision / vision impairments

People with learning difficulties,

People requiring special diets

People with respiratory and circulatory conditions (invisible disabilities)

People who are frail, lacking in strength

People who use any kind of technical assistive devices





<https://www.facebook.com/pantouorg>



https://twitter.com/Pantou_tourism

- **Over 750 registered accessible tourism suppliers**
- Over 70 types of Tourism Services on offer
- Catering for 14 types of Customer Access Needs
- Over 30 “Accessibility Information Schemes” provide venue access data

Pantou-registered Health and Wellness Tourism suppliers

- Over 60 European suppliers in Health and Wellness sector
- 48 Accessible spas and wellness hotels/resorts
- 66 Equipment, Medical and Technical Aids suppliers
- 18 Suppliers of Kidney Dialysis
- 43 Suppliers of Therapeutic Services
- **Open to Accessible Tourism providers around the world**



- ✓ **Access policy** in place and publicly available.
Quality system in place, equal opportunity employment
- ✓ **Access Audit** of buildings, facilities and services, meeting the ENAT accessibility criteria
- ✓ **Staff Training** in disability awareness and accessibility.
- ✓ **Accessibility information** published in Access Guide
- ✓ **Accessible Website**

ENAT Quality Label - Award Levels

Quality Programme Certificates – Award Criteria

1. Accreditation Seal, 2. Blue 3. Silver and 4. Gold

(This example is for the Hotel & Accommodation sector, based on a Checklist of 161 Requirements and 25 Recommendations. Similar levels will be used for other tourism sectors).

				
	Accreditation Seal	Bronze	Silver	Gold
1. Accepted into Quality Programme after visit by Licensed QUALITY PROGRAMME Consultant and successfully passing the "Pre-screening" Access Audit	✓	✓	✓	✓
2. Sign up for ENAT Associate Membership. Pay Membership Fee and Sign up to the Quality Programme. Establish training agreement with QUALITY PROGRAMME trainer/consultant.	✓	✓	✓	✓
3. Web Accessibility Audit Report carried out by ENAT-approved agent and received by establishment.	✓	✓	✓	✓
4. Carried out Training for All Managers / Section Managers (100%)	✓	✓	✓	✓
5. Carried out Training for 25% of Staff		✓	✓	✓
6. Carried out Training for 50% of Staff			✓	✓
7. Carried out Training for 70% of Staff				✓
8. Achieved 100% of Quality Programme Requirements after 2 nd Audit		✓	✓	✓
9. Published Access Policy and Access Guide on own Website		✓	✓	✓
10. Achieved 50% of Quality Programme Recommendations after 2 nd Audit			✓	✓
11. Achieved 100% of Quality Recommendations after 2 nd Audit				✓

World Tourism for All Quality Programme

Stage 1 – Sign-up and Training	Stage 2 – 1 st Audit	Stage 3 – Implementation Phase	Stage 4 – 2 nd Audit	Stage 5 – Award of Label and Certificate
Pre-screening Audit passed Join ENAT Sign up to Quality Programme Sign ENAT Code of Good Conduct Management and staff Training	1 st Access Audit Access Audit of Website Feedback to Operator	Prepare Access Plan, Access Policy & Access Guide Carry out improvements to fulfil World TFA Quality Criteria.	2 nd Access Audit & Report Assessment of completed Actions. Access Guide published	Submit World TFA Quality Programme dossier. Committee approval Label issued 3 years' validity Continuous promotion via Pantou.org

Key results of a survey of disabled people and their friends and families:

95% of respondents said that they try to find disabled access information prior to visiting a venue

73% had had a trip ruined by inaccurate accessibility information

87% had experienced misleading or inaccurate accessibility information on a venue's website

76% agreed that staff training is a way in which venues can improve their accessibility

67% agreed that provision of information is a way in which venues can improve their accessibility

78% said that they would return to venues that have good accessibility

UK Civil Aviation Authority

– Airport accessibility report, 2017

Ranking results



	Aberdeen	
	Belfast City	
	Belfast International	
	Bournemouth	
	Bristol	
	Cardiff	
	City of Derry	
	Doncaster Sheffield	
	Edinburgh	
	Leeds Bradford	
	Liverpool	
	London City	
	London Gatwick	
	London Luton	
Birmingham	London Southend	
Glasgow Prestwick	London Stansted	
Glasgow	Newcastle	East Midlands
Humberside	Cornwall Newquay	Exeter
Inverness	Southampton	London Heathrow
Norwich	Sumburgh	Manchester
Very Good	Good	Poor

<http://publicapps.caa.co.uk/docs/33/20180711%20CAP1679%20FINAL.pdf>

Australian Tourism Data Warehouse: New standards for access data

1. General access question	Explanatory text
Does your business actively welcome people with access needs?	
Do you:	
Offer multiple options for booking - web, email, phone	
Offer a range of contact methods for receiving complaints	
Accept the Companion Card	
Employ people with disability	
Train your staff in disability awareness	
Have accessibility information and photos, including of a bathroom, room and / or floor plan on your website	<i>Can floor plans and photos be emailed upon request</i>
Ask all visitors if there are any specific needs to be met	
Your website meets WCAG 2.0 accessibility standards	<i>Explain the WCAG2.0 guidelines</i>
Advise tour guides of the access needs of guests at the time of booking	<i>Includes pick up and drop off requirements</i>
Provide assistance with booking arrangements	<i>Includes providing clear itineraries with written instructions on what to do at various destinations</i>

