



European Commission activities and support measures in the area of accessible tourism for all



*European Commission, DG Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)
Unit F4 - Tourism, Emerging and Creative Industries*



EU Accessible tourism in figures

- Accessible tourism generates **€400 billion** revenues per annum and is expected to grow annually by 1% for the coming years
- **3%** of the total EU GDP
- It supports **9 million jobs**
- But: **only 9%** of EU28 touristic services are accessible
- A potential **44%** increase in demand per year for accessible tourism if appropriate services were put in place
- An additional **1.2 million enterprises** need to provide accessible services to meet future demand
- Improvements could raise its economic contribution by **25%**
- and could attract up to **75% more international travellers**



Lack of accessibility is a cost for the tourism sector!



**€ 142 billion
each year**

**+3.4 million
jobs**

Accessible tourism: what can we do?

1. **Improve skills**
2. **Improve the offer**
3. **Improve communication and information**



DG GROW AIMS AT:

- increasing accessibility in tourism through a **number of actions**
- **raising awareness** about the growing importance of the market of visitors with specific access requirements
- raising the **business opportunity profile** of "accessible tourism" as it can boost competitiveness



DG GROW initiatives related to accessible tourism

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- 3 calls for tender for **studies**
 - 'Economic impact and travel patterns of accessible tourism in Europe'
 - 'Improving information on accessible tourism for disabled people'
 - 'Mapping the skills and training needs to improve accessibility in tourism services'



DG GROW initiatives related to accessible tourism

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- Co-financed **18 projects** related to:
 - design, implementation and marketing of accessible tourism **itineraries**
 - accessible tourism **management and entrepreneurship**
 - accessible tourism **itineraries** in outdoor, sport/nature-based and cultural activities



Commission initiatives related to accessible tourism

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- **European Excellence Awards for Accessible Tourism and Access City Awards**
- **European Capitals of Smart Tourism**
- European online registry: **PANTOU** <https://pantou.org>
- **EU Disability card**
- **European Accessibility Act**





This initiative awards **the title of European Capital of Smart Tourism** through an EU-wide competition to those cities that implemented the most outstanding measures in tourism and gives the opportunity to **European cities to share their exemplary practices as smart tourism destinations**

Who can participate?

EU cities of more than 100 000 inhabitants

What are we looking for?

Exemplary practices of innovative, smart and inclusive measures implemented in tourism under 4 categories:

- **accessibility**
- **sustainability**
- **digitalisation**
- **cultural heritage and creativity**

www.smarttourismcapital.eu

- **2019 European Capitals of Smart Tourism:**
 - **Helsinki and Lyon**
- **4 cities received 2019 European Smart Tourism Awards:**
 - **Málaga** (Accessibility)
 - **Ljubljana** (Sustainability)
 - **Copenhagen** (Digitalisation)
 - **Linz** (Cultural Heritage & Creativity)
- **2020 edition: Awards ceremony on 9 October 2019 in Helsinki**
 - http://ec.europa.eu/growth/content/competition-launch-european-capital-smart-tourism-2020_en





2019 Call for proposals in Tourism under COSME

Objective: Boosting capacity of tourism SMEs through transnational cooperation and knowledge transfer

Support for transnational cooperation to foster innovative solutions for sustainable tourism development and management at the level of tourism enterprises and destinations (e.g. training, coaching, capacity building, peer learning, awareness raising, etc.)

Publication:

<https://ec.europa.eu/easme/en/section/cosme/cos-tourcoop-2019-3-01-boosting-sustainable-tourism-development>

Examples of past calls for proposals on Tourism:

<https://ec.europa.eu/easme/en/cosme/cosme-closed-calls-proposals>





Major tourism events 2019 - 2020

- **European Tourism Forum, Helsinki, 9-10 October**
https://ec.europa.eu/growth/content/european-tourism-forum-2019_en
- **European Tourism Day, Brussels, 1 April 2020**
https://ec.europa.eu/growth/events_en?field_newsroom_topics_tid=248



Contact details

**European Commission, Tourism
website:**

http://ec.europa.eu/growth/sectors/tourism/index_en.htm

DG GROW

**Unit F.4 - Tourism, Emerging and
Creative Industries**

GROW-F4@ec.europa.eu

Ivor Ambrose

**European Network for Accessible
Tourism:**

www.accessibletourism.org



Thank you