

## Europe for All – a Stakeholder Conference on Accessible Tourism

# Session 2: Information & Marketing on Accessibility

Europe for all

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The logo for 'eWORX' is displayed in a white box, featuring a stylized 'e' followed by the text 'WORX' in a bold, black, sans-serif font.

## Outline of the Presentation

- Accessibility information
  - The OSSATE partnership
  - Designing the 'Europe for all' e-service
  - Assessment of tourist venues
  - Collaboration and consultation
- > A pre-view of 'Europe for all'

## What is Accessibility Information?

- Physical characteristics of destinations
- Available services
- Affecting users who are permanently or temporarily disabled, or persons who have any type of functional, sensory or cognitive impairments or restrictions, due to their age, body size, health condition or other factors.
- Includes design features, layout, materials, technical infrastructure, signage, furniture, fittings and equipment, as well as service provisions that can affect their comfort, safety and ability to function well in their surroundings.

## OSSATE and the eContent Programme

- eContent - High quality European content on the global digital networks
- 'One-Stop-Shop for Accessible Tourism in Europe'
- Public service information: re-used and value added
- Focus on improved accessibility will give a quality lift and greater flexibility of use for destinations, venues, facilities and accommodations
- Accessibility opens up new markets, stimulates more varied tourism offers, gives competitive advantage for providers
- The e-Service will give national accessible tourism information services greater reach – into Europe and the global tourist market.

# The OSSATE Partners

Greece



Sweden



Austria



UK



Denmark



Belgium



Norway



Partners 2005 - 2007

+ Partners 2006 - 2007

## Designing the 'Europe for all' e-service

- *Review of 40+ accessibility information schemes*
  - On-line and off-line (Websites, guide books, info-centres...)
  - Good examples
  - Lack of consistency in approaches, methods, presentation
- **Assessment of tourism Websites**
  - Hotel chains
  - Tour operators and tourism intermediaries
  - Booking systems
  - Major European attractions

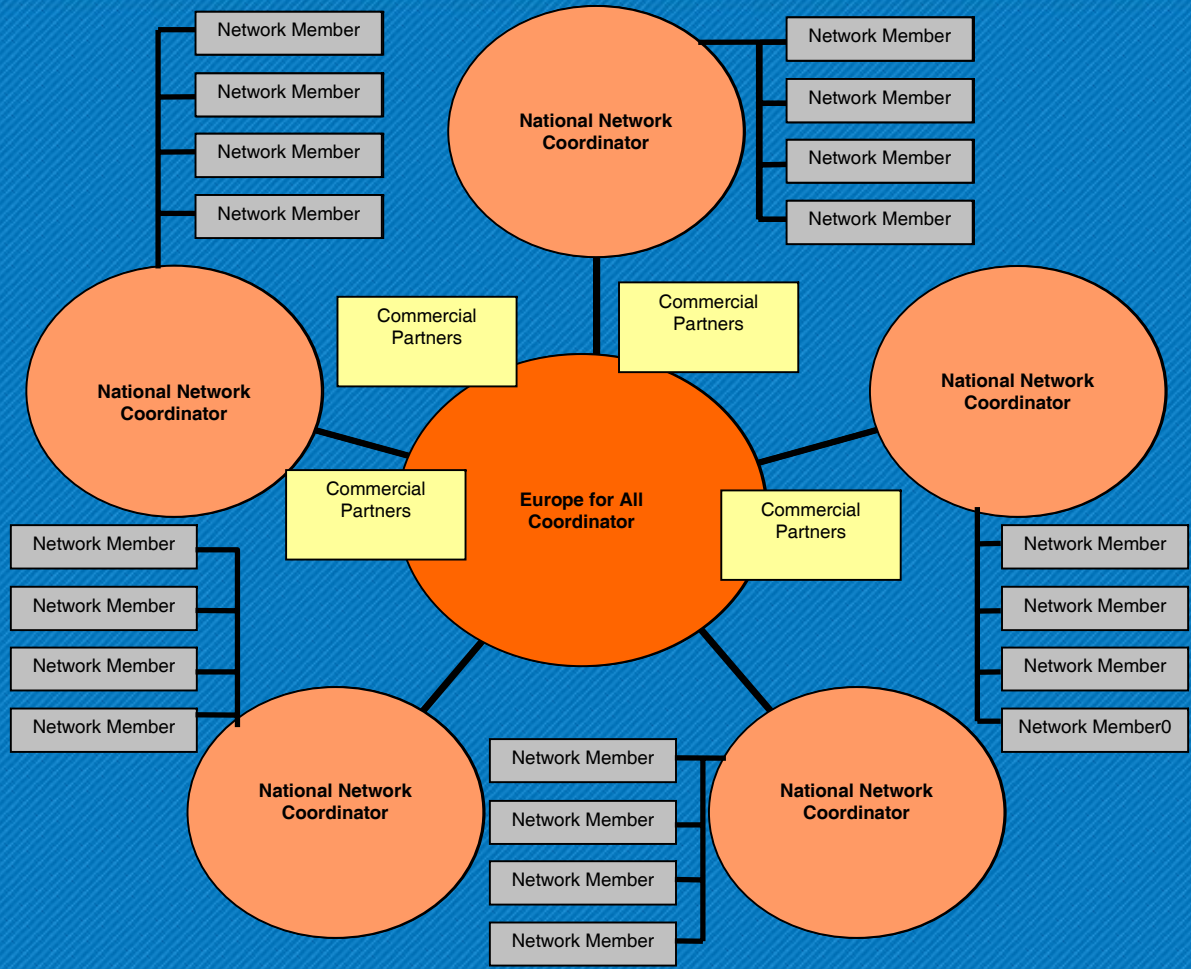
## Diversity and Complexity of Accessibility Information Schemes

