



Marketing and promotion of accessible tourism itineraries:

Mainstreaming accessibility as a tool for success in tourism businesses

Ivor Ambrose

ENAT – European Network for Accessible Tourism



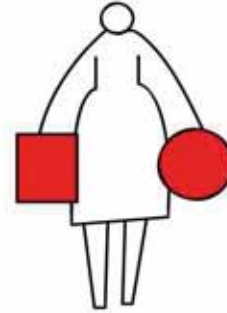


Tourism
for All

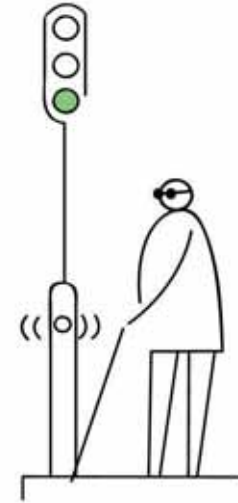
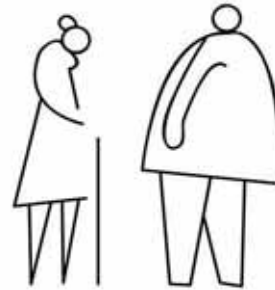
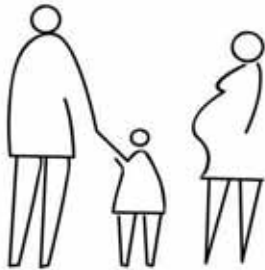




Tourists come in
all shapes
and sizes



Let them in!



1 in 5 people have an access need, when travelling

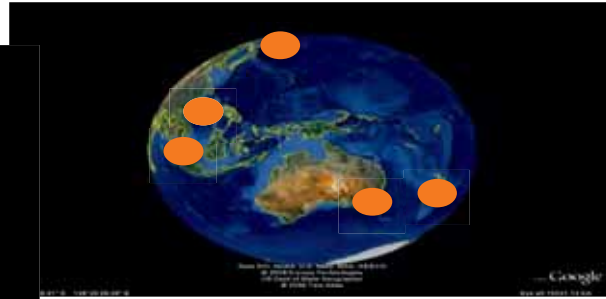
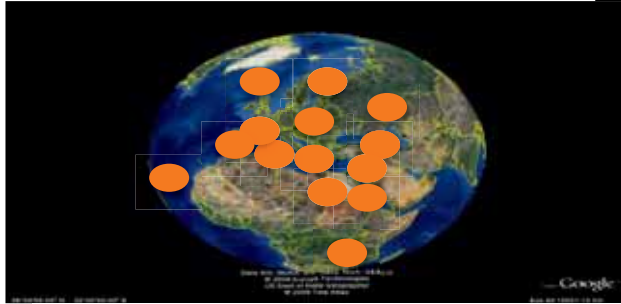


Accessible Tourism is:

- making environments, venues and services suitable for the widest range of customers, including people with disabilities, seniors, families with small children... and many more

“Tourism for All”

In Europe and around the world



With almost 100 members in more than 30 countries

in Europe, Middle East, Africa, North and South America, Asia, Australasia – Pacific regions

More than 5000 followers in social media

ENAT: In Europe & around the world

The mission of the European Network for Accessible Tourism (ENAT) is:

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

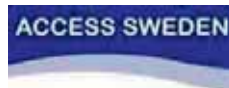
[#tourism4all](#)

[@EUaccessstourism](#)

