



Accessibility Information

Access new markets!

**VisitBritain and VisitOSLO,
together in the OSSATE project**

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ECM Spring Meeting, Barcelona March 9th. 2007

Why Provide Accessibility Information?



- 2007 - the European Year of Equal Opportunities for All.
- 50 Million people with disabilities in Europe alone.
 - Mobility impairments
 - Hearing impairments
 - Visual Impairments
 - Asthma & Allergies
- The global population is ageing:
 - Correlation between accessibility needs and age
- Others to consider:
 - Visitors with weight issues, pregnant mums, visitors with a temporary impairment, visitors with children, visitors with luggage....
- May travel as part of a group - family or colleagues.
- A big and fast growing market, with special information needs.
- Legislation

The OSSATE Project



One Stop Shop for Accessible Tourism in Europe

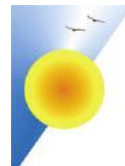
- European Commission eContent project

Aim:

- To give better information about the accessibility of tourism products in Europe in a consistent manner, via online channels
- Provide tools for planning the travel
- Make more people travel



OSSATE: Partners



Turism för alla



visit OSLO



OSSATE: Main Tasks





- Identify what kind of information to collect
- How to collect this information:
 - Level 1: Self-Assessment (British pilot)
 - Level 2: Independent audit (Oslo pilot)
 - Level 3: From Existing Access Schemes
- How to reach customers
- To create a sustainable service after the funding ends

Oslo goes accessible...



- 2004 - DELTA project.
 - Tourist Information experienced information need from market.
 - Collected detailed information on accessibility, 100 venues in Oslo.
 - Information integrated with "ordinary" information
 - Partly funded by the Directorate of Health and Social Affairs
 - Tellus database system

 When you find this symbol, it means that you will find special information on accessibility for people with a handicap.



www.visitoslo.com -for all!



Tellus - VisitOSLO.com - Official Travel and Visitor's Guide to Oslo - Norway - Microsoft Internet Explorer

Adresse http://www.visitoslo.com/?cat=58934&tl=%3Fso=6%26icp=visitoslo%2Fprodlist%26ll=45%26dv_variables=visitoslo%2Finc%2Fvariables%26dv_over=1%26ek=1%26 Gå til Koblinger >>

Google Start Bokmerker PageRank 5 blokkert ABC Kontroller Send til Innstillinger

visit OSLO

Home
Inspiration
Introduction to Oslo

Hotel booking
The Oslo Pass
Map
Transport

What's on?
Attractions and sights
Activities
Shopping
Nightlife
Restaurants
Accommodation

News
Oslo for children
School trip to Oslo
Winter in Oslo
Conventions
Handicap info
Gay Oslo
Useful links
FAQ
About Norway

About VisitOSLO as
Tourist Information
Brochures

Search: Weather now:

Press ctrl+mouse for multiple categories

Result

Hotel

Anker Hostel	Storgata 55	Grünerløkka	22 99 72 00	
Best Western Anker Hotel	Storgata 55	Grünerløkka	22 99 75 00	
Best Western Fagerborg Hotel	Storgata 37-39	Around Oslo	64 84 74 00	
Best Western Hotel Bondeheimen	Rosenkrantz gate 8	City Centre	23 21 41 00	
Clarion Collection Hotel Savoy	Universitetsgata 11	City Centre	23 35 42 00	
Clarion Hotel Royal Christiania	Biskop Gunnerus gate 3	City Centre	23 10 80 00	
Cochs Pension	Parkveien 25	Oslo West	23 33 24 00	
First Hotel Millennium	Tollbugata 25	City Centre	21 02 28 00	
First Hotel Noble House	Kongens gate 5	City Centre	23 10 72 00	
Grand Hotel	Karl Johans gate 31	City Centre	23 21 20 00	
Holmenkollen Park Hotel Rica	Kongeveien 26	Holmenkollen	22 92 20 00	
Hotel Bristol	Kristian IVs gate 7	City Centre	22 82 60 00	
Hotel Continental	Stortingsgata 24-26	City Centre	22 82 40 00	
Hotel ship MS "Midnatsol"	Søndre Akershuskai	City Centre	810 30 000	
Lysebu	Lysebuveien 12	Holmenkollen	21 51 10 00	
Norlandia Karl Johan Hotell	Karl Johans gate 33	City Centre	23 16 17 00	

Fullført

Windows Live Messenger Terminal Server 1 - op-sr... Tellus - VisitOSLO.co... NO 100% 15:25

www.visitoslo.com -for all!



