



BARRIER-FREE TOURISM

THE PROVINCE OF ANTWERP



WHAT IS BARRIER-FREE TOURISM?

- We aim to **eliminate all barriers throughout the entire holiday chain** that an individual/group cannot overcome on their own.
- For this, **cooperation is necessary** between partners who work from a socially responsible perspective.

Globally, it is estimated that there are 1.3 billion people with a disability.

- They don't travel alone
- Not included: strollers, temporarily ill or injured, ...
- Aging population



Why working on barrier-free tourism?

- Social engagement: holidays create more resilient, confident, and stress-free people
- For entrepreneurs: attract new target groups + occupancy during off-season = more revenue
- Right to leisure and holiday = in Universal Declaration of Human Rights
- Diversity in demographics = a reality, already today



Physical



Mental



Sociocultural

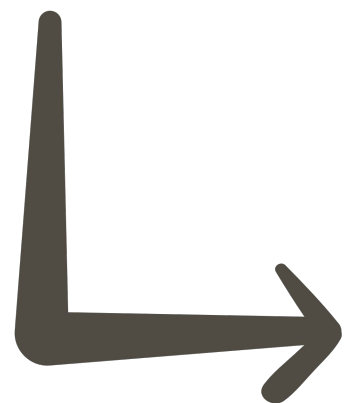


Financial



PHYSICAL BARRIERS

- Wheelchair users - mobility limitation
- Visual or hearing impairment
- Chronically ill
- ...



- Accessible hiking, cycling and road tours
- Accessible cycling holiday
- Adapting tourist **attractions** and sights to **blind and deaf people**
- **Hospitality+**: accommodation with healthcare network
- Accessibility label for accommodation



Top tips

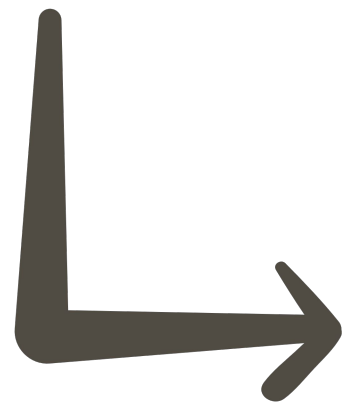
- Check for **accessibility labeling** in your region/country or work together with target group organizations to give you feedback on the accessibility of your location
- For all physical impairments: **give honest, accurate and up-to-date information** on the accessibility of your location and support it with clear visuals
- Provide **multisensory experiences**, not only visual and auditive





MENTAL BARRIERS

- Intellectual disability
- Autism, ADHD, ...
- Mental health disorders
- Burn-out
- Dementia
- ...



- Autism friendly attractions and accommodation
- Kempen AUTdoor



Top tips

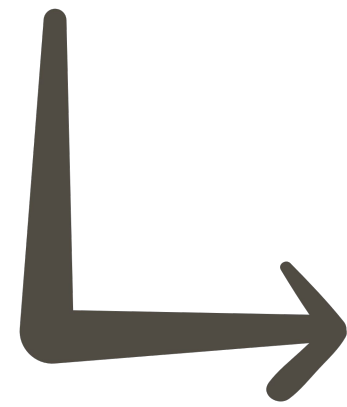
- A **visual step-by-step guide** ensures good preparation and avoids unpleasant surprises
- **Inform people about busy times and places** in your attraction or accommodation
- **Contact organizations** for people with autism and let them know they are welcome





SOCIOCULTURAL BARRIERS

- 27% of Flemish people have migration background:
 - different holiday culture and habits
 - religious prescriptions e.g. diet
 - non-appealing promotion
 - ...



- Project 'World Travelers':
 - Mapping barriers
 - Testing holidays < ambassadors
 - Recommendations
 - Suitable promotional material



Top tips

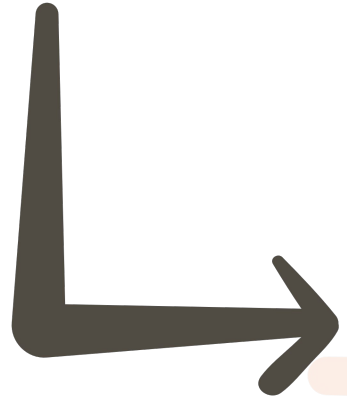
- **It's all about promotion!**
 - Use images that reflect societal diversity
 - If possible, provide translation in the most common languages
- Tell on your website in which **languages** guests can be welcomed
- Never be afraid to ask **non-stigmatizing questions**, e.g. 'Do you have special needs for breakfast?'





FINANCIAL BARRIER

- 14% of Flemish households cannot afford a holiday
- Mainly single parents and singles
- Mainly unemployed or retired
- Generational poverty > no travel experience

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- We support Flemish network **‘Everyone deserves a holiday’**
 - Tourist offer: accommodation and attractions give a discount
 - Social organisations: guarantee that the discount goes to those who are entitled to it
 - **Local mediation offices** lower the threshold for the target group and act as an intermediary between supply and demand



Top tips

- **Inform about free or budget friendly activities** in the area
- Offer self-catering or **info about affordable/social dining** options
- Be clear about any **potential additional costs**, such as tourist taxes



CONTACT DETAILS

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