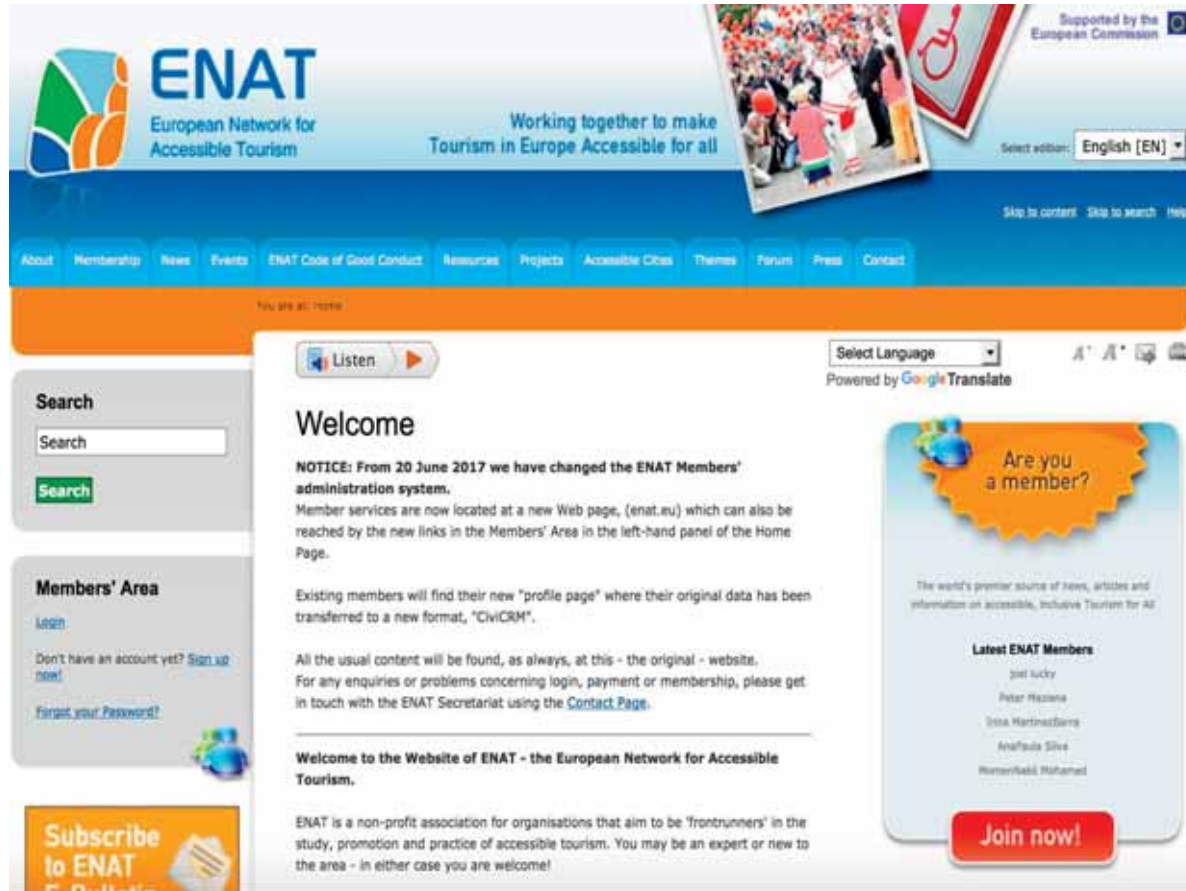




Just some of ENAT's Members & Partners



Visit: www.accessibletourism.org



The screenshot shows the homepage of the European Network for Accessible Tourism (ENAT). The header features the ENAT logo, the tagline "Working together to make Tourism in Europe Accessible for all", and a "Supported by the European Commission" badge. A language selector is set to "English [EN]". A navigation menu includes links for About, Membership, News, Events, ENAT Code of Good Conduct, Resources, Projects, Accessible Cities, Themes, Forum, Press, and Contact. A breadcrumb trail indicates "You are at: Home".

Search

Search

Search

Members' Area

[Login](#)

Don't have an account yet? [Sign up now!](#)

[Forgot your Password?](#)

Subscribe to ENAT E-Newsletter

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) 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 Nicone
- Olga MartiuzBana
- AnaPaula Silva
- Memorabd Mohamed

Join now!

Powered by Google Translate

Accessible Tourism Market...

65 % “Seniors”

35 % Visitors with
disabilities

Plus:

- Families with small children
- Temporary impairments

**= All of us
... at some time in life**

Accessible Tourism Market - Europe

- **138.6 million people with access needs in the EU (2011)**
 - **35% people with disabilities** aged 15-64, and
 - **65% older people**, aged 65 and above
- **UK, France, Germany, Italy and Spain have above 10 million people with access needs when travelling**
- **783 million trips** within the EU (2012)
- **Demand growth: 862 million trips per year** by 2020, (+ 1.2% per year).