- Some good examples, but...
  - Lack of consistency in approaches, methods, presentation
  - Language barrier
  - Legal frameworks – e.g. National building legislation
  - No EU standards for physical accessibility
  - Multitude of access guidelines leaves non-experts uncertain
  - Fragmented interests and responsibilities
  - Small data sets: labour-intensive venue registration process
  - Complexity of accessibility criteria for different needs
- > General lack of transparency and consistency**

## Market Analysis

- The UNIS analysis has identified the European accessible travel market at 127 million people or 27% of the EU population
  - Includes people with disabilities, elderly and their fellow travellers
- Worth €80 billions per annum
- All tourists benefit from better accessibility!

# Network Approach for 'Europe for all' e-service



A network with:

- a well-defined set of conditions and responsibilities for all network actors.
- commercial partners bringing value to the network with bookings and advertising revenue.

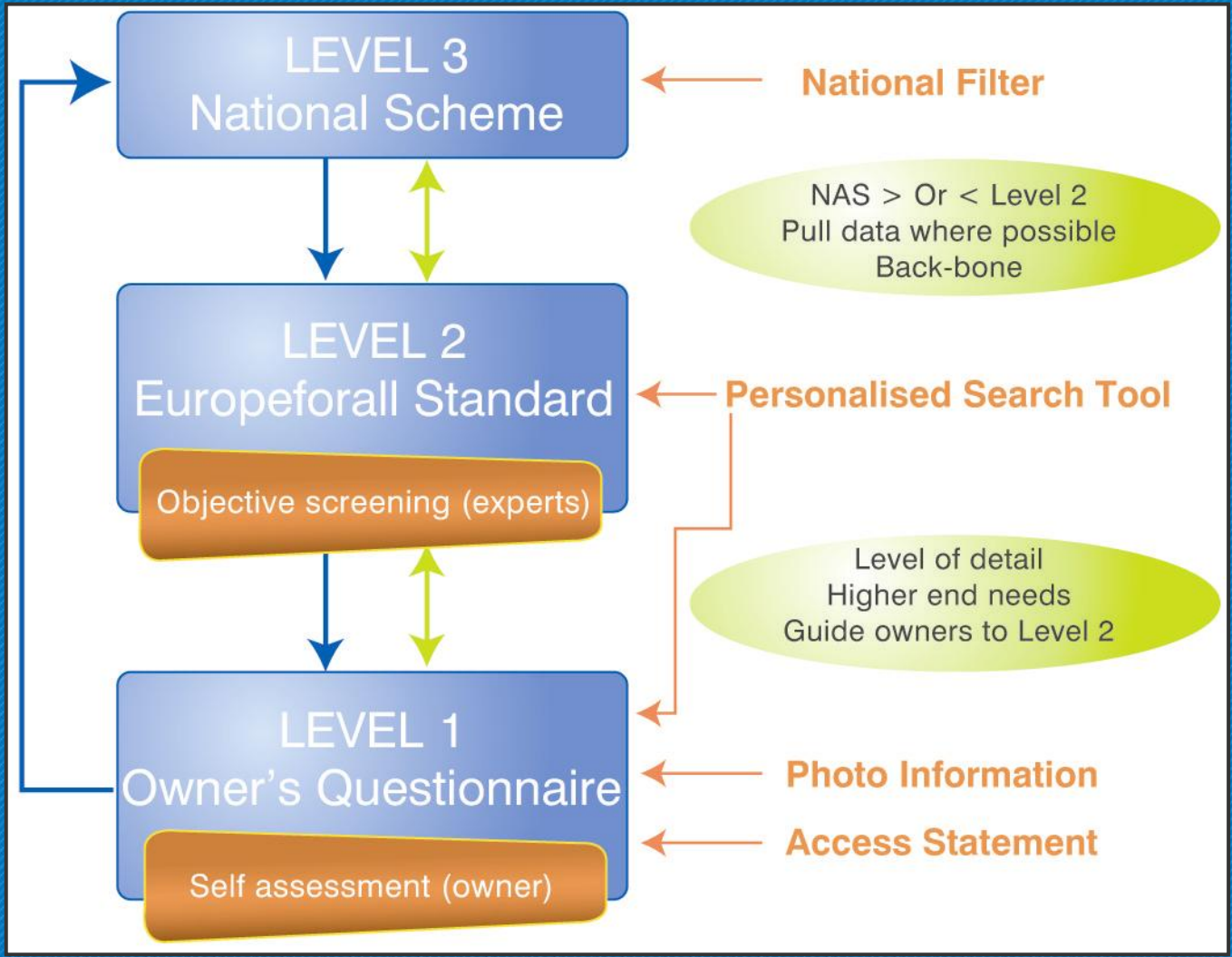
## Brand Values of 'Europe for all'

