

TURISMO DE
PORTUGAL



O Turismo Acessível na Europa e em Portugal

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Managing Director

European Network for Accessible Tourism asbl.

#EUaccessstourism

www.accessibletourism.org

Online: 27 October 2020



Accessible Tourism Experiences...



Book a Hotel



Flight Deals



Rent a Car



Find an Experience



B&B Travel Tips



Cruise Tips



Solo Travel



Camping 101



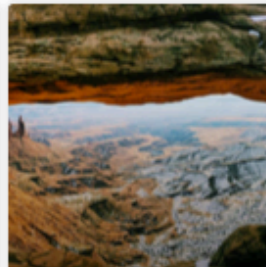
Backpacking Tips



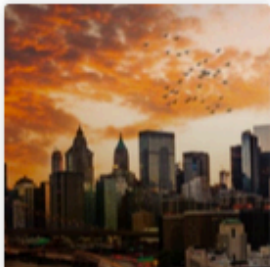
Airbnb Tips



Greek Islands Travel Tips



U.S. National Park Tips



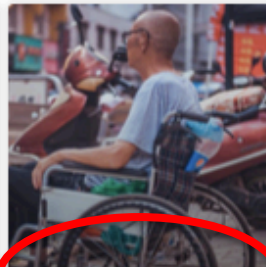
New York City Activities



Budget Travel Tips



Maremma Travel Tips

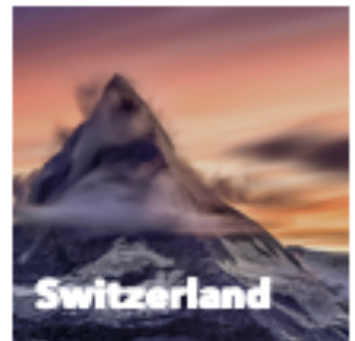
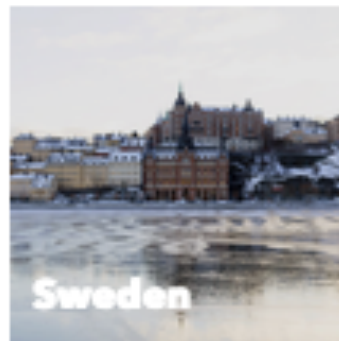
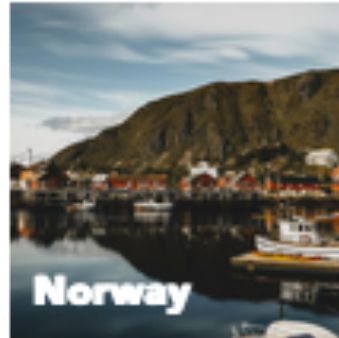


Traveling with Disabilities

& accessible?

<https://tiplr.com/experiences>

Tourism Destinations – Accessible for All?



Accessible Tourism is... not “special”...

