

Strategic marketing plan and tourist offers of the destinations network

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Project Acronym: TOURISM4ALL

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TOURISM4ALL MARKETING PLAN

Table of Contents

1

Introduction (p. 3-18)

Market dimension; targets of accessible tourism; estimate of Covid-19 effect

2

Tourism Marketing Trends (p. 19-22)

Trends on offer and on demand; searching information

3

Best practices (p. 23-46)

Initiatives, awards, portals, tour operators, training, hotel standard, design

4

Consumers with disabilities (p. 47-68)

Focus on elderly people; marketing process

5

SWOT (p. 69-73)

Perceived swot, answer clusterization

6

Directions (p. 74-125)

Suggestion before the trip, during the trip, after the trip

7

Web accessibility (p.126-167)

Check list for web and mobile accessibility

ACCESSIBLE TOURISM

Definition

By accessible tourism is meant the set of services and structures capable of allowing people with disabilities and / or special needs to enjoy the holiday and free time without obstacles and difficulties, so that they can enjoy the opportunity to travel, sojourn and take part in events without encountering problems or difficulties and in conditions of autonomy, safety and comfort.



Inclusive tourism, barrier-free tourism, tourism for all...

Accessible tourism is not related only to **accommodation**, but also **transport, attractions** and the whole program that makes up the holiday:

- a **destination** easy to reach;
- **on site services** easy to be consumed;
- searchable, understandable and reliable **information**;
- **prepared staff** in handling different needs;
- **not expensive**, costs shouldn't be too high as disabled people usually have a budget similar to that of any other person and they often have to incur in double expenses in order to use some services.



Who is it for?

- People with disabilities
- Older people
- People with food allergies or intolerances
- "Able-bodied" people who manifest temporary needs (eg parents with stroller)



❖ Accessible Tourism wants to guarantee access to the tourist experience for **all citizens**, regardless of personal, social, economic and any other conditions that may limit the use of this asset.

Disability depends on the context

The concept of disability has changed radically over the past 30 years.

This is the most recent definition provided by the World Health Organization:

«Disability is not just an health problem. It is a complex phenomenon, which reflects the interaction between the characteristics of a person's body and the characteristics of the society in which he lives »



Source: microsoft.com/design/inclusive/



One arm



Arm injury






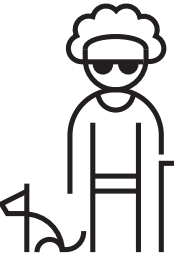


New parent




With a good design for a permanent disability also different people can benefit




Source: microsoft.com/design/inclusive/



	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent

See	 Blind	 Cataract	 Distracted driver
-----	--	---	---

	Permanent	Temporary	Situational
Hear	 Deaf	 Ear infection	 Bartender

Speak	 Non-verbal	 Laryngitis	 Heavy accent
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Source: microsoft.com/design/inclusive/

The possibilities of Accessible Tourism today ...

- The disabled in the world are 1 billion;
- In Europe 127 million people with disabilities are interested in Accessible Tourism, in Italy around 10 million;
- It is a very transversal market: disabled people have the same interests as able-bodied people (from food and wine, to cities of art, to seaside tourism);
- The disabled always travel accompanied, they never go on holiday alone;
- They preferably move in the low season;
- Research suggests that people with disabilities spend more than one vacation per year with a duration of more than 10 days;
- The average daily expenditure per capita is around € 120, in addition to the overnight expenses of around € 100 per night.
- They always travel with at least one companion

Target of Accessible Tourism

- Blind - visually impaired
- Deaf - hearing impaired
- People in wheelchairs
- People with cognitive, sensory and behavioral disabilities
- Families with children: the space requirements are similar to those who use the wheelchair for their own mobility
- Seniors: those over 65 need some extra comfort
- People with special feeding needs: allergies and intolerances



It is important to shift the focus of attention from just disability to the needs and comfort that service can offer to multiple targets

From Accessible Tourism to Accessible Hospitality

So far, speaking of accessibility, the focus has been almost exclusively on the aspect of **physical accessibility**, ensuring the mobility necessary for wheelchairs



but much more important is to focus on the **person** sitting on the **wheelchair**



What are the needs of people sitting on the wheelchair?

N.B. : a fundamental requirement for accessible hospitality is to have **trained staff** with **problem-solving skills!**



Accessible hospitality

Accessibility: modular according to the needs of the guests and **non-invasive** for all other customers or that does not manifest itself in hospital or para-hospital aesthetics.

Study which are the best aids and services that offer comfort, practicality and aesthetics



Assistive products and services that offer the appropriate response to guests with special needs



Accessibility must involve all environments



N.B .: communicate! Informing the market about your accessibility level is fundamental for people to make them choose according to their needs.

Offering an affordable quality product is so important!

Today the quality of service with regard to accessibility is the same both in 1-star and 5-star hotels, the only difference is in the price.

It is necessary to start abandoning the idea of accessibility linked to a sanitary or parasanitary aesthetic to devote to environments with aids and services that are accessible but at the same time that respect the canons of Universal Design, thus also paying attention to the aesthetic details of the place .

Solutions that respect the regulations but which are also beautiful, guaranteeing an adequate Guest Experience.



TOURISM AND COVID-19

A report by Italian Chamber of Commerce Study Center of 4 March, when «Red Zone» in Italy was **only 11 municipalities**, showed the impact on Italian tourism sector for 2020:

- a loss of eur 7,7 bil (-12,2%) if emergency will stop in June, saving summer season
- a loss of eur 11,4 bil (-18,1%) if emergency will continue until August

World Tourism Organization (UNWTO) estimated (5 March) the impact of Covid-19 on international tourism:

- Largest impact of the disease is in China (leading in spending for tourism) and in Asia and Europe (as destinations)
- It is estimated an international decline of tourist arrivals by 1% to 3% in 2020 globally (loss of 30 to 50 bil USD)
- UNWTO calls on governments, international organizations and donor agencies to include tourism as a priority in recovery plans and actions.

The scenario is still far to be clear.

TOURISM MARKETING TRENDS

TREND TOURISM

- Evolution speed: demand and offer asynchronous
- Channels and tools: Internet, social media, booking online, CRM
- Content: video content (also with micro-video libraries) is more and more used to promote destination
- Tourism value: sustainability, ethics, inclusion, accessibility
- Segmentation: less important with age, sex, nationality and more important with interests, concerns, dreams

Demand Trends

- New targets
- Themes
- Experiences
- Tech usage

Offert Trends

- Multichannels
- Digital
- Minimum standards

EXAMPLE OF TRENDS (data PoliMI 2016)

Before the trip

- 4 of 5 tourists book their holiday online
- 83% search online info about a destination
- 67% search inspiration

After the trip

- 39% answer to commercial stimuli after the trip
- 37% write reviews
- 34% share the experience

HOW INFORMATION ARE MOSTLY SEARCHED

- 31% by type of holiday (e.g. relax, cultural, adventure,...)
- 25% by destination
- 19% by type of accommodation (e.g. camping, agritourism,...)
- 10% by proximity to relatives/friends
- 6% by specific activity (e.g. walking, trekking, events,...)
- 4% by transportation (e.g. train,...)
- 4% others

BEST PRACTICES

Best Practice: Bibione (Italy)

Destination4All - Sea

Objective: to become the first Italian seaside city able to offer **100% accessible hospitality**.

The project was born in collaboration with **Village For All**, operator specialized in accessible tourism that will guide step by step all the activities of the process of enhancing **accessibility**, from staff **training** to **monitoring** of accommodation facilities.

- Many accommodation facilities in Bibione welcome disabled tourists; they have rooms with toilets with regulatory sides and floor-mounted shower trays, together with elevators that allow to easily reach the reception and floors from the parking area.
- Beach equipped with special slides to facilitate entry and reach of the various sectors. For tourists with disabilities is reserved the first parasol bordering the walkway to which is added an additional walkway to facilitate movement.
- Special seats (sea wheelchair) are available for free
- All toilets are equipped with an emergency bell in cases of need
- Presence of an emergency room, an hemodialysis center, a medical guard and a pediatrician available for children
- Inclusive games and videos with sign languages for disabled children
- On the beach of Bibione there is also an area equipped with games suitable for disabled children
- Assistance service provided by educators and socio-health workers

Best Practice: Dolomiti Area (Italy)

Dolomiti Accessibili - Mountain

Dolomiti Accessibili is a project created by the Unesco Foundation, which allows those who are in a wheelchair, but also for the elderly and children to access paths that wind through the Dolomite systems of the Unesco heritage. The 23 routes, of various difficult, are all well signposted and well described:

- Passo Staulanza - Rifugio Città di Fiume
- Zoppè di Cadore - Rifugio Talamini
- Passo San Pellegrino - Rifugio Fuciade
- Val San Nicolò
- Malga Ciapèla - Serrai di Sottoguda
- Lungolago di Alleghe
- Passo Rolle - Baita Segantini
- Pecòl - Malga Pioda
- Sentiero naturalistico Orsera - Val Canzoi
- Val Settimana - Rifugio Pussa
- Casera Prà di Toro - Rifugio Padova
- Davaras - Rifugio Giaf
- Val Fiscalina
- Altopiano di Prato Piazza
- Rifugio Auronzo - Forcella Lavaredo
- Valgrande - Rifugio Lunelli
- Sentiero Natura Zannes
- Alpe di Siusi - Baita Sanon
- Lago di Carezza
- Passo Lavazè - Malga Costa
- Passo Oclini - Malga Corandin
- Bosco Arte Stenico
- Lago di Tovel



Best Practice: Lake District (UK)

Calvert Trust - Lake and Sport

Lake District Calvert Trust is a charity that welcomes people with disabilities and offers outdoor activities in a totally safe and accessible environment in the Lake District area, also allowing to explore one of the most beautiful parts of the United Kingdom.

