

# Tourism for all in Sweden

- started in 1995
- situated in Skåne – South Sweden
- works on behalf of both consumers (tourists with specific needs) and producers (tourism enterprises, tourism boards, regions e t c)

# Tourism for all

- Offices in Helsingborg and Malmö
- 18 employees, 13 with disabilities
- Close cooperation with Region Skåne, regional tourism board Skåne, tourism companies in Sweden, University of Lund/ Service Management Institution, Associations for disabled, Labour Market office e t c

# Services

- Accessibility audit of tourism facilities
- Accessibility certification programme  
EQUALITY
- Counselling and training  
(enterprises/employees)
- Information services for consumers: Accessibility  
data base; printed guidebooks, telephone/e mail
- Training and integration on labour market  
(persons with disabilities)

# Accessibility information

- "Mainstreamed" information in regional tourist brochures
- Printed accessibility information
- EQUALITY: on-line detailed information

# Swedish partner in transnational projects

## Cooperation on transnational level

- Training
- Information systems
- Counselling
- Marketing
- Development of concepts e t c

## Projects:

- EU FOR ME
- Abil mente
- ENAT
- DIADA

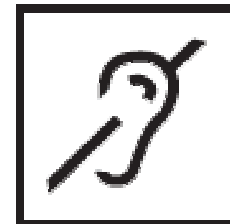
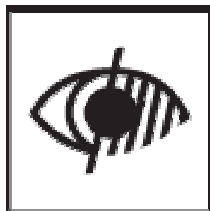
# EQUALITY accessibility scheme

- Database of tourism facilities  
(accommodation, activities, restaurants, museums e t c)
- Accessibility audits every year
- Training activities for management/staff
- Only controlled accessibility data are published
- The consumer makes the judgement !

# Symbols



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# An innovation and competence centre of accessible tourism

- Research
- Marketing
- Services to enterprises
- Training
- Development of products
- Information for consumers