IMPACTOUR ReDiscover Europe Workshop

9th May 2021

Theme 2: People – accessibility, inclusion / exclusion, market needs

Ivor Ambrose, Moderator

IMPACTOUR Partner, ENAT
European Network for Accessible Tourism, Belgium

IMPACTOUR

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eWORX

Theme 2 – People – accessibility, inclusion – exclusion, market needs

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Speakers:

- **Introduction:** Ivor Ambrose (IMPACTOUR partner ENAT, Belgium)

- **Catalyst viewpoint 2.1: issues, options (politics)**
  Joaquim Jorge, Advisor to the Ministry of Culture, Portugal

- **Catalyst viewpoint 2.2: issues, options (scientific)**
  Carolina Islas (University of Turku, Finland)

- **Catalyst viewpoint 2.3: issues, options (industry/practice)**
  Tom Jenkins (CEO European Tourism Association)

- **Panel/audience forum discussion.** Chair: Ivor Ambrose, ENAT

- **Rapporteur:** Lorena Aldana, European Policy Coordinator Europa Nostra

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IMPACTOUR

European Network for Accessible Tourism: Our Mission

“To make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world.”

Tourism experiences: Are they Accessible for All?

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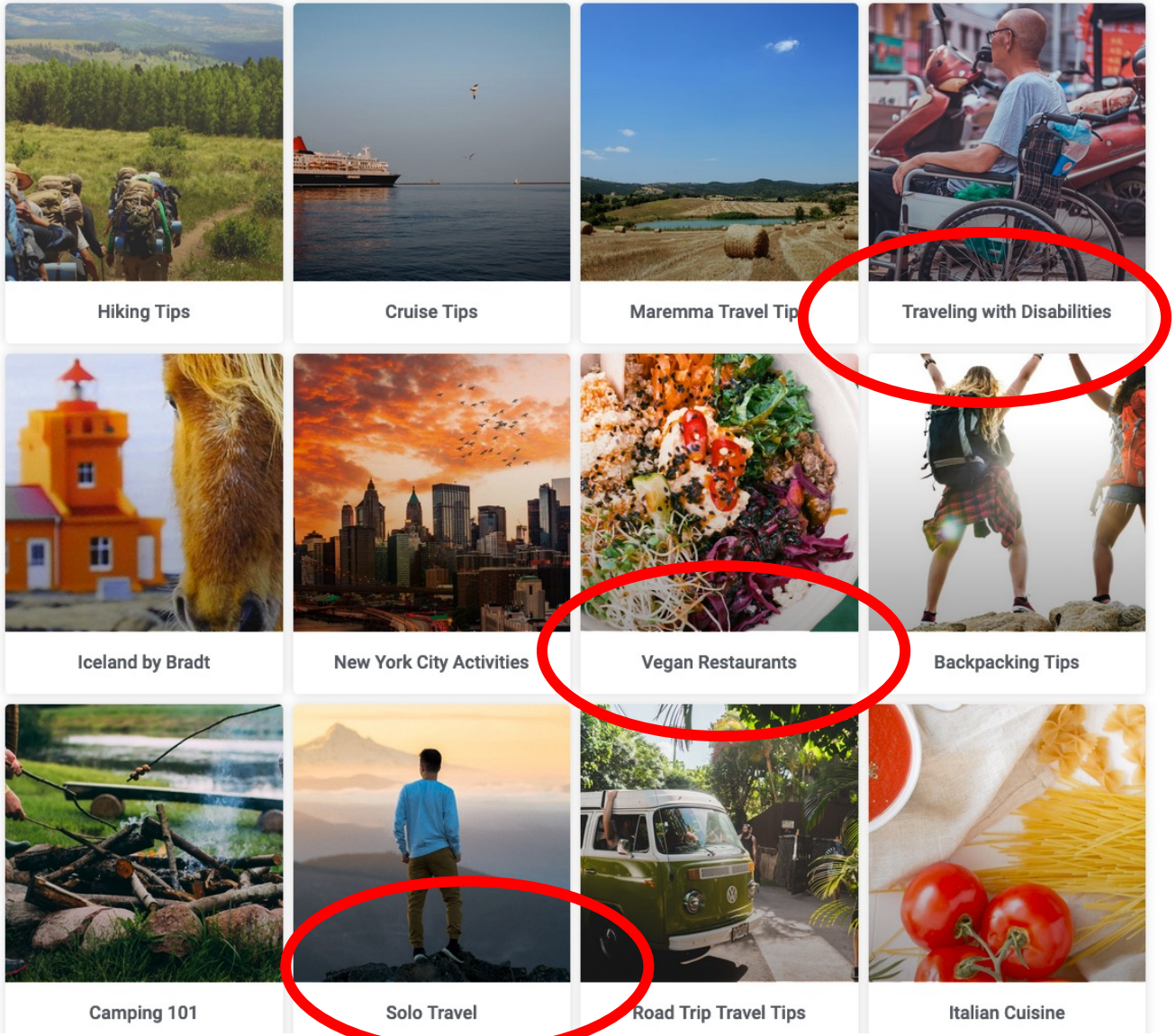