All activities are designed and followed by expert and prepared instructors in relations with disabled people. The activities are open to groups, schools, families and adults.

Some proposals are:

Horse riding

Boating

Bushcraft

Orienteering

High rope courses

Sailing

Ghyll scrambling

Guided tours

Hand Biking and cycling

Swimming

Climbing

...



Best Practice: Interreg Central Europe Come In! - Culture

- The Come-In! Project brought together six Central European countries in order to make a collective effort to increase the number of visitors to small and medium-sized museums by making them more accessible to people with disabilities and to raise awareness of the importance of inclusion and accessibility.
- The project led to the development of the Come-In! Guidelines, a series of quality standards aimed at helping museums in improving their accessibility and promoting access to culture through innovative approaches. Based on these guidelines, a special COME-IN! Label has been developed, which certifies the level of accessibility of a museum and guarantees its compliance with standards.
- Come-In! organized six pilot projects in museums across Central Europe. Each museum assessed its level of accessibility regarding the most important aspects of a visit, including the information provided before or after it. Every aspect, from the moment of arrival, the place of access, the cashier and the wardrobe to the exhibition areas and the museum shop, was compared with relevant accessibility criteria (not only in physical terms, but also informative, communicative, social and economic) in order to identify any limitations and to plan appropriate interventions.
- Come-In! will launch an annual invitation to museums to request its label, starting in 2020. If the applicant museum meets a series of criteria, the label will be guaranteed for five years.

Best Practice: Piemonte Region (Italy)

Turismabile – Network

- TURISMABILE is a project financed by the Piemonte Region - Department of Tourism and carried out by the Tourism-for-All Sector of the CPD - Consult for People in Difficulty Onlus. Turismabile since 2007 has been engaged on several fronts in improving the tourist accessibility in Piemonte and in promoting the region as a destination for all. Turismabile was one of the first projects in Italy to consider accessible tourism in a new sense: no longer, just an hotel without architectural barriers but a territory that considers the good and free usability of its resources as a fundamental and essential element of the quality of its own offer.
- Turismabile.it, the portal dedicated to Tourism for All in Piemonte, it offers itineraries, packages, many solutions and tricks for a holiday in Piemonte. The strength of the project lies in the ability to operate on a regional scale by developing synergies and collaborations with all the subjects in the tourism supply chain (ATL, hospitality operators, trade associations, tour operators, tourist consortia, museums, parks, etc.).
- The Turismabile database now has over 800 highly usable tourism resources from Piemonte, considering all the point of interest of a holiday (accommodation, catering, transport, cultural, sporting, recreational activities, information, etc.).
- The project considers tourism usability as the right combination of structural accessibility, access to experience (possibility of active and satisfactory participation in the activities developed in a resource or territory regardless of specific needs or abilities) and access to information (clear, complete information and reliable disclosed on accessible media), investing in progressive improvement on all fronts

Best Practice: Veneto Region (Italy)

Turismo Sociale ed Inclusivo nelle Spiagge Venete - Sea

“Turismo Sociale ed Inclusivo nelle Spiagge Venete” is a **project shared** with Local Health Authorities (ULSS 3 Serenissima, ULSS 4 Veneto Orientale, ULSS 5 Polesana) and Veneto Region that funded the initiative.

The goal is to carry out a **cultural change** that aims to **think and design spaces** and services of tourist structures along the coast to make them **accessible to all without distinction**.

It started from the experience of **Nemo Beach** to the beaches and accommodation facilities of the entire Veneto coast. ULSS Authorities, Municipalities and Management Entities of the first recipient beaches, have established an important network that collaborate through actions aimed at making the territory more inclusive and accessible.

One of the action of the project requests the identification of **accessibility criteria for beaches and bathing establishments**, involving a technical team of professionals in a series of meetings. A first result was a list of criteria divided into the following areas:

- Design (parking, reception, beach, seafront area, WC, refreshment points, changing rooms, play areas);
- Hospitality;
- Communication (signs, signs, notices);
- Training;
- Maintenance of spaces.

There are 9 inclusive beaches: Settore Regolo (Bibione), Spiaggia Nemo (Jesolo), Spiaggia Indiga (Sottomarina), Spiaggia Levante L5 (Caorle), Villaggio San Paolo (Cavallino Tre Porti), Bagni Ferro (Rosolina), Spiaggia Metebeach (Eraclea), Lungomare d’Annunzio-San Nicolò-Blue moon (Lido di Venezia), Spiaggia Barricata-Lido Boccasette (Porto Tolle).

Best Practice: Jesolo Area (Italy)

Un mare per tutti - Sport

Un mare per tua (A sea for all) is a project implemented during the summer (June to September) by the ULSS 4 Local Health Unit for Eastern Veneto and Municipality of Jesolo (Ve). In 2019 there was the second edition. It is part of “Turismo Sociale ed Inclusivo nelle Spiagge Venete” project.

It offers the opportunity to take part in a small regatta on a sailboat or Polynesian canoe provided by the non-profit organization “Uguali nel Vento” in Jesolo, it is open to all disabled people to make them try the experience of a water sport without restrictions and enjoy the thrill of practicing a water sport safely. It is free of charge and there is the support of specialized operators.

- Approx 100 tourists and 30 boats, besides other vessels in support (e.g. rafts), have been involved.
- It is most likely that it will be replicated in the next years and probably extended in the whole region, also in the inland in those areas – such as lakes - where the nautical sports can be practiced



Best Practice: Veneto Region (Italy)

Turismo Sociale ed Inclusivo nelle Spiagge Venete - Sea

Accessibility is a system and within the supply chain it must have functionality for each sector involved.

What should an accessible bathing establishment look like? Some advices:

- Ease of reaching the bathing establishment
- Parking spaces for the disabled, in which to display the CUDE single European disabled badge
- Path accessible from the parking lot at the entrance to the bathing establishment
- Reception desk, bar counter etc. at a maximum height of 90 cm, useful not only to facilitate interaction with people in wheelchairs but also with children and short people
- Tactile maps to allow blind or partially sighted people to orient themselves
- Information tables on services and facilities and how to use them
- Different wheelchairs available to meet different needs
- Compact flooring
- Allow mobility between all elements of the bathhouse
- Playground also suitable for children with disabilities
- Trained staff



There are no standard and adaptable solutions for everywhere, it is necessary to study the right answer to a need by contextualizing it in a specific place

Best Practice: Treviso Area (Italy)

HugBike - Sport

HugBike is a project started in 2012 by the Fondazione «Oltre il Labirinto» Onlus and Opera della Marca Srl, in partnership with Assomathi (FRA) an Association for Autism which currently sells Hugbike in the French territory.

“Oltre Il Labirinto” is a non-profit Foundation to provide assistance, education, service and support to people with Autism.

The idea behind the Hugbike is simple but innovative: to design and build a special tandem where the driver is sitting behind while the passenger is sitting in front, as if he's embraced and reassured by the rear driver, thus allowing people with autism and their familiars to ride safely and comfortably. Moreover, the initiative aims at improving the quality of life of people with autism involving them in the building process, thus fostering their social inclusion as well as their job placement.

- The Hugbike project is an example of social enterprise, in fact the funds raised by selling these special bikes are reinvested in social projects and activities of “Oltre il Labirinto” Foundation.
- Hugbike project also allows the inclusion of workers with autism which are weekly involved in the making process of the bikes.
- In January 2019 the Hugbike has been awarded by NATO in Brussels within its own initiative "Born Charity Bazaar".

Best Practice: Europe

ENAT - European Network for Accessible Tourism - Network

ENAT is a non-profit association, made up of tourism businesses, the public sector and NGOs, aimed at making European destinations, services and tourism products accessible to all visitors and promoting Accessible Tourism all over the world.

ENAT was established in 2006, as part of the Community action plan on disability, based on a project by nine founding members (partners), including VisitBritain and the ONCE Foundation, from six European countries.

ENAT's vision includes:

- Improve the quality of the tourist offer by overcoming access barriers (in information, architecture, transport, services etc.);
- Promote the offer of accessible tourism of businesses and improve international collaboration;
- Spread the practice of tourism for all.