- Integrated information
 - EX Scandic Hotel Byporten

www.visitoslo.com/?cat=58934&tl=%3Fsp=GB%26dv_variables=visitoslo/inc/variables%26lcp=visitoslo/produkt%26PR=23_6919_1

- Too much information?

2006 - Oslo joins OSSATE



- Only pilot city at level 2
- Assessing 100 venues with OSSATE checklists
- Registering in Tellus database
- Focus on search possibilities
- Focus on distribution
- Focus on giving good tourist information on Oslo to all potential visitors

OSSATE - new functionality



On www.visitoslo.com new information with a descriptive approach

- Quick-search on critical elements
- Create a profile
- More informative product presentations
- Added value for VisitOSLO partners
- Demo: <http://www2.tellus.no/ossate/productsearch.asp>
- Implement relevant search options in OSSATE site www.europeforall.com

Why is OSSATE important for Oslo?



- Take a position as a welcoming city
- Make it easy to plan a visit to Oslo
- Make more people travel, and visit Oslo
- Distribute Oslo information
- Make this huge and growing market travel more

Where do we go from here?



VisitOSLO

- Level 2 data collection and new technology available online by May 2007
- Share data with europeforall.com within the same period
- Share data with visitnorway.com, visiteurope.com and other relevant sites
- Level 2 data collection in conference centres
- Encourage other Norwegian and European destinations to adopt the OSSATE approach to data collection

The National Accessible Scheme



- UK National Accessible Scheme (NAS) established 1993, Standards revised 2002 and 2005
- Categories
 - Mobility: up to 1200 criteria
 - Hearing: 50 - 100 criteria
 - Visual: 125 - 250 criteria
- NAS currently has ca. 500 participants



Why OSSATE is important for VB



Via OSSATE we can deliver:

- Descriptive data fields (NO fixed criteria) + self assessment + potential verification by experts
= visitors can decide for themselves if a place to stay is accessible to them personally

UK Pilots



Organisation

Pilot Area

- Visit Chester & Cheshire
Chester & Cheshire
- Leicestershire Promotions Ltd
Leicestershire & Rutland
- Visit Wales
Llandudno & Wrexham areas

UK Pilots



- **Why these partners?**

- Interested in and committed to the access agenda
- Experienced in data collection, with established processes in place

- **Their role**

- Engaging the industry to develop enthusiasm for the OSSATE concept
- Collecting and transmitting data
- Displaying data on their destination websites
- Promotion and evaluation of the data

Pilot Activity



- Initial contact with the industry to introduce the OSSATE questionnaire
- Follow up letters and telephone calls to encourage participation
- Awareness-raising at appropriate events (meetings, promotions etc)
- Establishment visits
- Modifications & Adaptations to Destination Management Systems (DMS)

UK Pilot outputs



Go Leicestershire - Property Details - Microsoft Internet Explorer provided by VisitBritain



File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Copy Paste

Address <http://www.roomcheck.co.uk/scripts/details.asp?dc=LM&wc=LM&css=dms&tg=&bg=&bkgn=../LM/img/background.gif&gc=&siteid=2522388&startday=23&month=11&nd=:> Go Links >>