Travelling with disabilities ?

Vegan restaurants ?

Solo travel

… ?

https://tiplr.com

Destinations: Are they Accessible for All?

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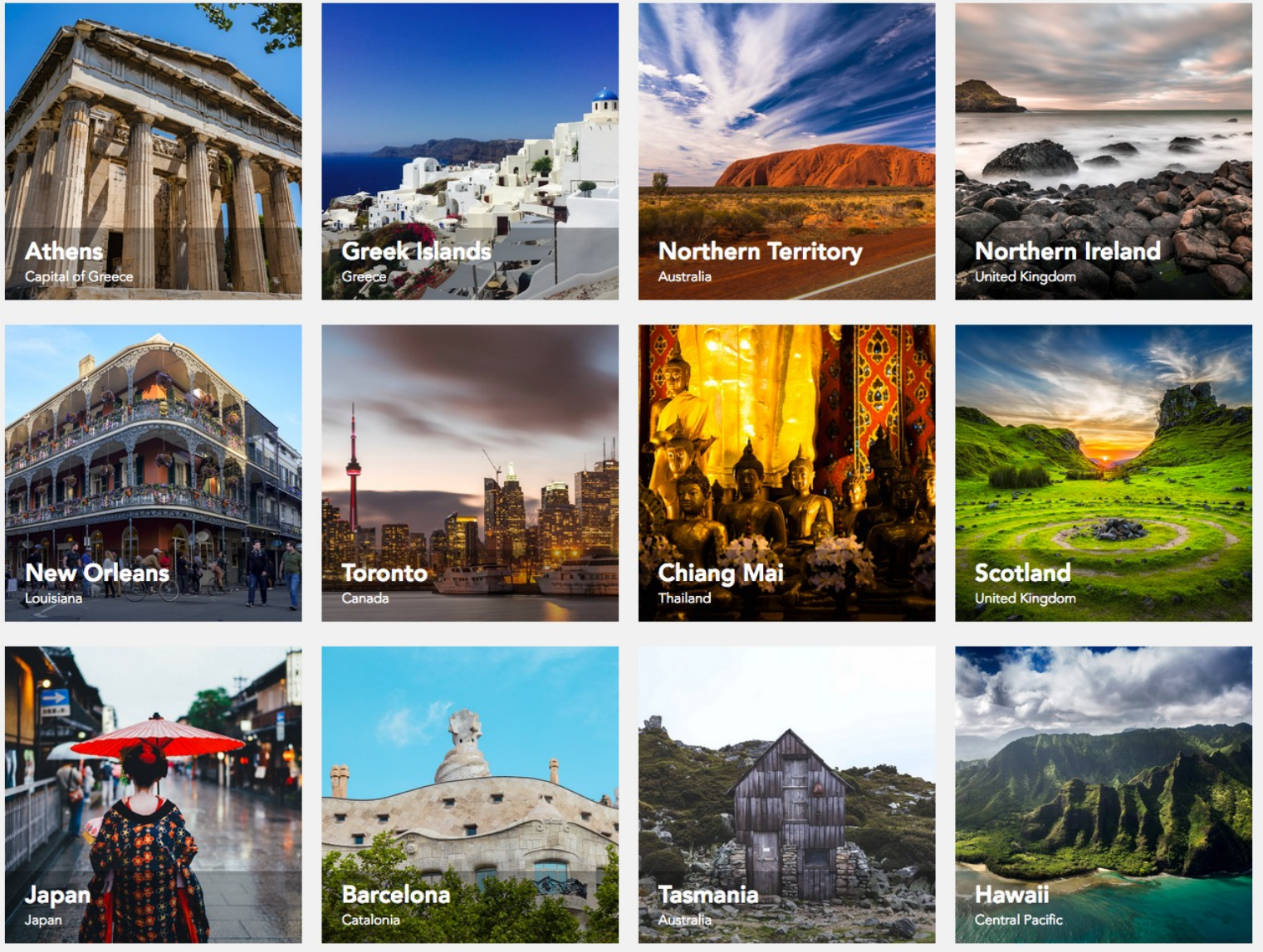