Best Practice: Europe

ENAT - Code of good conduct

- It is the only international code of commitment in Accessible Tourism;
 - The Code is made up of 8 guiding principles for companies and organizations, aimed at making travel and tourism accessible to all visitors with difficulties in accessing;
 - It is reserved for ENAT members;
 - Members can take advantage of ENAT's skills, resources and training programs.
-
- Signing of the ENAT Code of Good Conduct is an expression of the **commitment** that a company or organization assumes towards its customers and partners to promote and commit to improve access to its premises, services and information.



Best Practice: Award (Italy) Italia Travel Awards and accessible tourism

Italia Travel Awards, the award created to celebrate the commitment and expertise in the Italian tourism sector, has also opened its doors to Accessible Tourism;



with the new «**Best barrier-free experience**» award.

Who could participate? Associations, entities, institutions, municipalities, regions and tour operators who have implemented important initiatives for accessibility to tourist services allowing a holiday without obstacles and difficulties.



Best Practice: Award (Australia)

South Australian Tourism Awards - Excellence in Accessible Tourism

- The Accessible Tourism category is open to South Australian tourism businesses or attractions delivering tourism products or services that are welcoming for people of all abilities.
- Entrants must demonstrate how they have developed a tourism experience to become more accessible:
 - Providing an overview of their business' tourism products and services including the nature and history of the business in developing a meaningful accessible tourism product
 - Describing what they implemented or improved in their business to enhance the accessible tourism offering



South Australian
Tourism Awards

Best Practice: Portal (Greek) Pantou – Partnership with ENAT

The screenshot displays the Pantou website interface. At the top right is the ENAT logo (European Network for Accessible Tourism) and the tagline "Promoting Accessible Tourism Around the World". The main navigation menu includes: Home, Suppliers, Visitors, Map View, Press & Media, Blog, User guides, About, Contact, and Log In. A breadcrumb trail shows "Home > Services".

The central feature is a search box titled "Search for accessible services" with a help icon. Below the search input are filter tabs for "Country", "Visitor Type", "Service Type", and "Accessibility Information Schemes". A dropdown menu is open under "Country" with the text "Choose some options". "Reset" and "Apply" buttons are located at the bottom of the search area.

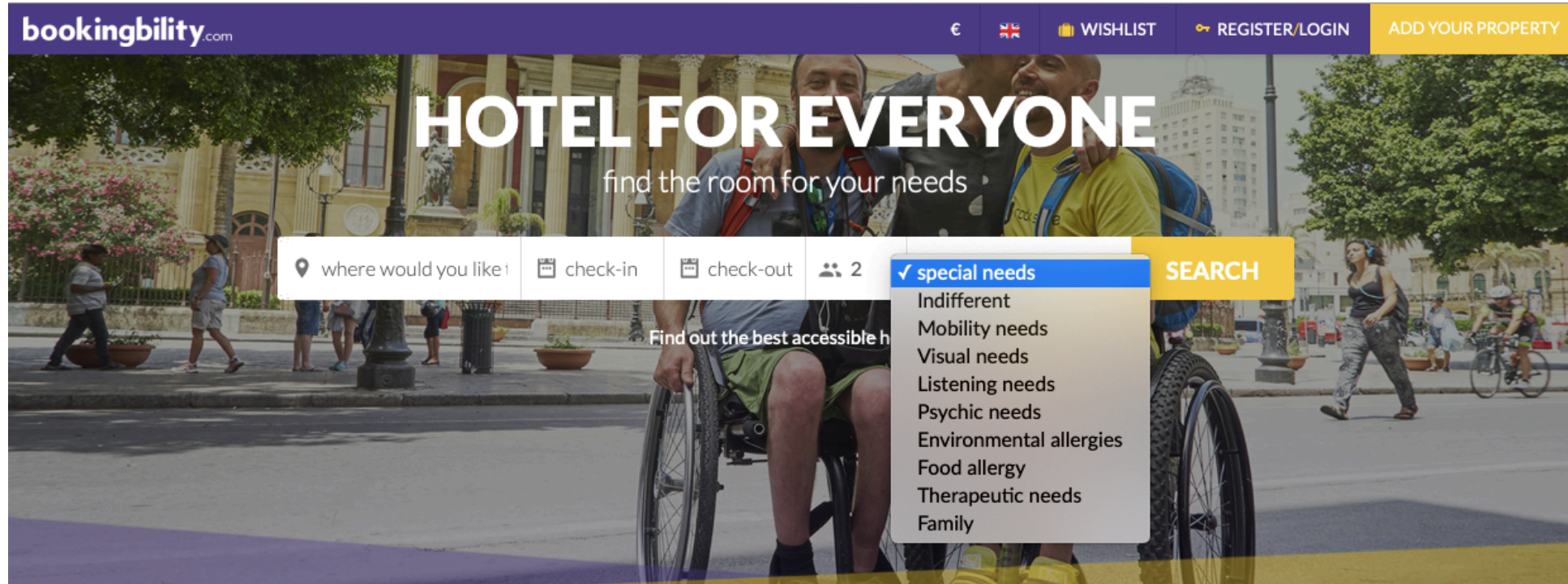
Below the search area, it indicates "Displaying results 1 - 12 out of 885" and provides pagination controls: "1 2 3 4 5 6 7 8 9 ... next > last »".

The search results are presented in a grid of four cards:

- Access Travels**: "ACCESS TRAVELS WITHOUT BARRIERS" with a photo of the Eiffel Tower. Location: "Jerusalem, Israel". Description: "A community based application that offers every possible kind of".
- TURISMO ACESSÍVEL**: Logo featuring a globe with a person in a wheelchair and an airplane. Tagline: "experiências e viagens pelo mundo".
- Pantou LISTED SUPPLIER**: A circular badge logo with the text "THE ACCESSIBLE TOURISM DIRECTORY" around the perimeter.
- PARTEAM & OEMKIOSKS**: Logo featuring a red dotted map of Europe. Text: "M.S.N.F. Lda. - PARTTEAM & OEMKIOSKS".

Best Practice: Portal (Italy)

Bookingbilty – Accessible accommodations for people with special needs



POPULAR HOTEL AND DESTINATIONS

The best of accessible tourism



Best Practice: Portal (Netherlands) Booking – Accessible section (...but difficult to find)

Booking.com € 🇺🇸 ⓘ [List your property](#) [Register](#) [Sign in](#)

[Stays](#) [Flights](#) [Flight + Hotel](#) [Car Rentals](#) [Attractions](#) [Airport Taxes](#)

Accessible hotels

A home away from home – find the best, most accessible hotel for you.

[Search](#)

I'm traveling for work

Best Practice: Portal & Services (Israeli)

AccessibleGo – Accessible accommodations, flights, cars, cruises -

accessibleGO

Log in Join Q Aa ⓘ

Plan > By City > Travel Ideas

Reserve > Hotels > Flights > Cars > Cruises

Share > Write Review > Forum

Winner, **Booking.com** Startup Competition

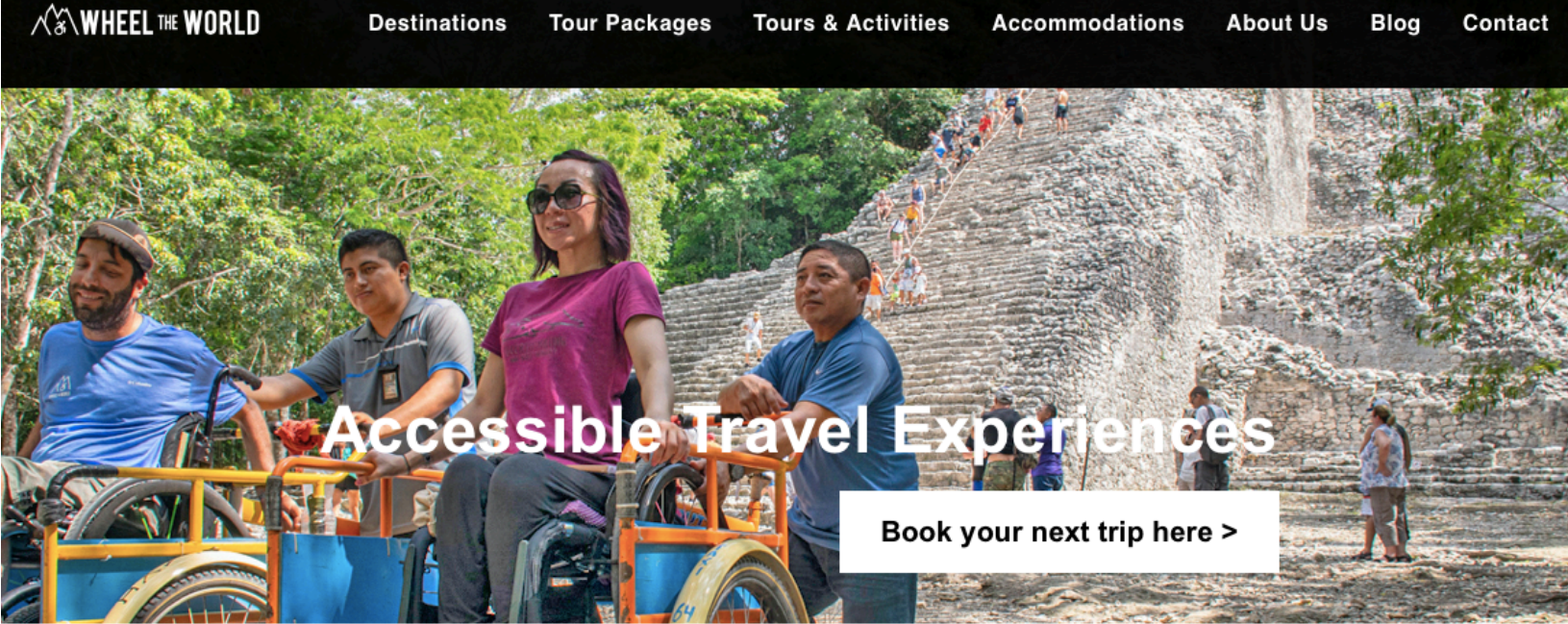
Accessible Travel Made Smart

Making travel more accessible, together.

