Technical INSTO Webinar on Accessibility

Tourism Observatory of the City of Buenos Aires, Argentina

7 September 2021
Tourism in the city

10 million tourists in 2019
[Domestic and international]

US$ 2.500 million annual income due to tourist spending

3% of the city´s GDP  |  23% of the city´s exports

DG Inteligencia de Mercado y Observatorio (ENTUR)
Tourism Observatory

Tourism Board
Gobierno de la Ciudad de Buenos Aires

Mission
Generate key and decision making oriented information for the public and private sectors, in order to boost tourism as a strategic activity for Buenos Aires City.

Work areas
- Economic analysis
- Big Data → Tourism Intelligence System
- Qualitative analysis
Accessible Tourism
Accesible Tourism

- **Specific purpose team:** General Directorate of Tourism Development. Training, quality, innovation and accessibility operational subdepartment

- **DTI – Smart destinations**
- **SDG - Sustainable Development Goals**

Accessible and inclusive tourism destination

Equal opportunities promotion
- Visitors
- City’s tourism organizations
Main actions

Accessibility Guidelines Program

- Distinctive national stamp
- Management system
- Free technical assistance
- 1° place in amount of distinctions

Training

- Training days with tourism providers and the City’s Tourism Entity
- Over 4500 people trained

Publications

- Accessible tourism guide
- Best practice guide

Buenos Aires Bus

- Accessible bottom deck
- Audio guide & subtitles
- Sign language video

Haptic Maps

- Tactile maps with 3D models of important buildings and information in braille for the main tourism spots

Inclusive Innovatur Conferences

- Either subtitled or with sign language for deaf people
Regarding accessibility measurement... Proposals, many challenges and opportunities
What Data did we have?

- Percentage of people with disabilities: World, Argentina and Buenos Aires City.
- Amount of accessibility related questions raised at the Tourist Assistant Centers.
- Amount of providers in the “Accessibility Guidelines Program” and its evolution.
- Service providers’ satisfaction with the “Accessibility Guidelines Program”.
1. Supply

- Statistical studies in order to gauge the amount of visitors with disabilities and their characteristics
- Request for information to providers who participate in the “Accessibility Guidelines” Program

2. Demand

- Incorporation of a new question in every permanent and ad-hoc survey:
  - Tourist Assistant Centers
  - Cruises
  - MICE
  - Polo Open Tournament

**Is there anybody with a disability in your trip group?**
(Disability type: visual, hearing, motor, visceral, cognitive)

- Yes / No

- From 2019. No robust data yet.
Learnings and challenges

- Difficulty in collecting data from tourism providers.
- Tourists have no problem in answering questions related to accessibility.
- Strong need to continue with the accessibility related questions in order to feed the city’s statistical information, both on ad-hoc and permanent surveys.
- Incorporation, in future surveys, of new questions concerning barriers and impediments.
Thanks!

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