...it's tourism for Everyone, Everywhere

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



ACCOMODATION



RESTAURANTS



SHOPPING

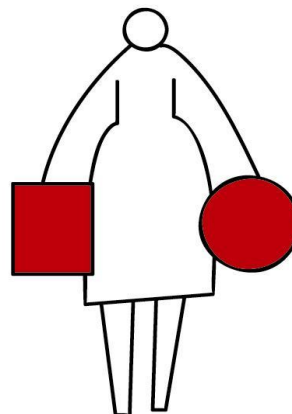


TOURS & ATTRACTIONS

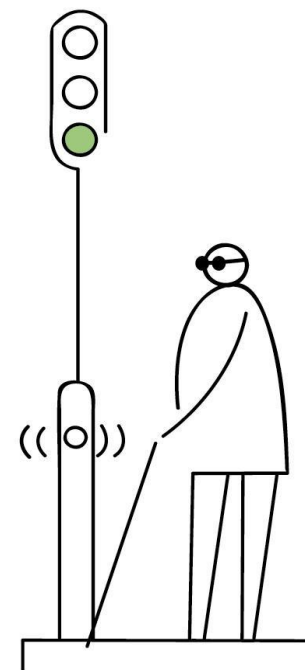
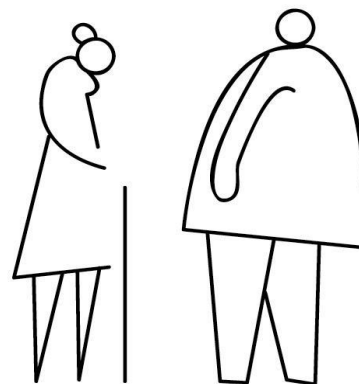
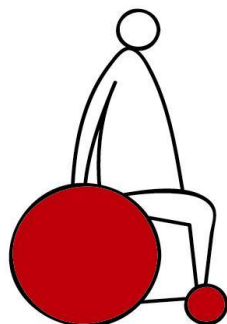
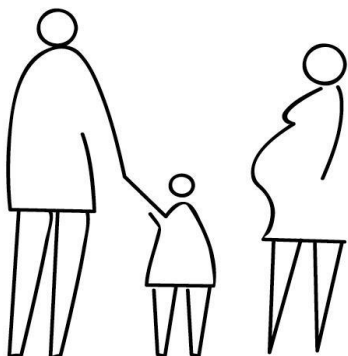
Accessible Tourism – Open to Everyone



Tourists come in
all shapes
and sizes



Let them in!





ENAT

European Network for
Accessible Tourism

Working together to make
Tourism in Europe Accessible for all



Supported by the
European Commission 

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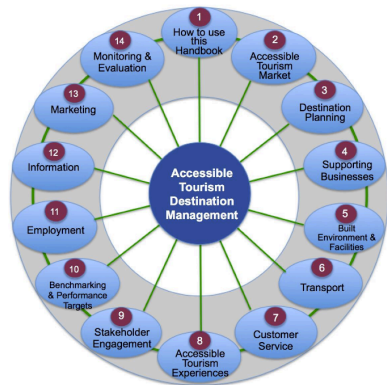


ENAT's Mission:

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

- ✓ Lousã Accessible Tourism Destination
- ✓ Projecto Turismo Inclusivo training programme, 2011
- ✓ BRENDAIT project, Turismo do Centro
- ✓ Accessible Tourism Destination Handbook by ENAT, 2017
- ✓ TUR4All - Accessible Tourism promotion, PT & ES
- ✓ All for All Programme – supporting AT across the country
- ✓ UNWTO: Portugal named “Most Accessible Destination” 2019
- ✓ 33 Portuguese AT businesses in the [Pantou.org](https://www.pantou.org/) Directory

Portugal's path to accessible tourism - a track record of good practices



The world of tourism IS changing

- becoming more accessible



- **Accor Hotels (France)** has developed a Smart Room that's accessible and personalised for hotel guests according to their needs and preferences
- **Scandic Hotels (Sweden)** has upgraded its access standards and online staff training on accessibility for all guests.
- **Svayam Non-Governmental Organisation (India)** holds "Sensitisation Workshops" for Delhi Airport Community on Accessibility and Better facilitation of Passengers with Reduced Mobility.
- **Open Doors Organization (USA)** has partnered with Aira, which makes an app for blind people, providing real-time navigation support through airports and other large venues.
- **Costa Cruises (Italy)** offers accessible shore excursions, at no extra cost, for guests with mobility impairments. Their *Allegro Tours* have been developed in collaboration with the Italian Association for Multiple Sclerosis at a number of ports around the Mediterranean.
- **At Sintra in Portugal**, wheelchair users can use an electric motor to get a free tow around the accessible castle and gardens, among many other improvements at this UNESCO World Heritage site.

Pantou.org

The Accessible Tourism Directory



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ENAT
European Network for Accessible Tourism

Pantou Beta

Promoting Accessible Tourism Around the World

Suppliers ▾ | Visitors | Map View | Press & Media | Blog | User guides ▾ | About ▾ | Contact | Statistics | My Pantou ▾

Home > Services

Search *for accessible services*

Country (1)	Visitor Type	Service Type	Accessibility Information Schemes
<input type="text" value="Portugal"/>			