Source: EU Study, 2015, GFK

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

Travel Companions

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

On average:

- People with disabilities + **2.2** companions
- Older people + **1.6** companions

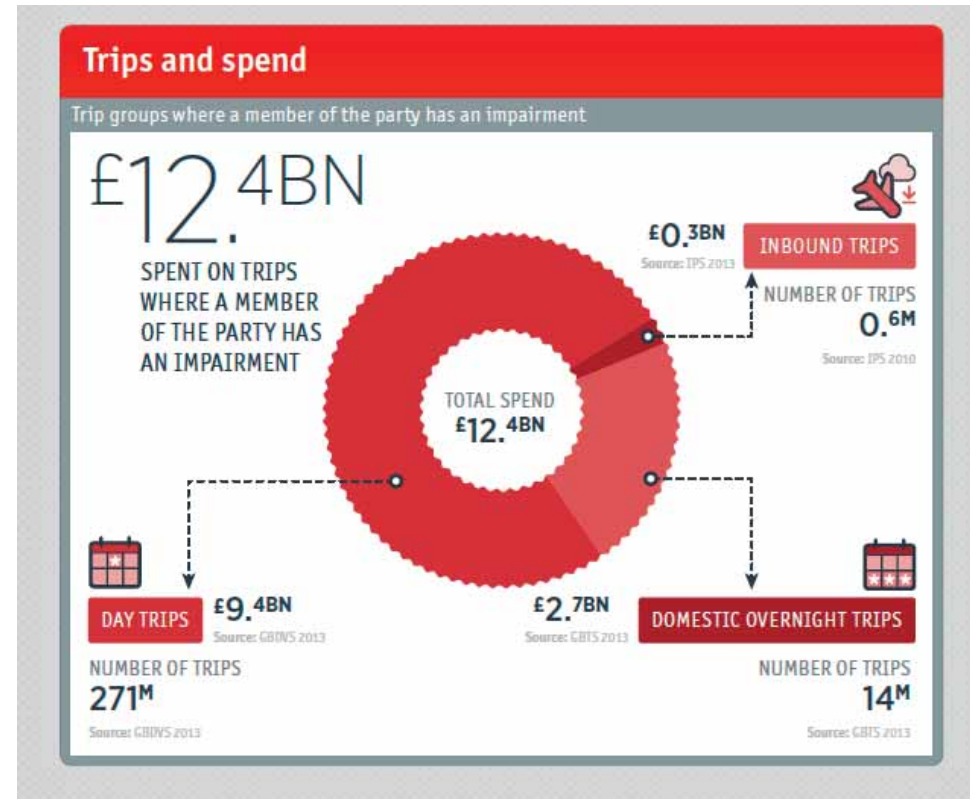


Accessible Tourism Supports Jobs and Growth

- "Accessible tourism" generated €786 billion gross turnover in 2012
- Supports 9 million jobs in Europe