Bed & Breakfast at Vale Farm

VISITBRITAIN ◆◆◆
GUEST
ACCOMMODATION


  Accessibility

details

Stoke Golding Lane
Higham-on-The-Hill
Nuneaton
Warwickshire
CV13 6ES

www.valefarm-bed-and-breakfast.co.uk


Contact Details
Mrs Ethel W Preston
Bed & Breakfast at Vale Farm
Stoke Lane
Higham-on-The-Hill
Nuneaton
Warwickshire
CV13 6ES
Tel: 07977 915272
Fax: 01455 212236



Local Attractions Local Events Local Places to Eat

Guest Accommodation
with 3 rooms
£25-£30 pppn+

Georgian farmhouse on a working farm in a very quiet village location. Comfortable homely welcome, large garden and off road safe parking. Bathrobes provided.
For further details see www.valefarm-bed-and-breakfast.co.uk

 Map reference: SP.384958

Internet

UK Pilot outputs



goleicestershire: Welcome to Visit Leicestershire - Microsoft Internet Explorer provided by VisitBritain

Leicestershire The official online guide to Leicester, Leicestershire & Rutland

i Accessibility details for Bed & Breakfast at Vale Farm

Parking		Bedroom(s)	
Designated parking for guests with disabilities	<input checked="" type="checkbox"/>	Bedroom furniture can be re-arranged if requested by guest	<input checked="" type="checkbox"/>
Within 50 metres approx. of entrance	<input checked="" type="checkbox"/>	Bedroom with non-allergenic bedding available	<input checked="" type="checkbox"/>
Route from parking area is flat (i.e. without steps)	<input checked="" type="checkbox"/>	Bedroom without fitted carpets available	<input checked="" type="checkbox"/>
Building Entrance		Bathroom(s)	
Number of steps to entrance	1	Bath with shower available	<input checked="" type="checkbox"/>
Access To Public Areas		General	
Level access (no steps/thresholds) or access by ramp or lift to:		Proprietors/staff available 24-hours	<input checked="" type="checkbox"/>
Lounge	<input checked="" type="checkbox"/>	Non-smoking policy throughout establishment	<input checked="" type="checkbox"/>
Restaurant / Breakfast / Dining Room			
Meals for guests with special dietary requirements can be provided	<input checked="" type="checkbox"/>		
Non-smoking area in restaurant/breakfast/dining room	<input checked="" type="checkbox"/>		
Non-smoking area in lounge	<input checked="" type="checkbox"/>		

eContent

SUPPORTED BY THE EUROPEAN COMMISSION
eCONTENT PROGRAMME, 2001-2005

Mainstreaming Accessibility



How have these Pilots helped to mainstream the issue of accessibility?

- The UK Pilots only collected OSSATE Level 1 data, which is of interest to visitors using mainstream information sources
- Integration with established data collection process
- Inclusion of OSSATE Level 1 data in Destination websites as well as europeforall.com
- Accommodation and attractions in pilot areas now hold data about their accessibility for the first time

The VisitBritain Approach



- Adopted level one of OSSATE [Self-Assessment]
- This approach complements the National Accessible Scheme already in existence
- It is a low cost approach
- It is sustainable [Access related information becomes part of mainstream data collection]
- It extends data collected from businesses
- Enhances the quality and richness of information on offer for visitors

Where do we go from here?



VisitBritain:

- level 1, evaluate pilots
- Running a pilot in the North East to determine how verification might work
- Aim to get blanket coverage of product in England
- VisitLondon have indicated they wish to use the OSSATE Level 1 approach

How OSSATE can help you



Enables vast (and growing) market segments to select products accessible to them:

- Simple, sustainable data-collection [Level1]
- Advanced data collection for ambitious venues/destinations [level2]
- Data accessible through many channels:
 - Europeforall.com
 - Visiteurope.com
 - Destination and National Tourist Office websites [Mainstream channels]

Want more visitors? Join in!



- Check out www.ossate.org for more information
- Check out www.europeforall.com to view live run of the project
- Check out www.visitoslo.com/oslo-for-all to view the Oslo approach
- Contact the OSSATE project coordinator Ivor Ambrose to get info on how to enter the europeforall-site and to get the different schemes (level 1, level 2) ia@eworx.gr

Thank you