Hotels Flights Cars Cruises

Attractions Itineraries Caregivers Transportation Tour Companies Equipment Rental

Best Practice: Tour operator (USA) Wheel the World – Experiences packages



📍 Accessible Travel Destinations



Best Practice: Tour operator (USA) Sage Traveling – Travel packages in Europe

Sage Traveling

THE EUROPEAN DISABLED TRAVEL EXPERTS

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At SageTraveling.com you can...

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Destinations

- * Cruises *
- * Group Travel *
- Alaska
- Amsterdam
- Argostoli
- Athens
- Barcelona
- Bari
- Belfast
- Berlin
- Bologna
- Bruges
- Brussels
- Budapest
- Caribbean

Accessible Travel in Europe by Sage Traveling

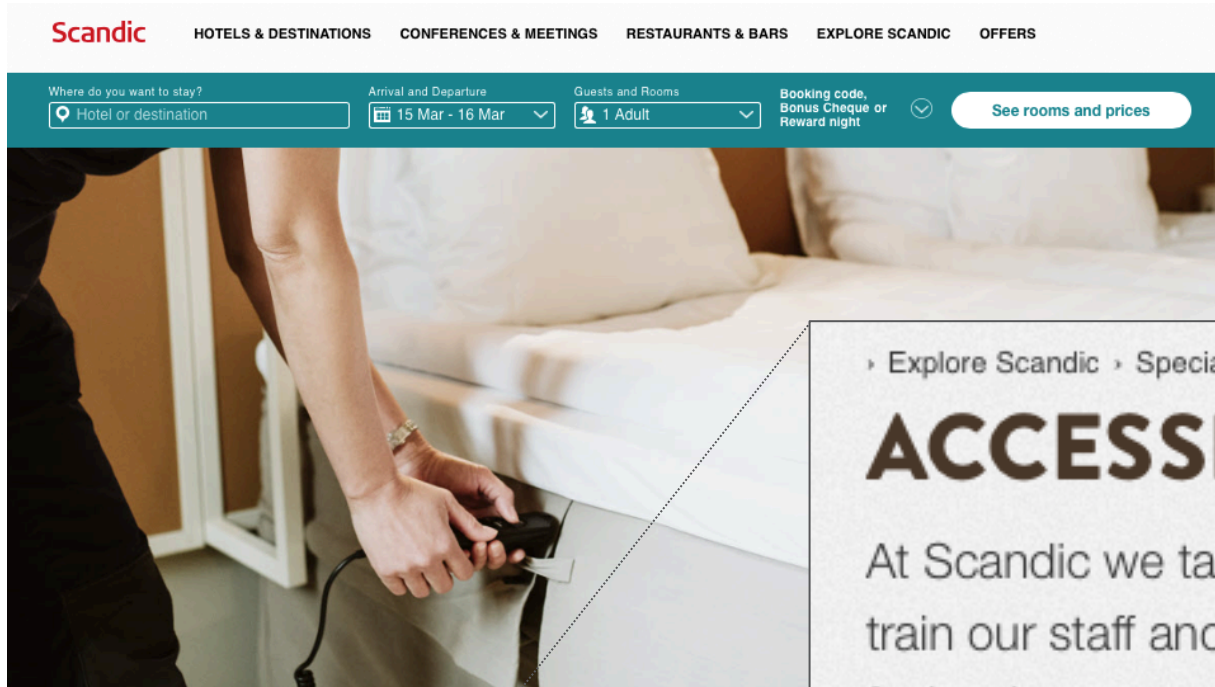
The friendly Europe accessible trip planners at Sage Traveling use our expertise in [European accessible travel](#) to create custom accessible holidays for people with all types of mobility issues, including wheelchair and scooter users, cane and walker users, and senior travelers.

Disabled visitors to Europe will encounter challenges during their travels, but nearly all can be avoided or overcome if you obtain the proper information before your trip.

Our [Europe accessible travel agents](#) provide you with accessible hotel accommodations, accessible transportation within and between cities, detailed accessibility information on tourist attractions, and custom accessible itineraries to move you efficiently

Best Practice: Hotel (Scandivania)

Scandic Hotel – Accessibility as part of value proposition and part of the training



› Explore Scandic › Special needs

ACCESSIBILITY AT SCANDIC

Everyone is welcome at Scandic and we do our utmost to ensure that our hotels are accessible to all. Use your hearing loop at your meeting, hang your walking stick on its special holder at reception, read our safety instructions in Braille and satisfy your appetite at our food-for-all buffet. And naturally, four-legged friends are always welcome.

- › ACCESSIBLE ATTRACTIONS
- › SCANDIC'S E-LEARNING IN ACCESSIBILITY
- › SMART SOLUTIONS
- › HOW IT ALL STARTED...
- › HOTELS WITH MOBILE LIFT
- › ACCESSIBILITY STANDARD
- › TRAVELLING WITH DOGS
- › MOBILITY SCOOTER
- › ALLERGY-FRIENDLY ROOMS

› Explore Scandic › Special needs › Scandic's E-learning in accessibility

ACCESSIBILITY TRAINING

At Scandic we take accessibility seriously. Read more about how we train our staff and make our hotels more accessible to make every guest feel welcome.

› HOTELS THAT ARE ACCESSIBLE TO EVERYONE

› A GREAT GUEST EXPERIENCE FOR ALL

› WHEN WORKING IN THE RECEPTION

› WHEN WORKING IN HOUSEKEEPING

› WHEN WORKING IN THE RESTAURANT

Best Practice: Hotel (Scandivania)

Scandic Hotel – Accessibility 159 points in the standard (105 are compulsory)

PARKING AND ENTRANCE

1. Disabled parking, at least 2 spaces with a minimum width of 3.6 meters each.

RECEPTION

19. At least 2 cane holders attached to reception desk.

LOBBY

27. Reachable electric socket for charging electric wheelchairs marked with a sign.

LIFTS

32. Clear directions to the wheelchair accessible lift.

MAIN STAIRS AND STAIRS BETWEEN FLOORS

38. First and last steps clearly marked with a different color (contrast marking).

CLOAKROOM

43. Some hangers/hooks must be able to be reached from a wheelchair, height 1200 mm.

MEETING ROOMS

44. Door openings must be at least 800 mm.

BREAKOUT AREAS

57. Seating must be available outside meeting rooms.

F&B RESTAURANT AREAS

58. Height of buffets must be 850 – 900 mm, must be able to be reached from a wheelchair.

GUEST TOILETS (DISABLED TOILETS)

61. Signs showing where accessible toilets are located.

WASHBASINS

73. Washbasin's maximum height 780 mm. Top edge.

TOILETS

80. Foldable armrests.

DIRECTION SIGNS

84. Clearly marked in contrasting colours.

SLEEPING ACCESSIBLE ROOMS

86. Phone can be reached from the bed.

MISCELLANEOUS ACCESSIBLE ROOMS

95. Accessible rooms must have a connecting door to an adjoining room.

BATHROOM ACCESSIBLE ROOMS

116. Free clearance at doorway into room of at least 800 mm.

SHOWER

129. Accessible with a wheelchair.

TOILET AREA

142. Foldable arm rests.

ALLERGY ROOMS

147. The room must be a room where nobody has ever smoked or that has not been previously used by smokers. It must be possible to open a window in the room (a ventilation window is sufficient).