Value of Accessible Tourism Market - England

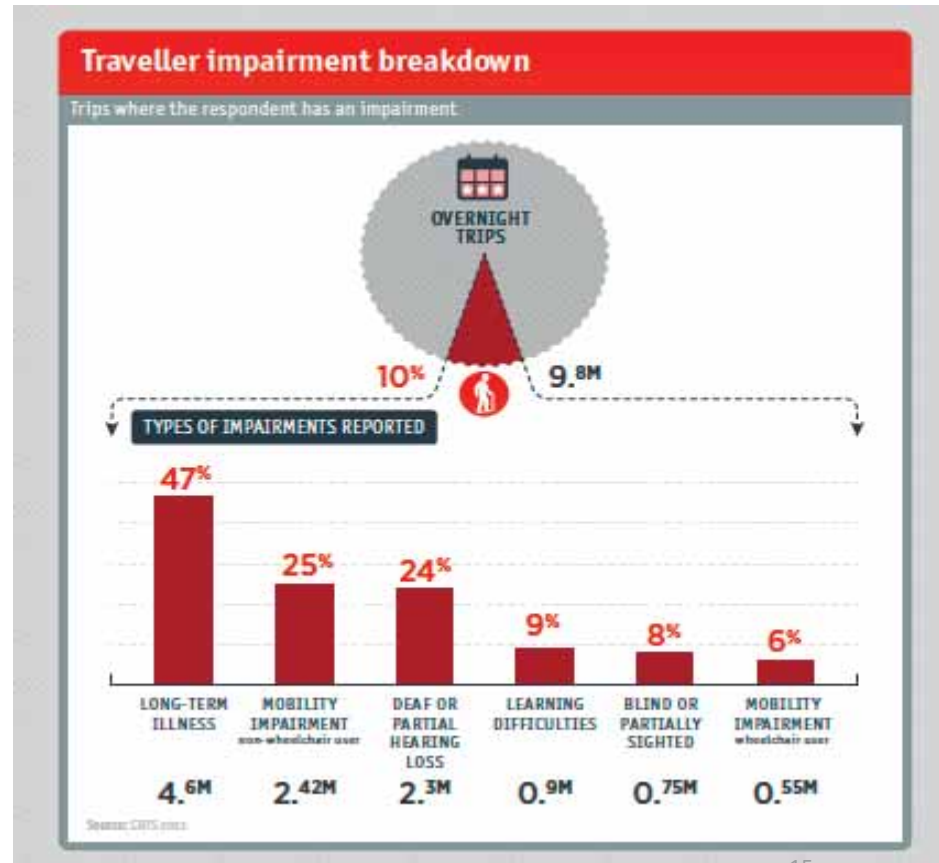
- Accessible Tourism spend: £12.4 BN
- Increased by 30% from 2009 to 2013



Accessible Tourism Market - England

- Which disabilities?
- Visitor Survey (2013)
 - groups where one of the members has a disability or long-term health condition

Source: VisitEngland



Accessible Tourism Market - England

- Stay longer
- Spend more



ATTIMO Destinations

Vicenza



St. James Itineraries



Culinary itineraries

Styria



ATTIMO Marketing and Promotion



Vicenza

Styria



- **Engaging Local Actors and Stakeholders - The VIP strategy**
 - V = Visitors:** potential visitors to the tourism areas in Italy and Austria
 - I = Industry:** the business owners and managers engaged in ATTIMO
 - P = Policy makers:** the local and regional tourist boards and other authorities responsible for tourism and transport in the ATTIMO areas
- **Branding Guidelines**
- **Examples of Itineraries: 1/2 day and 1 day tours**
- **Pantou – the Accessible Tourism Directory + global marketing**
- **Social media, bloggers, visitors' feedback**

