Takeaway thoughts & conclusions

Global shocks make us realize that advocating for inclusiveness, accessibility and diversity, is good for tourism and good for people.

Adopting a “joint efforts” approach

Decision makers of different sectors need to sit together to draft policies and strategies by adopting problem-solving approaches, driven by data and market research.

International accessibility standards and recommendations are not about stating “I comply with this”. They are guidance tools for destinations and companies to assess and improve their accessibility.

Businesses can be incentivized by tailoring public funding schemes to include accessibility measures. Requiring “accessibility” as a condition for receiving funds for recovery packages, infrastructure works or events can motivate service providers.

Driving innovation

Accessible tourism experiences should happen in beautiful and welcoming environments, designed for all kinds of customers, with or without disability.

Inclusion drives innovation, service quality and business success. Accessibility and respect for diversity create an environment of belonging for both staff and customers, leading to decent work, new revenue streams and clients’ loyalty.

National strategies require coordination bodies and a focus on specific territories and service providers. Involving the end-users and qualified experts is key: ‘nothing about us, without us’.

Changing the mindset

When we are told that something is simply not accessible, we should ask: “What is so unique about it that it justifies exclusion of millions of users”? Changing our mindset, and understanding the business case of accessibility, are still the key challenges. That’s why training at both executive and front-desk staff level is a must.

Making destinations accessible NOW is paving the way for the FUTURE - places where locals and visitors alike, can spend quality time throughout their lives, and at any age.