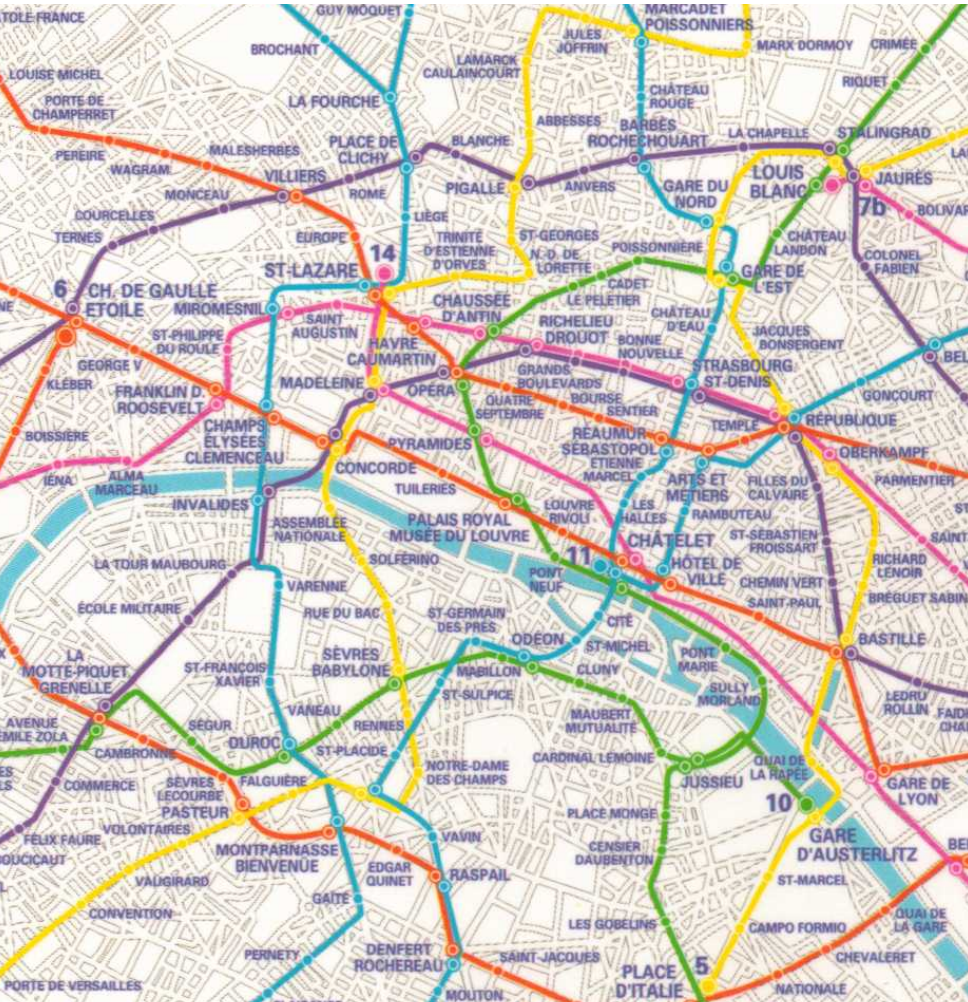
Best Practice: Map (France)

Paris Metro Map

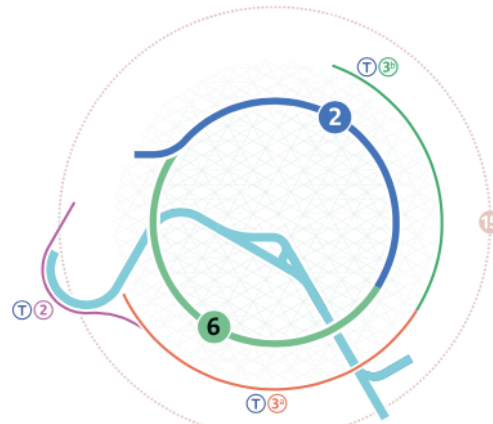
- The redesign of Metro Map of Paris was an accessibility challenge.
- The old one was too crowded for visually impaired people, older people but also everyone else
- The cartographic approach to the map showed the real path of every line, with too details
- A more schematic approach (less real, less clutter), more rounded, addressed all the visual request of the commuters

Best Practice: Map (France)

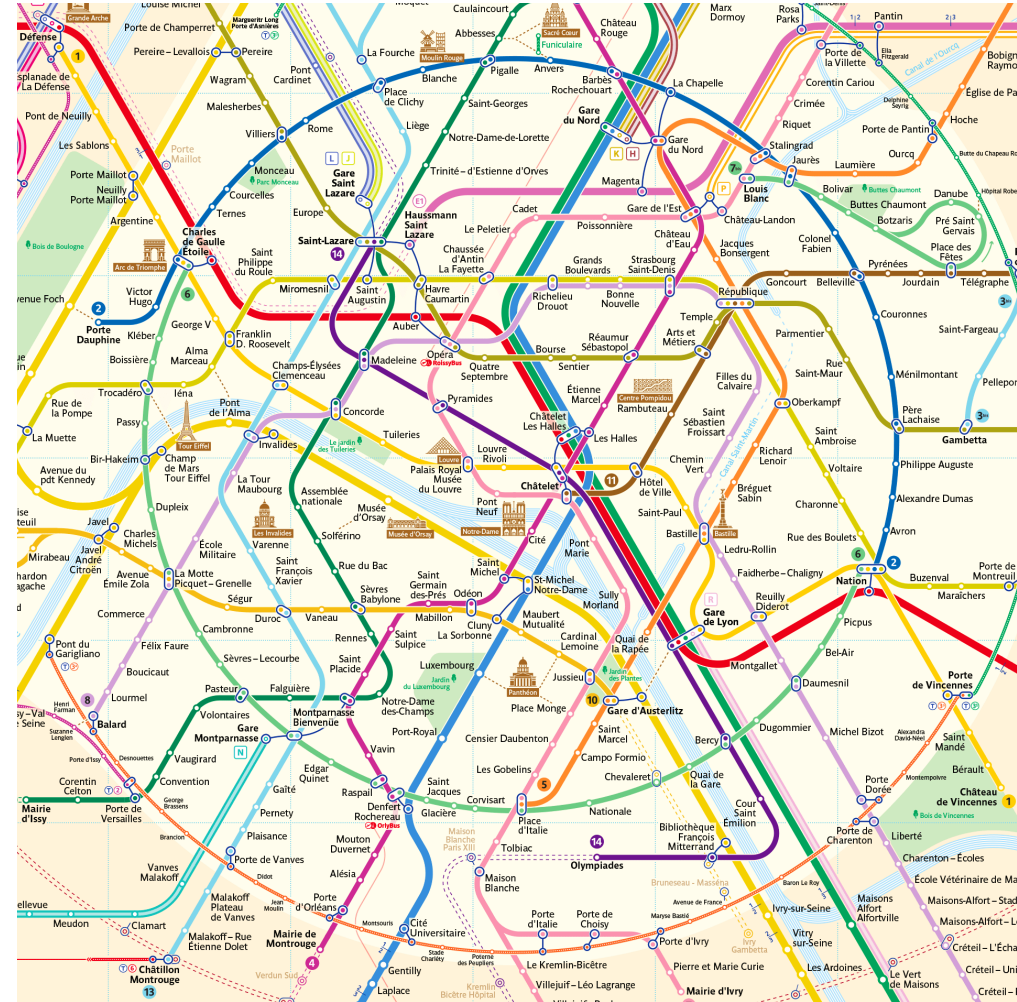
Paris Metro Map



Cartography of the city

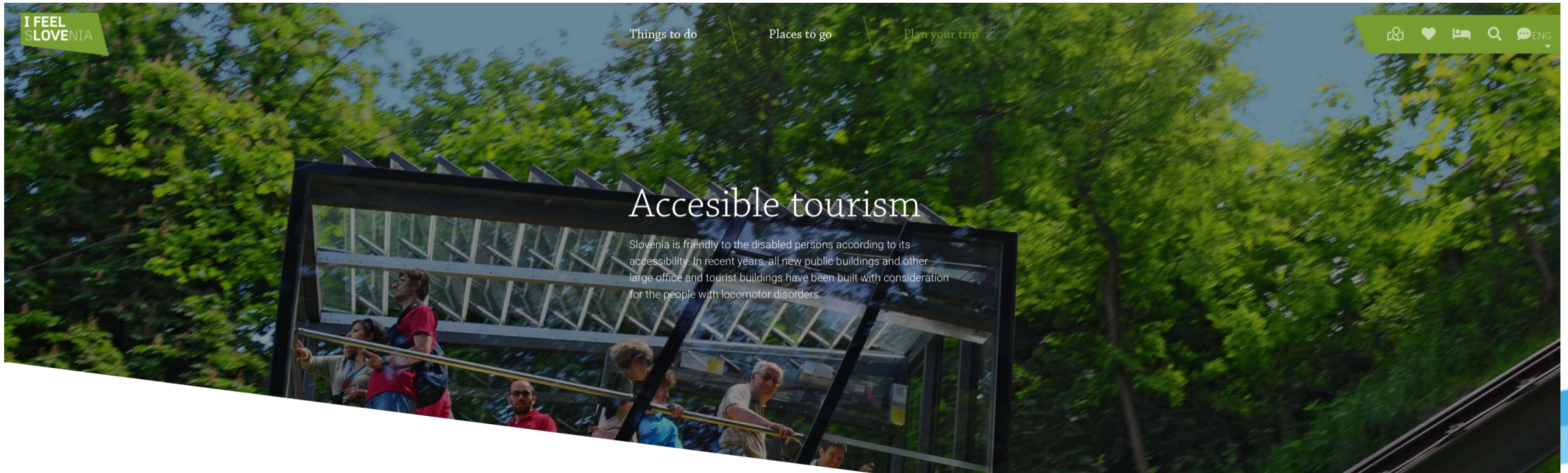


Schematic representation of the city



Accessible tourism in Slovenia

I Feel Slovenia: the official tourism national board website has a specific section focused on accessible tourism