https://tiplr.com

Accessible Tourism – Open to Everyone

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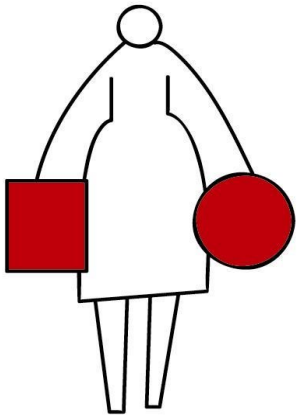
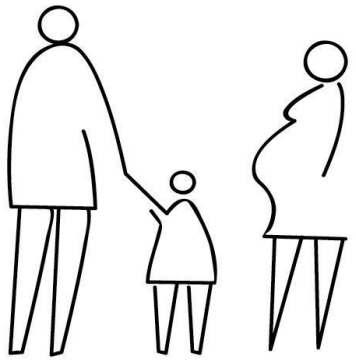
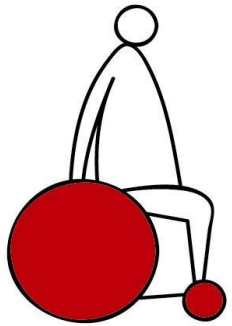
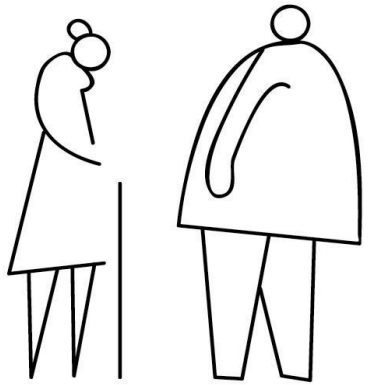
Tourists come in
all shapes
and sizes

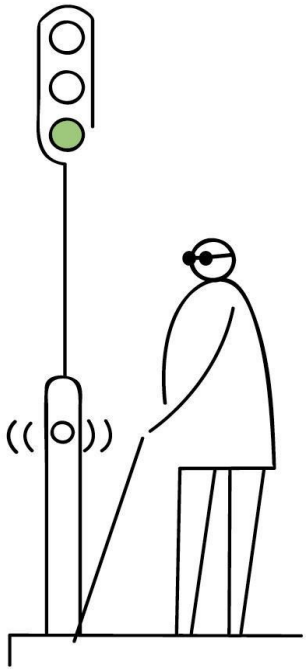


Let them in!