<https://atdw.com.au/>

amadeus

Voyage of discovery

Working towards inclusive and
accessible travel for all



THE PRE-TRAVEL STAGE: WHAT HAPPENS BEFORE THE TRIP

5.1. Research and planning	9
5.2. Booking and payment	10



IN TRANSIT: WHAT HAPPENS ON THE JOURNEY

5.3. Flying high: airports and airlines	11
5.4. Wrong side of the tracks: trains and railway stations	12



IN DESTINATION: WHAT HAPPENS UPON ARRIVAL

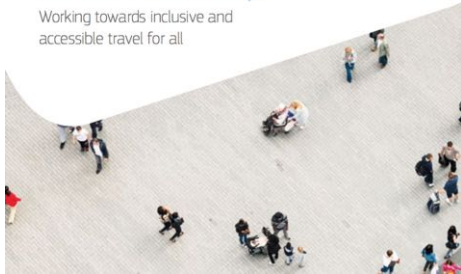
5.5. Driving a hard bargain: transfers and car rental services	13
5.6. Home from home: accommodation	13
5.7. Being there: destinations	14

<https://amadeus.com/documents/en/airlines/research-report/voyage-of-discovery.pdf>

amadeus

Voyage of discovery

Working towards inclusive and
accessible travel for all



Four characteristics of the ideal accessible trip

1. Effective communication
2. Responsive service
3. Standardised content and services
4. Personalised offer

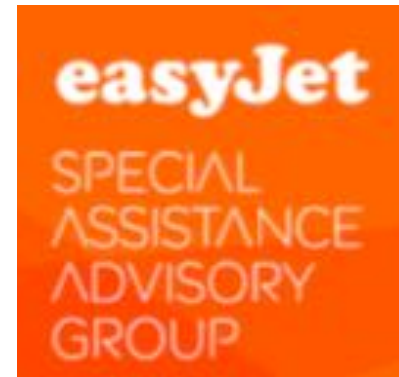
Measuring Performance

Accessibility throughout the journey

...and at the destination



Measuring Performance



- **easyJet** carried over **519,000** passengers who needed special assistance in the **2017** financial year.
- An **increase of 14%** from 2016
- **Customer satisfaction amongst these passengers was 83%.**
- This is down one percentage point year-on-year, however it was **12 points higher than customer satisfaction amongst all passengers.**
- This is the fourth successive year that satisfaction is higher for customers who need special assistance.

We need better data on accessible tourism!

Destinations:

- Data tends to be focussed on big markets...
- Market value – spend
- Visitor habits, travel patterns
- Satisfaction

Data collection needs advocates, allies, experts

- Helps understand scenarios
- Helps to develop policies and identify targets
- Helps to see gaps and find ways to improve
- Helps to guide investments and priorities

We need better data on accessible tourism!

Businesses:

- Investments and Return on Investments (ROI)
- Overnights stays
- Customer service levels
- Staff Training
- Employment of persons with disabilities



The European Tourism Indicator System

TOOLKIT
For Sustainable Destinations

February 2013

EU Tourism Information System

Criteria	Indicator Reference #	Indicator	Is the Destination Monitoring this Indicator	Unit of Measure	Suggested Target	Destination Results
A.1 Sustainable Tourism Public Policy	A.1.1	Percentage of the destination with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement		N		
	A.1.1.1	Percentage of residents satisfied with their involvement and their influence in the planning and development of tourism		N		
	A.1.1.2	Percentage of the destination represented by a destination management organisation		N		
	A.1.2	Percentage of the destination with an accessible tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement		N		
	A.1.2.1	Percentage of residents with access requirements satisfied with their involvement and their influence in the planning and development of tourism		N		
A.2 Sustainable Tourism Management in Tourism Enterprises	A.2.1	Percentage of tourism enterprises/establishments in the destination using a voluntary verified certification/labelling for environmental quality/sustainability and/or CSR measures		N		
	A.2.2	Percentage of tourism enterprises/establishments in the destination using a Code of Practice or Standard on accessibility for visitors with specific access requirements		N		
	A.2.1.1	Number of tourism enterprises/establishments with sustainability reports in accordance with the Global Reporting Initiative (GRI)		N		
A.3 Customer Satisfaction	A.3.1	Percentage of visitors that are satisfied with their overall experience in the destination		N		
	A.3.1.1	Percentage of repeat/return visitors (within 5 years)		N		
A.4 Information and Communication	A.4.1	The percentage of visitors who said that they are aware of destination sustainability efforts/initiatives		N		
	A.4.2	The percentage of visitors who said that they are aware of destination accessibility / inclusion efforts		N		
	A.4.1.1	The percentage of businesses that communicate their sustainability efforts to visitors in their products, marketing, or branding		N		
	A.4.1.2	The percentage of businesses that communicate/inform about the accessibility of their venues and services to visitors in their products, marketing or branding		N		

Working towards better data:

- **No data means no funding for accessible tourism**
- **We need to set Indicators for Destinations and Businesses**
 - An online platform to monitor and benchmark progress
 - Data sets at national level for demand and supply side
 - Translate to practical guidance destinations
 - Impact assessment of improvements
 - Inform policy makers
 - Showcase ROI
 - **And enhance the visitor experience!**

ENAT on Social Media, Web and Contact Address



ENAT Facebook

<https://www.facebook.com/accessibletourism>



Twitter @euaccessstourism



ENAT LinkedIn Group

<https://www.linkedin.com/grp/home?gid=4003674>



ENAT Facebook Group

<https://www.facebook.com/groups/accessibletourism/>

Web: www.accessibletourism.org

Email: enat@accessibletourism.org