<http://www.attimo-tourism.eu/documents/>



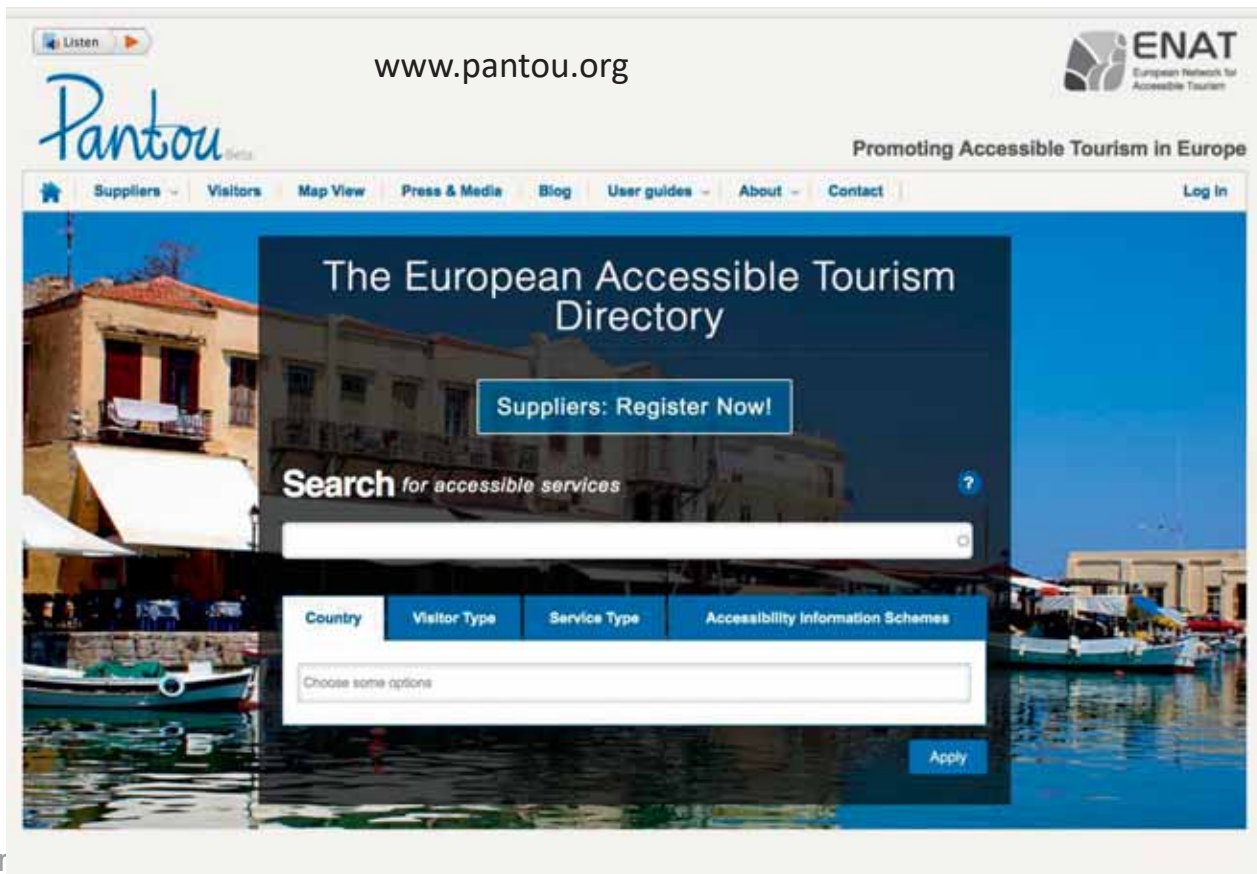
ATTIMO Business Toolkit for SMEs

- **The building blocks:** - How to position your business put the itineraries together, the building blocks, business engagement, producing accessibility guides, staff training, etc.

- **The “Unique Selling/Experience Proposition”**, with suggested culinary and religious itineraries and the Journey Planner

- **Marketing Tools:**
 - How to present accessibility information on your website
 - Link to ATTIMO and Pantou.org
 - Feedback from visitors – sharing experiences

ATTIMO Exploitation Toolkit



The screenshot displays the website www.pantou.org. The main heading is "The European Accessible Tourism Directory". A prominent blue button says "Suppliers: Register Now!". Below this is a search bar with the text "Search for accessible services". Underneath the search bar are four filter tabs: "Country", "Visitor Type", "Service Type", and "Accessibility Information Schemes". A dropdown menu is open under "Country" with the text "Choose some options". An "Apply" button is located at the bottom right of the filter section. The background of the search area is a photograph of a coastal town with buildings and boats in the water. The website also features a "Listen" button in the top left, the ENAT logo (European Network for Accessible Tourism) in the top right, and a navigation menu with items like "Suppliers", "Visitors", "Map View", "Press & Media", "Blog", "User guides", "About", "Contact", and "Log in". The tagline "Promoting Accessible Tourism in Europe" is visible below the ENAT logo.

ATTIMO

Pantou Promoting Accessible Tourism in Europe

Suppliers: Register Now!