Country : Portugal

Displaying results 1 - 12 out of 33

2 3

Pantou.org

The Accessible Tourism Directory

Pantou

33 registered suppliers in Portugal



Displaying results 1 - 12 out of 33

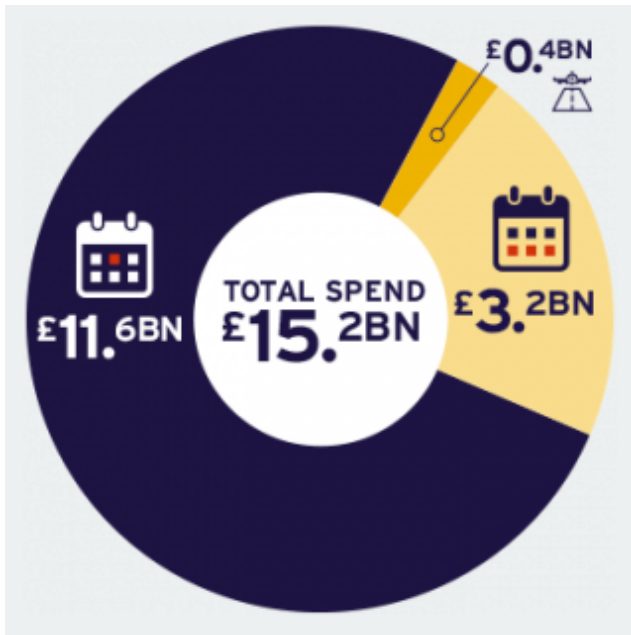
1 2 3 next last »

<p>Access Azores Faial Island, Portugal</p> <p>Whale watching, jeep and van tour, diving, trails and much more. See more at our website.</p>	<p>Accessible Portugal Aranha, Portugal</p> <p>Promoting Accessible Tourism for All in Portugal. Qualification of Portuguese tourism's offer and demand. Tur4all platform. Technical advice to...</p>	<p>Algarve Senior Living Lagos, Portugal</p> <p>www.algarveseniorliving.com is the Algarve's first primarily rental-based offering for seniors...</p>	<p>AzoresforAll - Cresaçor Ponta Delgada, Portugal</p> <p>Cresaçor, through the AzoresForAll brand, is a pioneer in promoting social and inclusive tourism in the Azores. As a licensed touristic animation...</p>
<p>Casa do Lago Holiday Villa Foz do Arelho, Portugal</p> <p>Accessibility is a priority at Casa do Lago - this incredible disabled friendly property offers an accessible luxury bedroom with en suite...</p>	<p>Centre Algarve Portugal</p> <p>Centre Algarve is set in the beautiful Ria Formosa Nature Reserve. The 14-bedroom resort is fully equipped to allow people with special needs,...</p>	<p>European Federation of Tourist Guide Associations Lisbon, Portugal</p> <p>Our Members are the professional, qualified tourist guides in Europe. They are committed to quality and standards and add value to the visitor...</p>	<p>Explore Iberia Valença, Portugal</p> <p>Accessible Nature holidays Northern Portugal and Galicia. Explore the best of our nature without barriers!</p>
<p>FUNDAÇÃO INATEL Lisbon, Portugal</p> <p>INATEL was founded in 1935 as a National Foundation, to develop leisure activities for employees. We provide services in the areas of tourism,...</p>	<p>Go Gal - Access Portugal, LDA Vila Nova de Famalicão, Portugal</p> <p>We are a Portuguese specialized travel agency and we provide a range of services that goes beyond the usual tourism services. Our main concern is...</p>	<p>Infitravel Saúde Lisbon, Portugal</p> <p>Health Tourism Agency We provide tailor-made packages, designed to meet the client needs and expectations in terms of travel arrangements, logistic...</p>	<p>PARTTEAM & OEMKIOSKS M.S.N.F. Lda. - PARTTEAM & OEMKIOSKS Lagos - VW Fátima, Portugal</p> <p>The Portuguese company PARTTEAM & OEMKIOSKS is a worldwide reference in the development and manufacture of multimedia kiosks, self-service...</p>

Accessible Tourism in numbers

- recent VisitEngland data

Surveys Show Marked Increase in Accessible Travel Market.
(All data relates to trips in England only).