- Trust of information
  - Who runs the service
  - What will the information be used for?
- Inclusiveness – a service that is offered to all and designed to be attractive to all
  - WAI compliant
  - Personalised, for those who want more detailed information
- Diversity of tourism products and destinations
- Freedom – to travel and enjoy Europe

## 'Europe for all' Parameters

- **Europe for all**
  - Reliable, accurate and detailed accessibility information
  - Database & tools for countries with no info-schemes
  - Integrate data from existing schemes and new schemes within a single database
  - Requirements of different parties (users, providers, ...)
  - Include a large number of facilities in the database
  - Motivate owners to provide information

# Three Level Scheme



## Level 1 – Self Assessment (1)

- Self assessment (integrate a large number of facilities)
- Indicator of accessibility, covering basic information
- Information that requires little/no detailed checking
- Focus on all target groups that need accessibility information
- Get owners involved and interested
- Guide owners to level 2 – professional access auditing

## Level 1 – Self Assessment (2)

### *Level 1 – self assessment questionnaires for:*

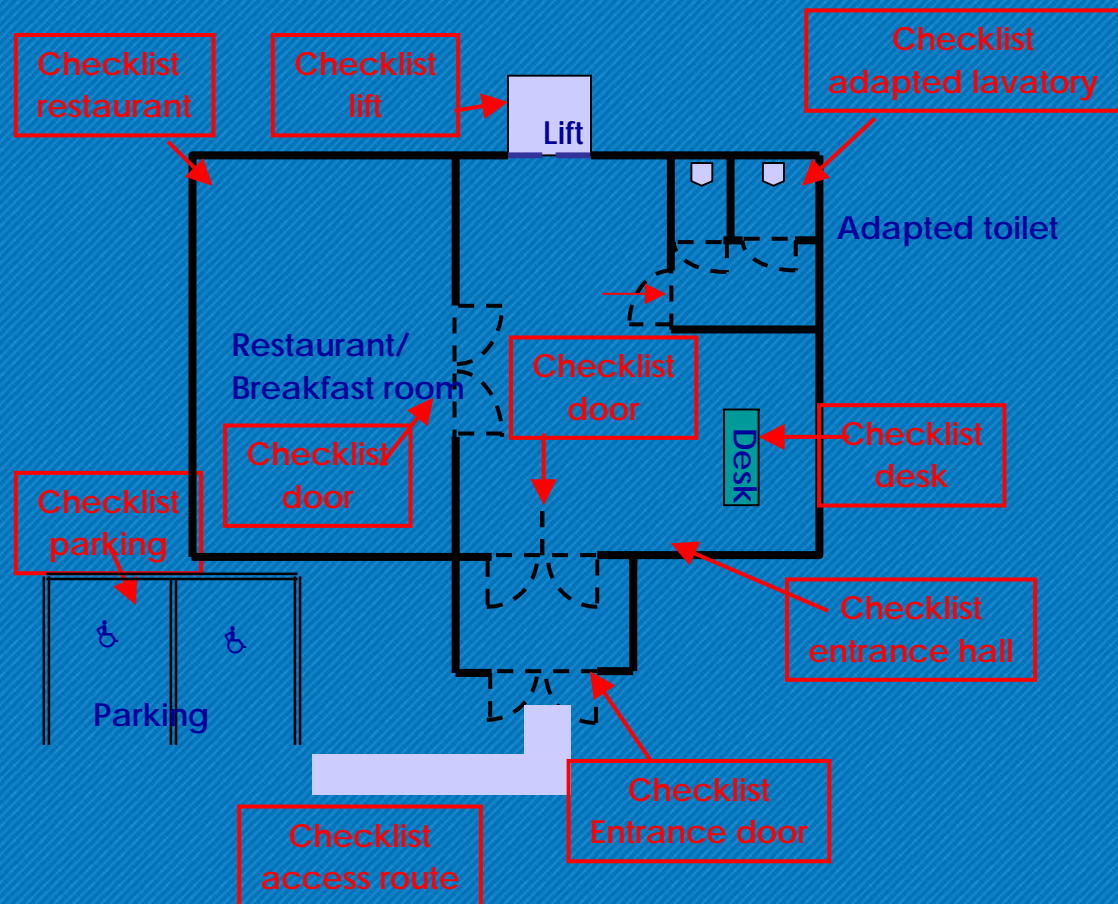
- ‘Serviced’ accommodation (Hotels, Guest houses...)
  - Self-catering accommodation
  - Tourist information centres
  - Attractions
  - Shops
  - Cafés and Restaurants...
- + EuropeforAll Photo and Measurement Guide