Search for accessible services

Country Visitor Type Service Type Accessibility Information Schemes

Apply

Recently Registered

- Palazzo Cordellina** (Vercelli, Italy)
Main Venue of the Vercelli City Library. The Cordell Hall and the other two halls on the "culture floor" host cultural activities such as performances.
- Brunello Distillery** (Montepulciano, Italy)
Quaint venue of the central Italian distillery with a bar, cafe, and tasting of various distillates. Featured in the Attimo associates...
- Agiturismo Feriani Villa** (Montepulciano, Italy)
Farmhouse. We have two restored apartments. Each apartment has two bedrooms and bathroom. We produce vegetables and fruit with which we prepare...
- Villa San Girolamo Rigoni** (Forte di Bardonecchia, Italy)
The villa is a family home but can be rented by appointment. It has a large garden, small church and terrace dedicated to events and weddings...
- Berberano Church** (Berberano Veneto, Italy)
Church on the Route of Saint James near Venezia. It is a building where the Christian community gathers for prayer. The church dates back to the...
- Castegnaro Church** (Castegnaro, Italy)
Parish church from the 15th century with paintings by G. Cassini, G. Lazzarini, e C. Manacini. Featured in the Attimo Accessible Search.

Popular search terms

- Search
- visit
- Museo del Comune di Montepulciano
- refugi di guerra
- storia

Most visited services

- Farm Residence d'Agostinelli / Estate di San Mauro
- Amuse Travel
- Montepulciano
- Fondazione Turismo Venezia
- Museo di Orto di...