The website page describes the accessible experiences that tourists can make in Slovenia



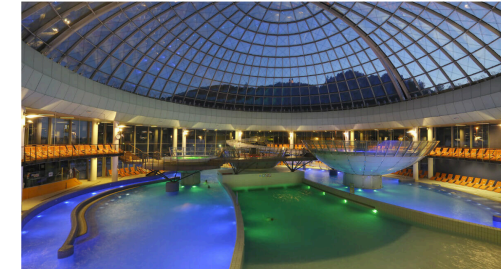
Explore the underground wonders

The beauty of Slovenia is hidden below the earth's surface too. Certain caves also enable access to the disabled visitors. The most frequented Slovenian tourist attraction, [Postojna Cave](#), has arranged parking areas, accesses and adjusted toilet facilities that are available to visitors in wheelchairs. Friendly staff help visitors board a small tourist train, which then takes them underground. You can learn about the history of exploring the caves and other Karst phenomena at the exhibition collection [Luz](#). [Postojna Cave Karst](#), located in a new building near the entrance to the cave, which is fully adjusted to wheelchairs. [Škocjan Caves](#) are also among the most beautiful Karst caves. Access to the underground by wheelchair is not possible due to the terrain; however, physically impaired visitors can still admire the underground masterpieces made by nature. Special virtual headsets enable an insight into the caves to those who cannot descend physically underground.



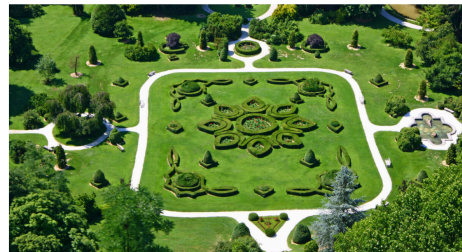
Among vine-growing hills and castle walls

Drink a toast with top-quality wine from the [Zlata Grča Wine Cellar](#), which is also a true treasury that can be accessed by the disabled. In addition to a wheelchair accessible wine cellar, the viewing and other attractions are adapted for their physically impaired visitors. Near Ptuj, the oldest Slovenian town, you can find [Crnek Castle](#), which is one of the few castles equipped with a lift enabling disabled access to the upper floors.



Find health and well-being in spas and health resorts

Slovenian natural [spas](#) and [health resorts](#) have great consideration for the disabled. [Lasko](#) must be mentioned in particular, because it earned the title of the [European Destination of Excellence](#) with its planned development of accessible tourism. [Thermiana Lasko](#) and [Rimske Terme](#) have suitably arranged accesses for physically impaired guests. The blind and partially sighted can bring their guide dogs to the hotel, and the park with honey-bearing plants in Lasko is equipped with signs in Braille. Portable induction loops are available at [Thermiana Lasko](#) for guests with impaired hearing. Also adjusted to the needs of physically impaired guests is [Terme Dobrna](#), while access to the swimming pool is also possible in [Terme Zreče](#) and [Rogaska Slatina](#).



Breathe in the smell of blooming gardens

What could be nicer than a stroll in green nature among colourful flowers? In Slovenia, you can experience the most beautiful flowering plantations from a wheelchair too. In addition to its various plant species, inspired a former castle park and magnificent views of the surrounding peaks. [Arboretum Vitoš](#) surprises every year with special exhibitions, e.g. [dwarfism](#), [Maze](#) whales etc. There wheelchairs are available in [Slovenski Grad](#), which can be used by physically impaired or older visitors, who find it difficult to walk around the park. Visit the [Topical Gardens](#) in Dobrovnik, which for the most part is wheelchair accessible.



The Slovenian capital – disabled-friendly

The main rail station in the Slovenian capital, Ljubljana, is friendly to physically impaired people. There are already many city buses with low floors and sound signals providing the names of stop along the route. [Ljubljana Zoo](#), one of the most visited Slovenian tourist attractions, is accessible by a disabled-friendly funicular. Ljubljana Zoo is also friendly to disabled people and so is the main city post office. Certain [museums](#) and [galleries](#) are also wheelchair accessible.

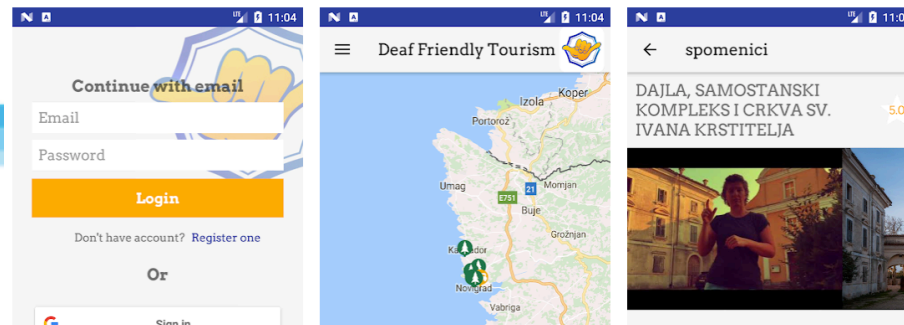


A stroll along the water

Experience the idyllic picture of [Bled](#). The path around the lake is for the most part suitable for wheelchairs. Take a pleasant stroll in the nearby [Slovenski Dom](#). Walking paths are paved or covered with compacted macadam on which wheelchairs can be used. The walking surfaces are similar at [Lake Zbilje](#), an artificial lake on the River Sava near Ljubljana.

Step Out Of Silence - Deaf Friendly Tourism (Croatia)

- It is the first application in Croatian tourism adapted for deaf persons.
- The mobile app contains a travel guide for people with hearing impairment, the "GO social" platform - as well as important information and contacts.
- The base of the app is an interactive map with points of interests which have adjusted their content to the needs of deaf and hard of hearing people.
- By clicking on the point of interest the new screen is opened to the user with relevant information, such as the contact information of the tourist service provider, the visual content he or she has made accessible and the comments of other users. The user can evaluate each point of interest (from 1 to 5) and add their own review to it.



CONSUMERS WITH DISABILITIES

REACHING CONSUMERS

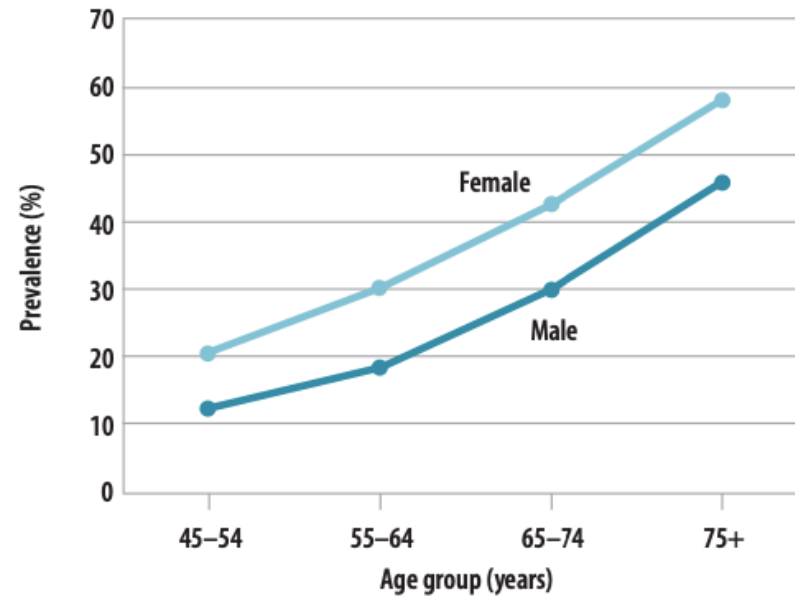
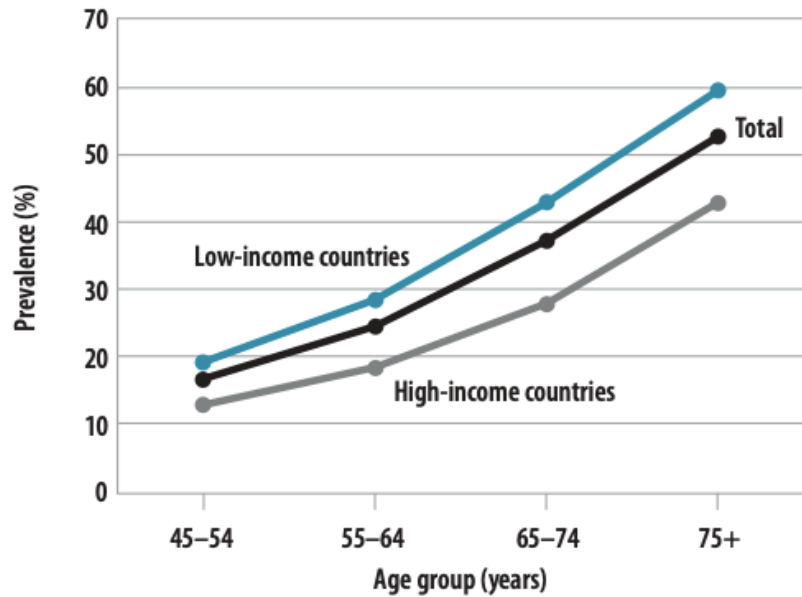
- Targeting this market can be challenging since disabilities are diverse, individuals don't always disclose they have one, and, luckily, there's no residential segregation or concentrated areas in cities and towns where people with disabilities reside.
- A destination's ability to effectively reach customers depends on how well it understands the **needs of people** with various disabilities.
- Let's take a deeper look at **elderly people**