## Level 2 – Professional Auditing of Venues (1)

- Objective and detailed audit (reliable & valid information)
- Independent assessment by an external expert
- Detailed information based on checklists, with a large number of measurements (Critical + “nice to have” criteria)
- Information corresponds to ‘higher’ level of access requirements
- Guaranteed quality of access information
- Marketing advantages for owners

## Level 2 – Professional Auditing of Venues (2)

### Level 2 – modular checklist approach



#### Independent:

- Assessment is conducted by trained auditors

#### Verification:

- Incorporates items from level 1 self-assessment

#### Extended:

- Covers measurements and details, which cannot be *reliably* self-assessed and that are necessary for users who want more extensive access information

## Level 3 – Integration of Data from National Schemes (1)

### National and regional accessibility information schemes

- Level of detail
  - May be more or less extensive than 'Europe for all' level 2
  - Mapping national data to 'Europe for all' database fields
- Advantages
  - Wider range of destinations
  - Independently assessed, quality information
  - NAS gains access to customers in other countries (languages)
  - Additional territories for EuropeforAll

## Level 3 – Integration of Data from National Schemes (2)

### *Level 3 – Interoperability with existing ATIS's*

- Identifies selected data fields from regional or national ATIS which can be shared with EuropeforAll database
- Interoperability protocols
- Introducing data from existing partners' on-line ATIS (Belgium, UK, VisitOSLO)
- Exploring interoperability with new partners

## 'Europe for All' Live Run 2006 - 2007

### UK

- VisitBritain: Level 1 data from 3 regions and NAS Level 3 interoperability testing