Accessible Tourism – Open to Everyone

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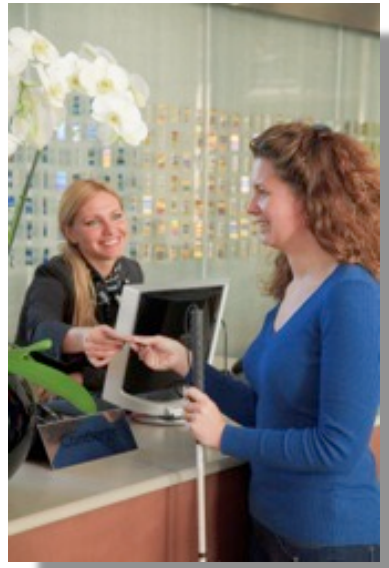

Accessible Tourism is not “Special” Tourism

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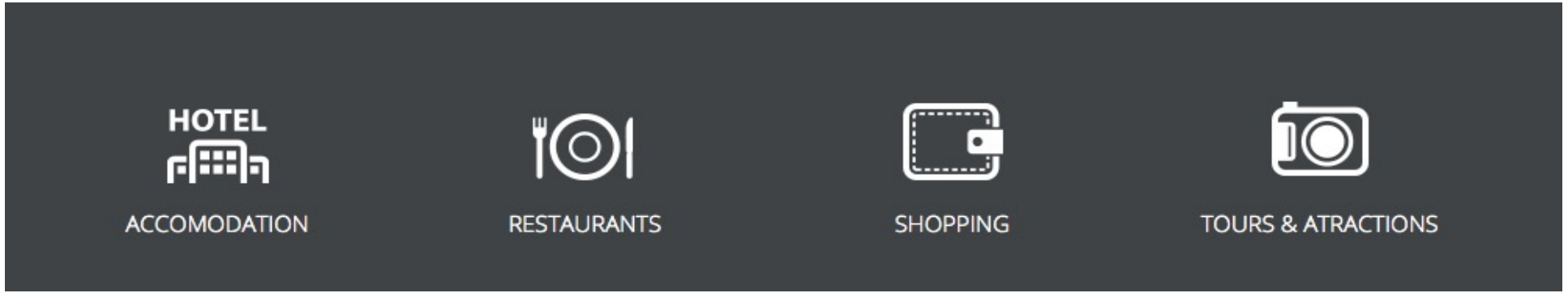
It is part of every kind of offer

- Accommodation
- Adventure
- Culture
- Gastronomy
- Conferences & Fairs
- With kids
- Education
- Nature in the city
- City Break
- Religion
- Sports & Events
- Festivals



Accessible Tourism is…

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“Universally Designed Tourism for All”

Making environments, venues and services suitable for the widest range of customers, including:

- Seniors,
- Families with small children,
- People with disabilities,
- People with long-term health conditions … and many more.