Older People in an aging society

- In advanced economies, older people often represent the **wealthiest** part of the population.
- Increasing demand for health care and long-term care. Physical or mental disabilities represent a threat to older people's because they reduce the ability to carry out daily life activities. It represents a travel constraint and a deterrent to travel.
- This situation affects not only individuals but also their family and friends. In fact, it is estimated that about 80% of long-term care is still provided by family members and friends.
- There is a need not only to cater for older individuals' health needs, but also to **prevent diseases and promote a healthy way of life** so that individuals can live healthier longer.

Key Trends of population

- An ageing population
- Incidence of disability increases with age and is more severe in developing countries



Stereotypes about Older People as consumers

- **older age image:** it has long been shown that older individuals exposed to positive images tend to perform better on both physical and cognitive tasks than those exposed to negative images. Besides, older individuals with **positive perceptions of aging** are more likely to take care of themselves and their health than are those with negative perceptions of aging.
- **brand loyalty:** some studies argue that older consumers are more loyal than younger cohorts because after the age of 50, consumer patterns tend to stabilize. They have stable preferences, do not need to show off, and are not fashion victims. However, several studies demonstrate that **brand choices for older consumers are just as dynamic as those of the young**, and they continue to innovate.
- **level of technology adoption:** older consumers cannot cope with technology. Certainly, technological products should be adapted to be more “aging-friendly” and suitable for older consumers, but older people use tech.
- **marital or civil status.** Nothing could be more annoying to a single older person than advertising using pictures of happy older couples. At the same time, portraying a single person on his or her own would be risky in terms of symbolism because he or she could appear lonely.

Addressing Older People market

- older consumers see themselves as healthy, wealthy, and full of life
- older individuals do not want to be considered “unrepentant teenagers” and, of course, expect to be addressed differently than millennials
- older consumers have sometimes a negative attitude toward advertising because they feel neglected in favor of younger consumers
- older consumers are far from being a one-dimensional, uniform market. They are among the most diverse and idiosyncratic of all age cohorts. As a result, older consumers **often demand tailor made products and services**

Aging and Traveling

- “Moving” is the foundational element of tourism activities.
- For this reason, the leisure tourism industry has mainly devoted its attention to young and healthy individuals.
- **Tourism activities for older** individuals were, with due exceptions, traditionally limited mainly to religious tourism or social tourism.

Emerging trends for older tourist

- The change in household compositions (i.e., the shift from traditional large “horizontal” families to “vertical” intergenerational families) is changing the composition of travel parties.
- The increasing number of older individuals living alone implies an increase in the number of single or solo travelers.
- The growing Information and Communication Technology adoption among older individuals has enhanced the possibilities for their autonomous travel organization.
- Population aging entails the need for an increasing proximity to medical care in tourism contexts.
- Minor disabilities due to aging require suppliers to reconsider service design and staff training, especially in transport and hospitality.

DEVELOP A MARKETING PROCESS

- Building **Buyer Personas**
- **Find** theme
- Inclusive team
- Marketing Strategy

1. CREATE A BUYER PERSONA

- Creating a buyer persona will help identify what their goals and challenges are as relates to familiarizing themselves with a destination.
- A “**Buyer Persona**” is defined as a semi-fictional generalized representation of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.
- They help to understand the tourists (and prospective tourists) better and make it easier for a destination to tailor its marketing strategy to the specific needs, behaviors, and concerns of tourists. The strongest personas are based on **market research** and **interviews** gathered from actual tourist base — through **surveys, interviews**, and so on.

2. GO WHERE PEOPLE WITH DISABILITIES ARE

- This may seem like a no-brainer, but to many organizations focus solely on internal processes and procedures, like sponsoring a disability-focused event with expectations that it'll drive traffic.
- To move the needle, it should begin by **identifying organizations** to build relationships with that:
 - are **trusted voices or influencers**,
 - reach/serve a large number of people with disabilities, their families and allies, and,
 - want to build a strong relationship with your organization.

3. DISABILITY INCLUSIVE TEAM AT HEADQUARTERS AND BEYOND

- Many organizations focus in disability inclusion from the headquarters office. This team will have high level support, and is responsible for providing the vision, resources and guidelines for disability inclusion, throughout the organization.
- If organization is diffused in a large area, **local teams** should be established to implement the vision, as well as build and maintain relationships with disability organizations locally.

4. MARKETING STRATEGY TO ADDRESS A CHALLENGE, NOT SELLING A PRODUCT

- First element first of a marketing strategy is thinking with people with disabilities's mind
- PwD are looking for products, services and experiences that are life-enhancing, seamless and address a barrier they may encounter.
- For families with **autistic** children, vacations can be a challenge. **Royal Caribbean** listened guests and travel agents to design a solution. They created a guest experience that integrates specific services to provide an exceptional experience for families with an autistic member. Their services include:
 - Priority check-in, boarding and departure
 - Adventure Ocean flexible grouping by ability for children 3 to 11 years old
 - Pagers/phones for parents of children in Adventure Ocean program while signed into the care of Royal Caribbean staff.
 - “Staffed Cruises”: Extra professionally trained staff in caring for individuals with developmental disabilities (provided at one staff member for every two-three special needs guests); specialized respite sessions; and private activities and sessions.



AUTISM FRIENDLY SHIPS

Royal Caribbean offers an autism friendly sensory friendly films and toys, dietary

Royal Caribbean offers a wide range of

- Priority check-in, boarding and disembarkation
 - Special dietary accommodations
 - Adventure Ocean flexible groupings
 - Adventure Ocean toilet-trained participants
 - Pagers/phones for parents of children
- Friendly products and services available

In addition, Autism on the Seas offers staffed cruises for guests with disabilities. These "Staffed Cruises" include

VISUAL & HEARING DISABILITIES

VISUAL

We're determined to make the cruising experience as comfortable as possible for our guests who are blind or have low vision. Our ships have been designed with accessible elevators.

VISUAL FEATURES/ACCOMMODATIONS AVAILABLE

- Large-print menus and Cruise Compasses
- Service animals welcomed onboard: a 4 feet by 4 feet area
- Braille/tactile signage
- Braille elevator buttons/audio call signals

MOBILITY DISABILITIES

Our goal is to make all our guests as comfortable as possible, both on and off the ship. Our corridors to accommodate 180 degree turns for wheelchairs. Most deck public rooms feature entrances with gradual inclines.

WHEELCHAIRS

We provide complimentary wheelchair assistance for embarkation and disembarkation. If you use a wheelchair or scooter during the cruise, you are welcome to bring your own or rent one. We will deliver it to your stateroom on the ship.

Scootaround (formerly CareVacations)

Phone: 888-441-7575

Local: 204-982-0657

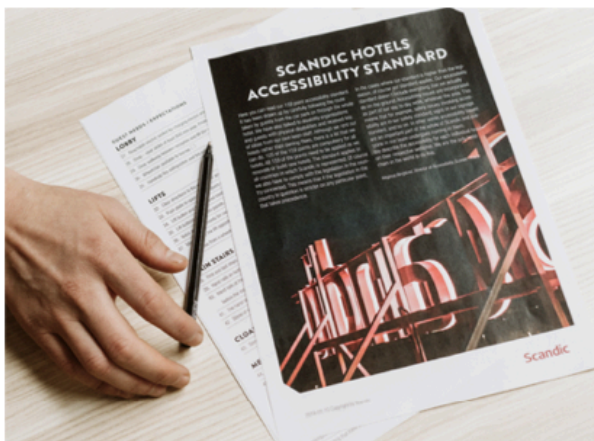
Fax: 204-478-1172

E-mail: info@scootaround.com

MORE WELCOMING THANKS TO 159 POINTS.