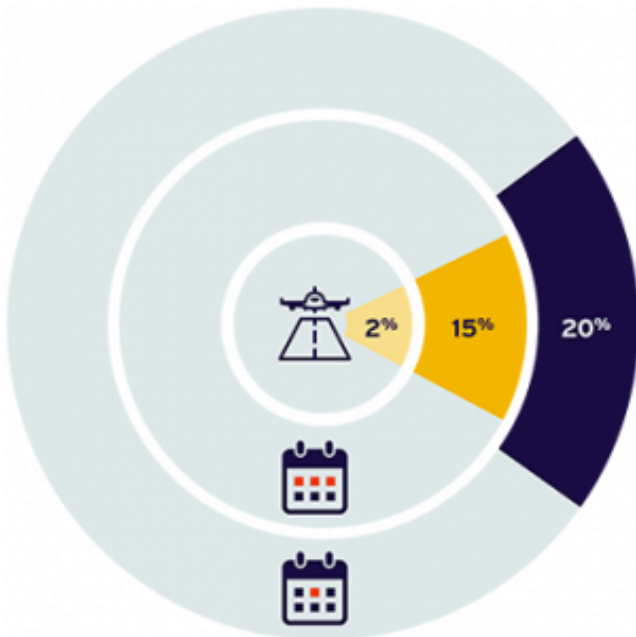


- The total expenditure generated by those with an impairment or those travelling within a group where a member had an impairment is estimated to be £15.3 billion
- Inbound visitor spending by this group was £0.5 billion in 2018
- Domestic overnight visitor spending by this group was £3.2 billion in 2015
- Day visitor spending by this group was £11.6 billion in 2018.

Accessible Tourism in numbers

- recent VisitEngland data

Contribution to tourism volume



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Accessible Tourism in numbers

- recent VisitEngland data

Average spend

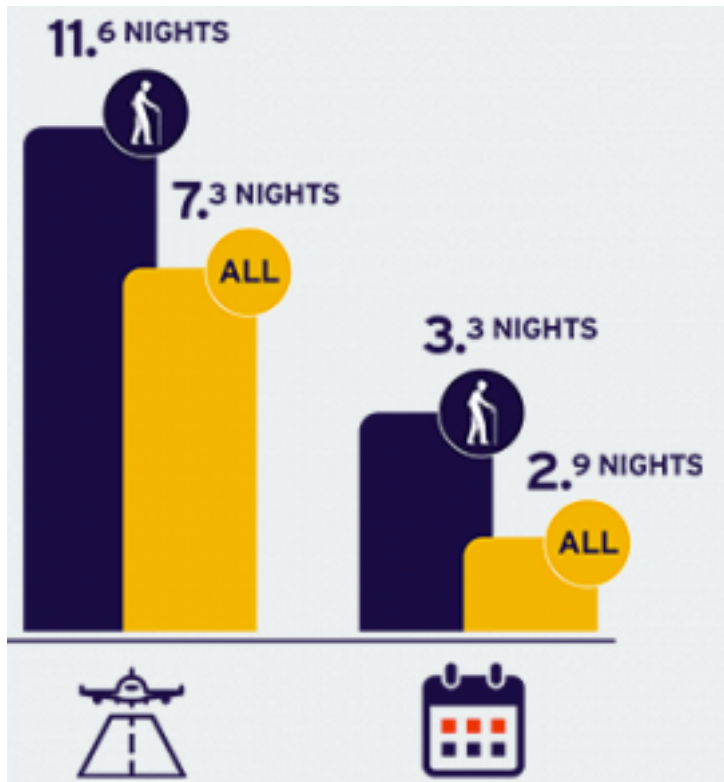


- The average spend per inbound visit was £660 for all trips, compared to £740 for trips taken by those with an impairment and their travelling companions.
- The average spend per domestic overnight trip was £191 for all trips, compared to £210 for trips taken by those with an impairment and their travelling companions.