Ensuring equal opportunity to enjoy tourism experiences

Accessibility means : Inclusion, comfort, safety, sustainability

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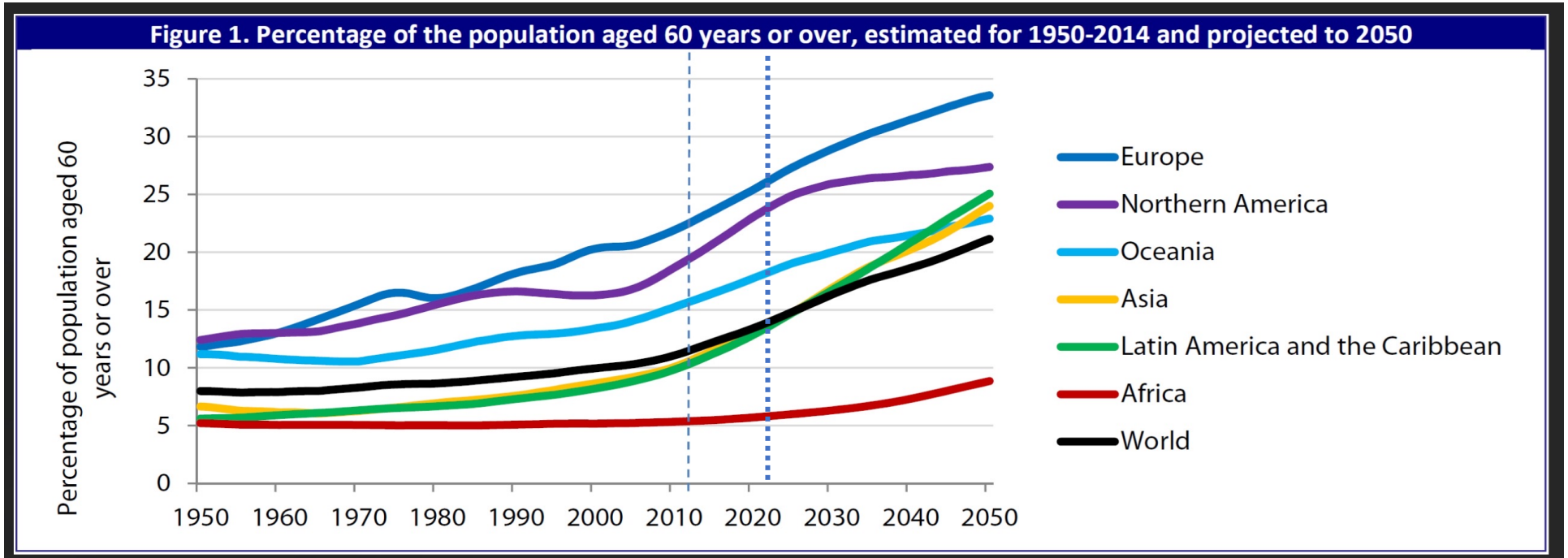
1 billion people have a disability (World Bank, 2011)
1 000 000 000
One in seven people, worldwide

Background figures & trends: pre-COVID

- Tourism numbers rising
- Tourism receipts growing
- Global population ageing
- Increasing demand for inclusive experiences