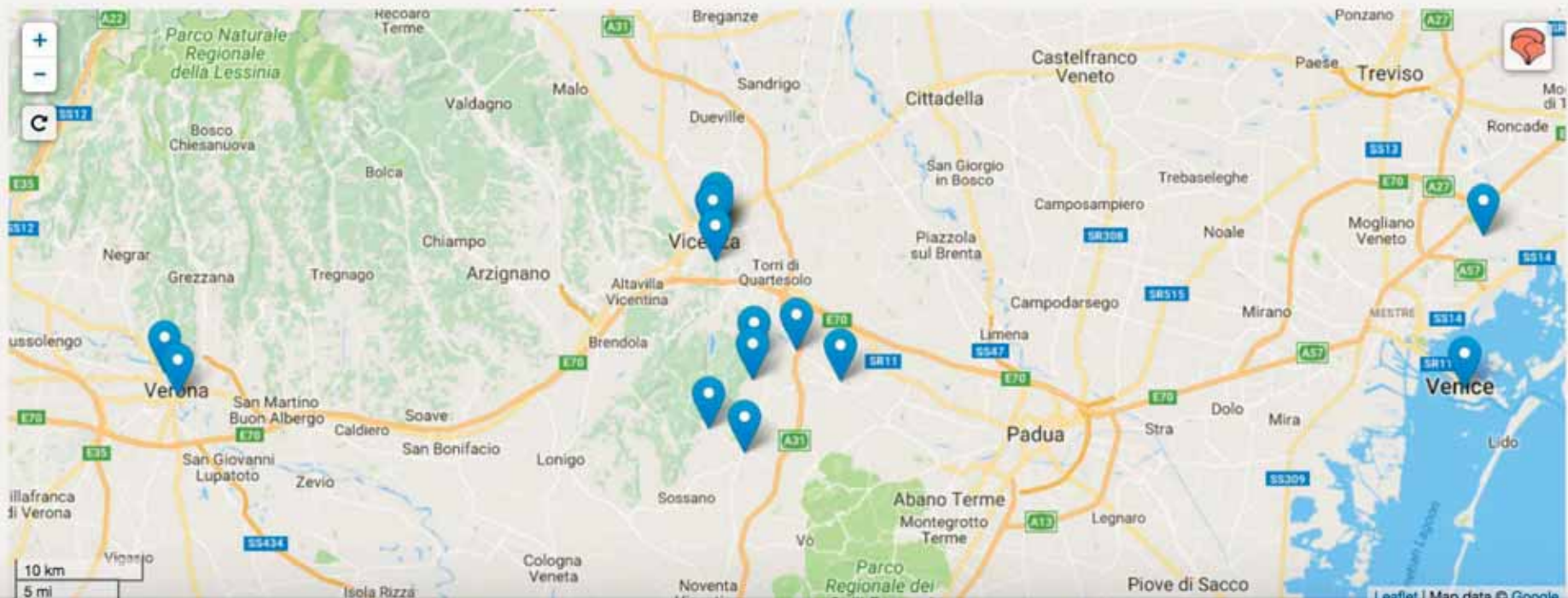
facebook

Pantou.org

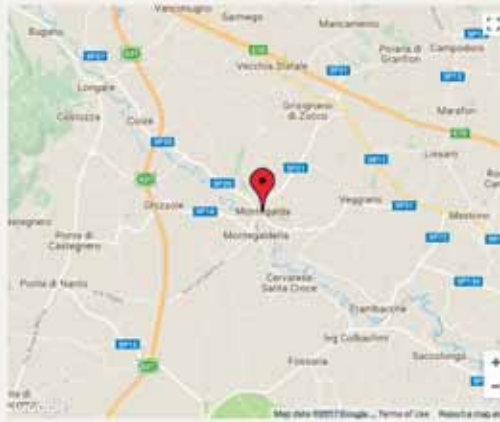
twitter

Tweets by @attimo_italia





Brunello Distillery



Brunello Distillery

Montegalda, Italy

Service description:

Guided visits of the oldest artisan distillery still in business, and tasting of various distillates.
 Featured in the Attimo accessible tourism itinerary Vicenza, at: <http://www.attimo-tourism.eu/itinerary-inerary-vicenza/>

Website:
<http://www.brunello.it>

Address:
 Via Roi 51, Montegalda, Vicenza, Italy

Visitor Types

- People with motor impairments
- People who use a wheelchair
- People of very large or small stature
- People who are deaf or have hearing impairments
- People with learning difficulties, autism, other cognitive and developmental impairments
- People with allergy or asthma or requiring special diets
- People who are frail, lacking in strength or stamina
- People who use any kind of technical assistive devices
- People with service animals



Brunello Distillery

Montegalda, Italy

Service description:

Guided visits of the oldest artisan distillery still in business, and tasting of various distillates.

Featured in the Attimo accessible tourism itinerary Vicenza, at: <http://www.attimo-tourism.eu/culinary-itinerary-vcenza/>

Website:

<http://www.brunello.it>

Address:

Via Roi 51, Montegalda, Vicenza, Italy

Postcode:

36047

Telephone:

+390444737253

Email:

giovanni@brunello.it

Visitor Types

People with motor impairments

People who use a wheelchair

People of very large or small stature

People who are deaf or have hearing impairments

People with learning difficulties, autism, other cognitive and developmental impairments

People with allergy or asthma or requiring special diets

People who are frail, lacking in strength or stamina

People who use any kind of technical assistive devices

People with service animals

Services Information

Food and Beverage:

Other food and beverage

Accessibility Information

Scheme:

 Pantou Access Statement

Geographical Area:

International



Follow us on Facebook



Follow us on Twitter



Follow us on Google+



Follow us on LinkedIn



Learn our news first



Pantou Access Statement for Suppliers of Accessible Services

This Access Statement has been produced for *Pantou*, based on guidance from the *European Network for Accessible Tourism – ENAT*. It aims to give an accurate description of the accessibility of facilities and services that are offered to guests/visitors. Please contact us if you need further information about our services.

Access Statement for: DISTILLERIA BRUNELLO

Section 1. General Information

1.1 Name, address and contact details

Distilleria Brunello
Address: via Roi 51, 36047 Montegalda (VI)
Telephone: +39 0444 737253
Email: giovanni@brunello.it
Website: www.brunello.it

1.2 General description of our services

Guided visits of the oldest artisan distillery still in business, and tasting of various distillates.

1.3 Who we cater for *

We can provide accessible services for

- People with motor impairments
- People who use a wheelchair
- People of very large or small stature
- People who are deaf or have hearing impairments
- People with learning difficulties, autism, other cognitive and developmental impairments
- People with allergy or asthma
- People who are frail, lacking in strength or stamina
- People who use any kind of technical assistive devices
- People with assistance dogs / guide dogs

1.4 Our access and customer service policies

1.5 Where to find our information



ATTIMO...

...the path to the accessible tourism market for sustainable and accessible businesses and destinations



Thank you
Grazie!

ENAT – European Network for Accessible Tourism

www.accessibletourism.org