Accessible Tourism in numbers

- recent VisitEngland data

Average length of stay

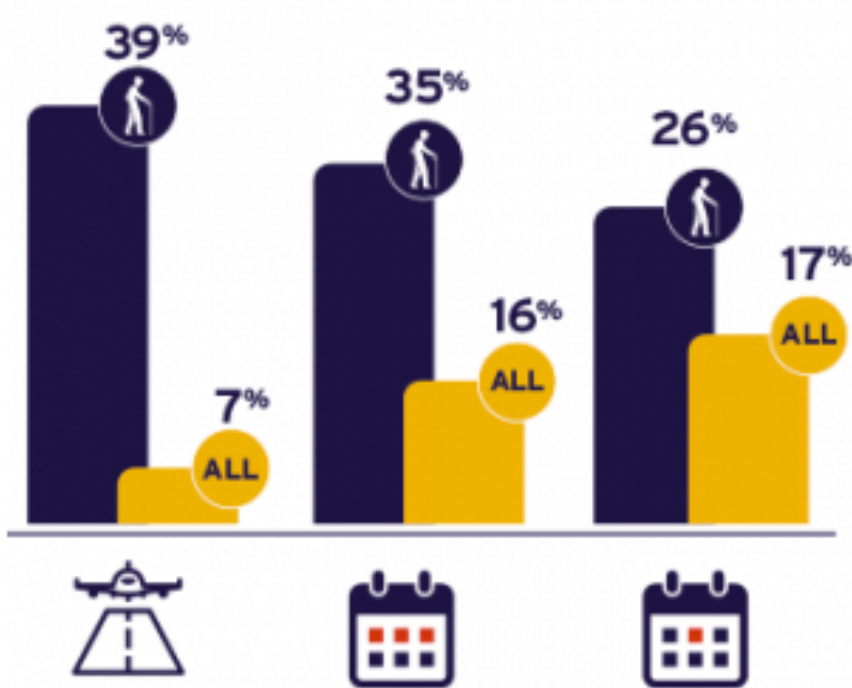


- The average length of stay per inbound visit was 7.3 nights for all trips, compared to 11.6 nights for trips taken by those with an impairment and their travelling companions.
- The average length of stay per domestic overnight trip was 2.9 nights for all trips, compared to 3.3 nights for trips taken by those with an impairment and their travelling companions.

Accessible Tourism in numbers

- recent VisitEngland data

Age of traveller



- Those aged over 65 made up 7% of all inbound visits, compared to 39% of trips taken by those with an impairment and their travelling companions.
- Those aged over 65 made up 16% of all domestic overnight trips, compared to 35% of trips taken by those with an impairment and their travelling companions.
- Those aged over 65 made up 17% of all day visits, compared to 26% of day visits taken by those with an impairment and their travelling companions.

Accessible Tourism in numbers

- The ODO Market Study



- The 4th nationwide (US) study on the travel patterns and spending of American adults with disabilities.
- Conducted by The Harris Poll in June/July 2020, it focuses on 2018-19 when travel was still booming.
- During that 2-year period, 27 million travellers took a total of 81 million trips and spent \$58.7 billion on just their own travel, up from \$34.6 billion in the 2015 Study.
- Spending on air travel also increased to \$11 billion, up from \$9 billion in 2015.



Horizon 2020
European Union Funding
for Research & Innovation

IMPACTOUR Project



IMPACTOUR

H2020 Research and Innovation
Managing Cultural Tourism Destinations

www.impactour.eu

- The IMPACTOUR project started on 1st January 2020. Led by UNINOVA, Lisbon, it will create an innovative and easy-to-use methodology and management tool to measure and assess the impact of Cultural Tourism on destinations.
- IMPACTOUR brings together multi-disciplinary teams from the fields of data science and engineering, cultural heritage, tourism management and accessibility to devise a new, data-driven approach to managing cultural destinations.
- 20 cultural tourism sites across Europe are participating in IMPACTOUR to develop and test the IMPACTOUR Tool.

The project aims to strengthen the role of Cultural Tourism as a driving force in the economic development of sustainable European regions.

- Cultural Tourism has been recognized as one of the drivers of growth, jobs and economic development, as well intercultural understanding and social development in Europe regions and urban areas
- Managing visitor flows and combatting effects of the COVID-19 pandemic

Participating in Global and EU Standards work



ISO DIS 21902 (expected January 2021)

Tourism and related services – Accessible tourism for all
Requirements and recommendations.



CEN-CENELEC JTC 11 Mandate M/420 **prEN_17210** (ongoing)

European Standard on Accessibility of the Built
Environment





Reopening Tourism for Travellers with Disabilities

How to provide safety without imposing unnecessary obstacles

Basic recommendations for:

- ✓ Travel planning and information on new travel protocols
- ✓ Transportation
- ✓ Accommodation, bars and restaurants
- ✓ Activities at tourism destinations

ENAT Membership Fee Cancelled, 2020



In 2020, membership fees for Individual members and Small & Medium-sized Enterprises are cancelled, to help overcome the financial impact of COVID-19.

Join now at <https://enat.eu/user/register>





Obrigado!

Ivor Ambrose

Email: enat@accessibletourism.org

#EUAccesstourism

www.accessibletourism.org