### Greece

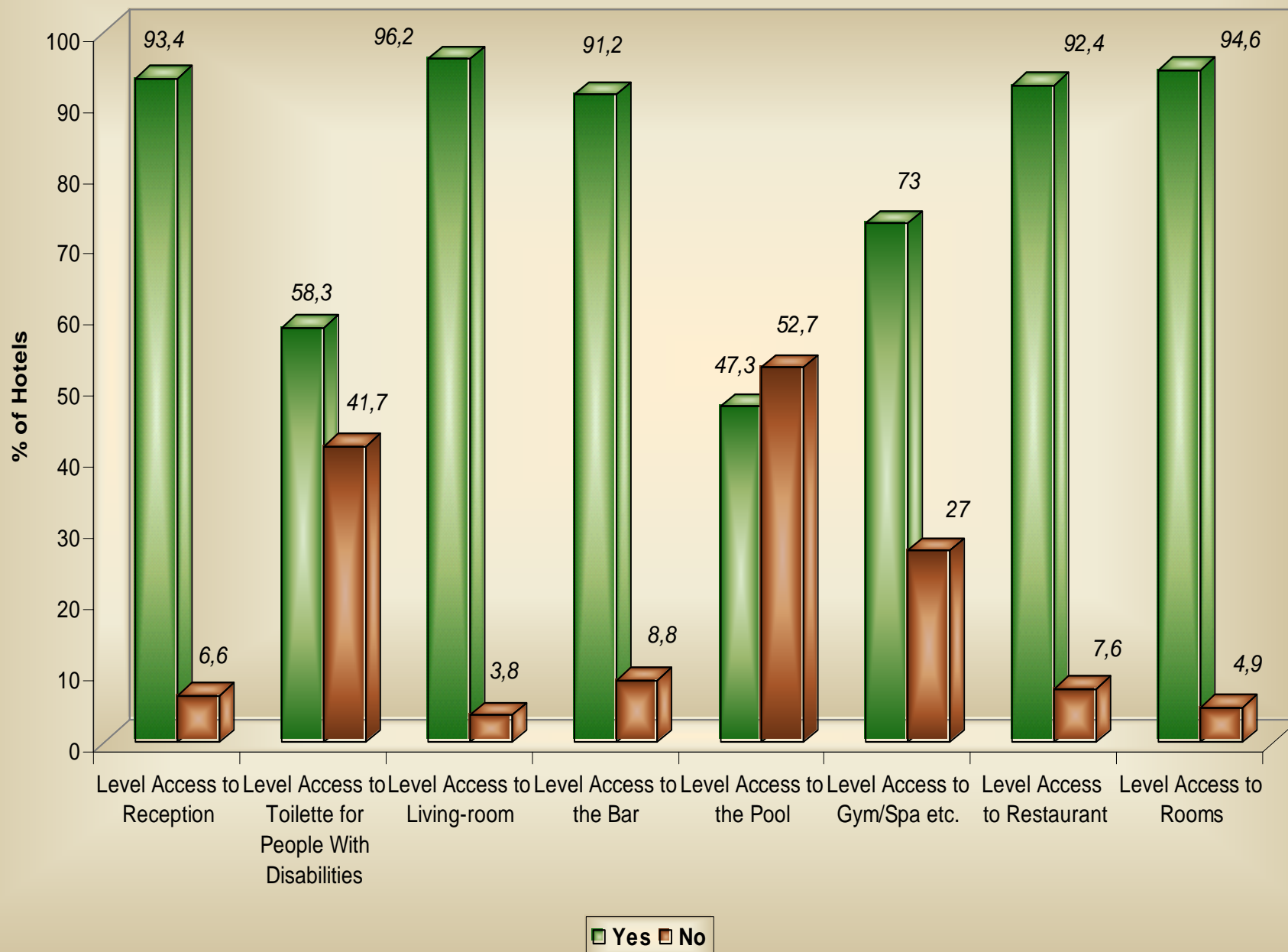
- MINTOUR: national survey of hotels and self-catering establishments with 625 venues registered so far
- Disability Now: Level 2 auditing of hotels