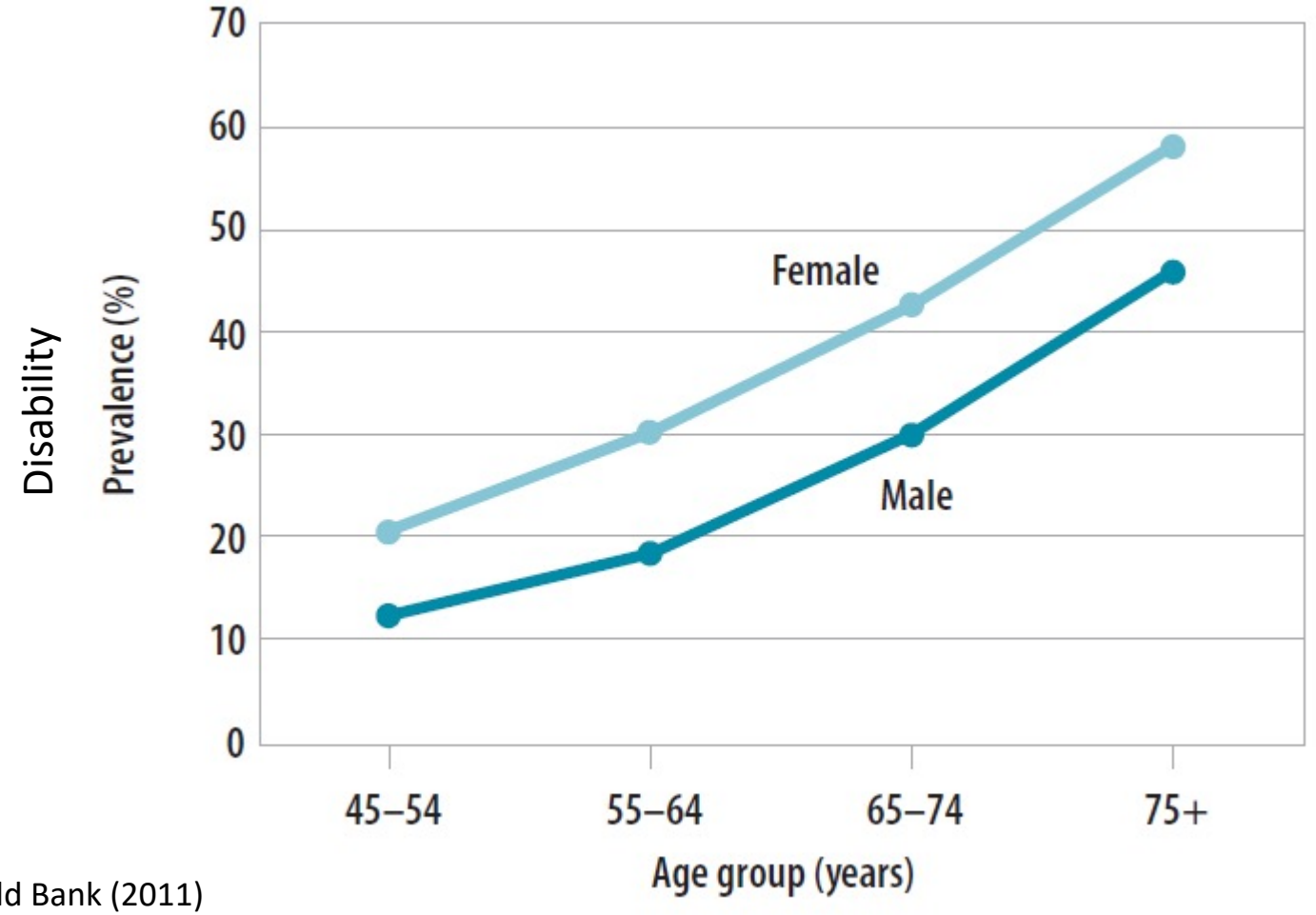
Global population is getting older



- 8%
- 11%
- 21%

Source: UN, 2014

Relation between Ageing and Disability



Source: World Bank (2011)
World Report on Disability.
http://www.who.int/disabilities/world_report/2011/en/

Seniors are 65% of the Accessible Tourism Market

- 1 in 5 persons in Europe are over 60
- They want to travel and enjoy life
- Seniors from Europe take 6 to 7 trips a year
- Most discretionary income
- More active, “youthful”
- Most overseas trips

Accessible Tourism Market – EU-27 (2015)

- **138.6 million people with access requirements in the EU (2011)**
  - **35% people with disabilities** aged 15-64, and
  - **65% older people,** aged 65 and above **UK, France,**
- **UK, France, Germany, Italy and Spain** have largest populations of people with access requirements, **all above 10 million**.

- **Demand is expected to grow to 862 million trips per year** by 2020, (+ 1.2% per year since 2015).

Source: EU Study, 2015, GFK

Travel Companions

People with access requirements travel with **1.9 companions** (on average)

AND they…

- Stay longer
- Spend more
- Make more repeat visits
- Travel throughout the year

Lack of accessibility:
A cost for the tourism sector!

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€ 142 billion
each year is lost

+3.4 million jobs
not achieved

ENAT's Mission for IMPACTOUR

"To make European Cultural Tourism Destinations, products and services safe, inclusive, comfortable, **without compromising accessibility!**"

www.impactour.eu

UNWTO Inclusive Recovery Guide

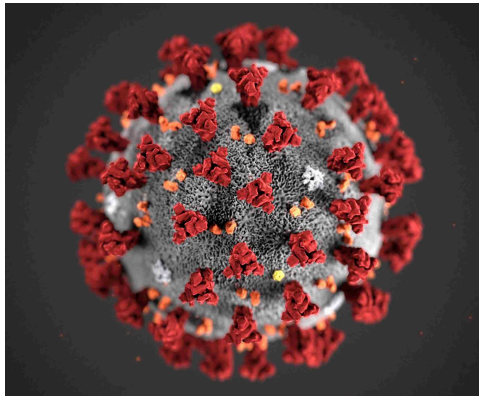
Sociocultural Impacts of COVID-19

Issue 1: Persons with Disabilities

UNWTO Inclusive Recovery Guide

Sociocultural Impacts of COVID-19

Issue 2: Cultural Tourism



Thank you

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Join: Smart Cultural Tourism Destinations

https://www.linkedin.com/groups/9053513/