

AccessibleEU European Event - Accessible Tourism: Harnessing the benefits of inclusive destinations for companies and people

**Working together to build a more accessible European Union
for persons with disabilities**

Typology: Workshop

Venue: IFEMA, North Conference Centre. Rooms N117-N118. Madrid.

Date: Thursday, January 23, 2025. 10:00 -14:30 hours (CET)

Format: Hybrid. Livestreamed from 10:00 to 13:30 hours (CET)

Language: English (Spanish translation available)

Registration form: [link to the registration form](#)

Organised by:



In collaboration with:



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1. Context

We consider tourism to be the driving force behind the economies of many countries. Taking accessibility into account means an increase in the sector's opportunities, since it will be possible to reach a segment of the market that, despite the progress made, is still unattended.

The desire of all people to travel should not be truncated because they have not been taken into consideration when developing tourism products and services. But neither should the opportunity for tourism entrepreneurs to obtain more benefits be overlooked. Accessibility can be a key element and an added value that differentiates it from other competing destinations. It will be a quality factor. In addition, we know that if the concept of accessibility is included from the beginning in all projects, the cost of its implementation is minimal. This favors the profitability of the project.

The “Harnessing the benefits of inclusive destinations for companies and people” workshop event organised by AccessibleEU and UN Tourism in collaboration with the European Network for Accessible Tourism (ENAT), Fundación ONCE and Ilunion Accesibilidad, aims to raise awareness in the tourism sector on the need to establish guidelines for Design for All and Universal Accessibility. And for this purpose, in the development of tourism for all persons it is necessary that all the agents involved are committed. Both the public sector, as creators of laws and ensure compliance, the private sector, as generators of business opportunities and drivers of the economy, and of course, tourists, who are those who bring their needs to be covered.

2. Objectives

The main objectives are:

- Highlighting the leadership of governments, destinations and private sector in making tourism experiences more accessible, across the entire value chain.
- Analysing a wide range of socioeconomic opportunities that the accessible tourism market brings for clients, companies, employees and local communities.
- Showcasing good practices of accessibility measures put in place and therefore, Accessibility becomes a factor of excellence in the offer.

Special attention will be focused on considering the implication of the different agents that will intervene in the tourist environment:

- Public administration.
- Policy and strategic decision makers.
- Tourism companies.
- Researchers, designers and developers of tourism products and services
- Users of products and services linked to tourism and people.

3. Description of panels

The first panel titled “Accessible Tourism Policies, Standards and Strategies: Governments and Destinations Leading the Way” highlights the pivotal role public authorities play in developing inclusive policies and strategies that ensure tourism is welcoming and accessible for all. Panelists will share best practices, success stories, and actionable insights, demonstrating how leadership at the governmental level drives progress in creating barrier-free destinations that meet of all tourists, including people with disabilities. The discussion aims to inspire collaboration, raise awareness, and prioritise universal accessibility as a cornerstone of sustainable tourism development.

The second panel, “Promoting Accessible Experiences and Inclusive Employment: Success Stories Championed by Destinations and the Private Sector,” features champions from the private sector who are redefining tourism through accessibility and inclusion. Panelists will share inspiring success stories of businesses and destinations that have excelled in creating welcoming, barrier-free experiences for travelers of all abilities. The discussion will also highlight innovative approaches to fostering inclusive employment, showcasing how hiring diverse talent strengthens teams and drives growth. By illustrating the economic and social benefits of prioritizing accessibility, this session aims to motivate more private-sector leaders to embrace inclusivity as a core value, contributing to a more equitable tourism industry.