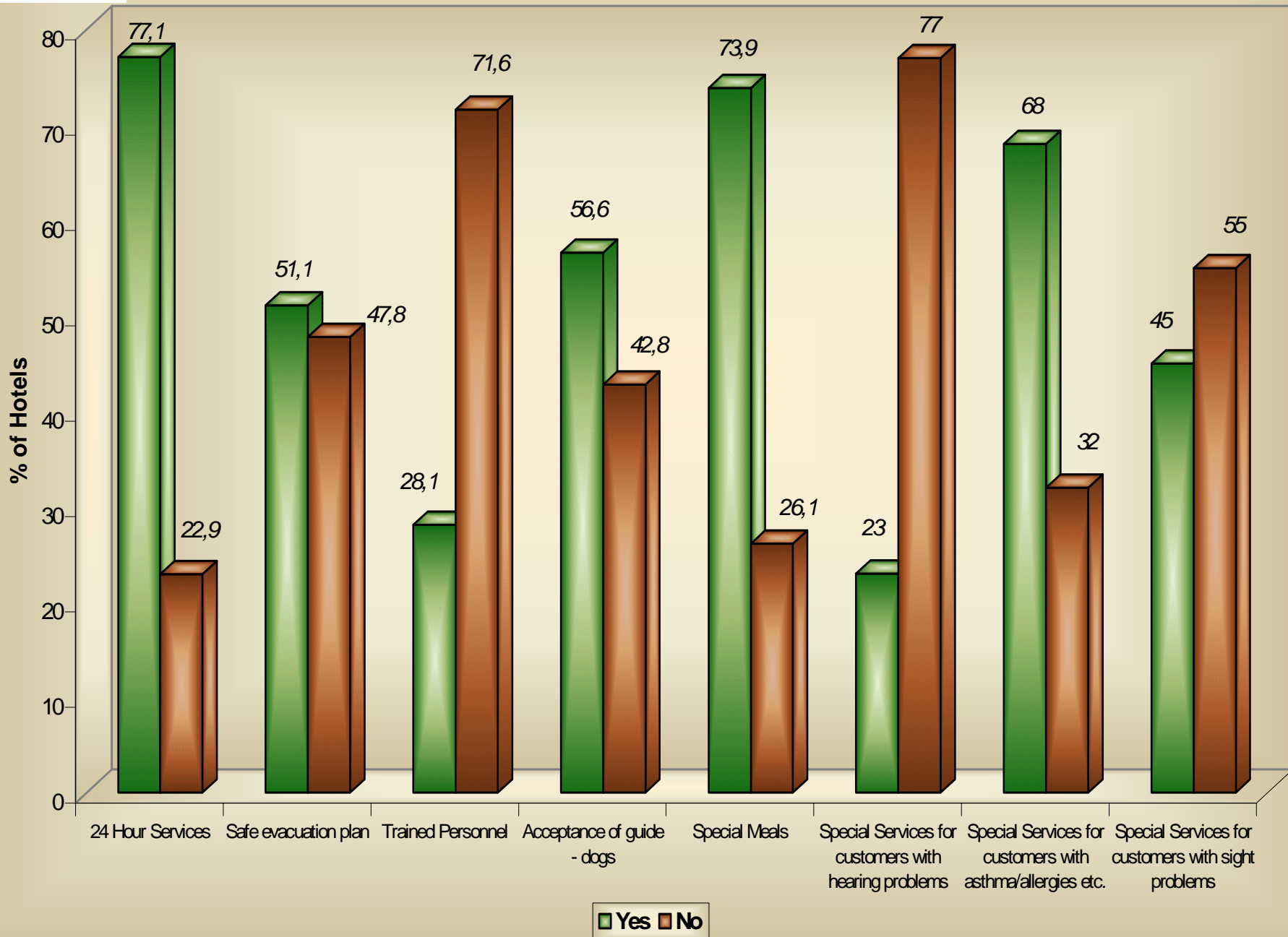
### Belgium

- ANLH: Level 2 auditing, Level 3 interoperability
- TGB Level 2 auditing, Level 3 interoperability

### Norway

- VisitOSLO – Level 2 auditing





Destination finder

Transportation

Accommodation

Things to do

Stories

Products & Services

Search

GO

What is it? | Start >>

EuropeForAll Home >

## Welcome

Plan your trip, check the access and book with EuropeforAll.  
[Read more...](#)

## Members

Username:

Password:

LOGIN

[Forgot your password?](#)  
[Not a member?](#)



## Slopes in Central Greece

Sponsored by **Company**

Section: **Destinations**  
Where: **Parnassos, Greece**  
Cost per person: 500 €

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## Birdwatching

Section: **Things to do**  
Where: **SE England**  
Cost per person: 500 €

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## Hot springs

Section: **Things to do**  
Where: **Greece**  
Cost per person: 500 €

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## Comics in Europe

Section: **Things to do**  
Where: **Belgium**  
Cost per person: 500 €

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## Travel Packages



5-day skiing trip to Andorra  
Date: 08/02/2006  
[Book now...](#)



One of the best hotels I've ever tried...  
Date: 02/06/2005  
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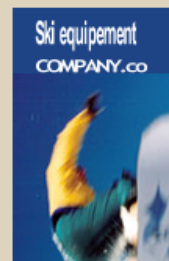
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DEMO

## Widening 'Europe for all' Cooperation

- New countries: Coordinators managing data-collection, database interoperability and level 2 auditing services
- Content provision by travel and tourism press
- 'Europe for all' offering e-services for the European Travel Commission;
- National Tourist Boards can link up with 'Europe for all'
- Destination Management Organisations, hotel chains and others
- Booking agents providing on-line bookings for site users;
- Providers of services and products - advertising
- Publishers of Travel Guides joint projects and publications

## Consultation, Feedback and Continuing Improvement

### Sector-wide Consultation Process:

- Data-collection tools - Level 1 and Level 2

### Website Evaluation:

- Accessibility, Usability, Satisfaction

### Service Evaluation

- User feedback on the venues and venue information
- Venue providers – commercial impact and development needs

## DEMO

Over to the **Site Demonstration** by Spyros Michailidis