Scandic's standard

We were quick off the mark in drawing up our own standard and training our team members on its content. Today it comprises 159 points, 105 of which are compulsory for all the hotels. Whenever we refurbish or take over a new hotel, we follow all 159 points. The standard has been drawn up by carefully following the route taken by guests through the whole hotel from the car park onwards. It applies in all the countries in which Scandic operates and all our hotels websites explain the accessibility situation at their particular hotel. The standard makes us unique in the world.



A DELICIOUS BREAKFAST FOR EVERYONE.

Scandic has long been committed to creating an environment that is accessible to as many people as possible. Our work has previously concentrated on the physical environment and training our team members, but now the focus has been expanded to include the breakfast buffet at all our hotels in Sweden. We don't want breakfast to be a delicious experience just for a few people. It should be good for everyone. So when you wake up with us we hope you're hungry. We serve

bacon enthusiasts. All so that you get a good start to the day. With us you'll find choices such as gluten and lactose-free products, and dairy-free options such as oat and soya-based breakfast products. The breakfast buffet also offers gluten-free bread and gluten-free muesli with tasty toppings. Since allergy issues have a different profile in different countries, there may be some variation. In Finland, for example, lactose-free is standard. But whatever you put on your plate, we hope



IF YOU HAVE A BROKEN LEG, WE RECOMMEND OUR LOBBY.

make our receptions and lobbies a pleasant one for everyone, including those with a walking stick, a wheelchair, a walking cane or a

Hearing loop in reception, clearly indicated by the hearing loop symbol. The hearing loop was invented to help people with hearing aids.

WE ARE PROUD TO PRESENT OUR ACCESSIBILITY DIRECTOR.



Scandic's Accessibility Director Magnus Berglund with his assistance dog Dixi.


OFFER REAL VALUE

- In many instances, people with disabilities, and families with a disabled child, live financially below their typical peers.
- They make their money stretch among the basics, with medications, therapies and medical supplies that also need to be purchased.
- For them an offer **bundled touristic packages** that simplify the purchase process with incentive **discounts** could build loyalty and repeat booking.
- Create product clubs and tools to increase commercial and informative accessibility of offer (e.g thematic minisite, tourist cards)

MAKE IT PERSONAL

- Understanding who the consumers with disabilities are and what drives their behavior provides insight into the opportunity to reach and serve them.
- It's imperative to create an efficient path for consumers to navigate so they understand how **their needs** will be met. Communicating with them consistently minimizes the number of information sources they must touch while moving confidently toward a purchase. The most successful organization achieve this by **personalizing the route**.
- A way to personalize the process is having tourist service staff that understands what kind of needs people with disabilities will have during the vacation and what products or services could address them.
- A tailored offer could become an «experience offer»

EXPERIENCES



Home About us Destinations Services Cart News

Keep TRAVELING is always a PLEASURE

Search your holiday Destination Experience Start date Search

ACCOMMODATION EXPERIENCES DIRECTORY DESTINATIONS

EST. THE 2017
GOOD SCOUT
TRAVEL CO.


LIST A BUSINESS FOR FREE ABOUT BLOG

Home / Listings / Attraction


ATTRACTION

Keyword Location Category SEARCH

669 listings found




Glen-Forest Tourist Park & Vineyard
South Australia / Eyre Peninsula



Airbnb is for everybody

Here's how we're building a more accessible Airbnb



What we're working toward

We want to make travel more inclusive and accessible for everyone. This work is never done, but here's how we're taking it on so far.

WHAT

Improved accuracy

Guests with mobility needs often rely on photos to make sure a listing will work for them. That's why we require hosts to provide photos of every accessibility feature they have, and it's why listings have a special section dedicated to showcasing these photos.

Digital accessibility standards

We're working toward the digital accessibility standards laid out by the [Web Content Accessibility Guidelines](#). We're also investing in automated testing tools to help us catch more issues.

More listings with accessibility features

We're working hard to get more listings with accessibility features on Airbnb, and we're making them easier to find by improving our search features, including easier-to-use filters and better photos on the search results page.

Accessible experiences

65
More accessible [Airbnb experiences](#)—unique activities hosted by local experts—are on the way.

DON'T FORGET FAMILIES, FRIENDS

- For every person with disabilities there are **at least two close other people** (family and friends) that give them supports.
- Families and friends **witness** the lives of people with disabilities and understand what they encounter daily.
- They often become **passionate advocates** and are ready to share about the value of the person they love.
- There are a number of things your organization can do to target family members and friends:
 - when they are reached, they become not only a lifelong customer, but also an **ambassador** who will gladly share about their experiences with other families. **Word of mouth** has more influence in promoting destinations and offers than ads. Receiving an endorsement from a peer, who has managed similar disability circumstances, builds a credible connection that shapes how consumers know, like or trust your organization.

DEVELOP AND IMPLEMENT A DIGITAL MARKETING STRATEGY

- “Constant” internet usage among adults is continuously increasing. The way people gather information and buy is constantly changing, and offline and online tactics must integrate. This means consistently connecting with the audience in the right place and at the right time. **Digital marketing strategy** uses tools like:
 - **Content Marketing:** include disability-relevant blog posts, Ebooks or whitepapers, or infographics as a way to share your organization’s disability inclusive evolution for increase brand awareness, lead generation and real booking.
 - **Social Media Marketing:** promoting the destination and your content on social media channels (Facebook, Twitter, and Instagram) to increase brand awareness and drives traffic.
 - **Email Marketing:** communicate with your audiences, to promote content, offers and events. Using a CRM system to handle contact information gathered from an event or from website. Email marketing campaign include: blog subscription newsletters, follow-up emails to website visitors who download resources, tourist welcome emails, holiday promotions, tips...

TARGETING IS NOT REACHING

- Consumers are bombarded with hundreds of ads each day, it is not only important to understand the key drivers, behaviors and perspective of consumers with disabilities, but it's essential to understand how to breakthrough the noise and stand out, credibly and authentically.

Rule of 7

- It is a marketing principle that states: prospects need to come across an offer at least 7 times before they really notice it and start to take action to buy or book something. Consumers with disabilities, their families and influencers need to see an offer at least 7 times to take note of your destination's offer amidst the information overwhelm of today. In psychology is linked to a phenomenon called "mere-exposure effect".

TARGETING IS NOT REACHING (ii)

Marketing Channels

- Do not restrict your marketing to just one channel. Channels to consider when targeting consumers with disabilities include: Partnerships with national disability organizations, Ads on Social Media, Leverage Social Media Influencers, Events/Conferences, Podcasts, Email Marketing.
- Content should use a variety of formats: text (blogging), video (remember captions and audio description), audio (podcast) and user-generated content (it could be very engaging).

Consistency

- A critical part of the Rule of 7 is consistency. Data from HubSpot shows that organizations that blog (with valuable content) around 16 times or more per month get 3.5 times more traffic and 4.5 times more leads than others that blog less than 4 times a month. Frequency matters.

SWOT ANALYSIS

Strenghts

Economic / Social Context & Network
Rural tourism trend
Willingness to change the conditions for PwD
Little and fast bureaucracy
No crime
Positive and long-term sustainable city budget
Vast network of excellent stakeholder
Collaboration with government
Organization of Families of PwD active and visible
Collaboration with tourist board
Good management by institutions
Good communication with institutions
Association around PwD active and visible
Organization with experience in accessible tourism
Experienced tour, visits and initiative with PwD

Environment & territory, food & wine, Culture & traditions
Landscape
Areas as an integrated system
Biodiversity
Variety of landscape
Mild Climate for destagionalize
Variety of beaches
Quality of sea
Beauty of the city
Unique traditions
Historical/Architectural/Cultural resources
Small community
Unique food product
Quality of restaurants
Food and wine offer
Traditional markets

Offer
Not-hotel offer
Variety of accomodation offer
Increase in quality (stars) of accomodation
authenticity of hospitality
Presence of accessible structure, some accessible beaches
national and international events
leisure and natual offer
nature events
health care, first aid for tourists
interpreters
Health rehabilitation as a driver for tourism
recreational activities on the beach for PwD
artisan vocation
Ecolabel certification
Job placement projects for PwD
Vessillo d'argento certification (accessible beaches)
Suitable for elderly people
Attract international tourists

Transport & Infrastructure
Easy to reach
Accessability by land, by sea, by air
Structure of historical center by all means of transport
Easy to mobilize

Communication
newsletters, congress, educations for stakeholders
Website, Portals, promotional brochures and tourism fairs presence for accessible and sustainable tourism
Events as communication channel
Communication onsite for visually impaired

People
Experience, skills and knowledge of people (in organization, municipality, region) gained in previous projects
Skills of private stakeholders thanks to past experiences on accessible tourism

Weaknesses

Economic / Social Context & Network
Role of accessible tourism in the tourism development in general not clear
Insufficient funds for updating facilities
Low consistency of tourist flows and high seasonality;
Composition by age classes of the population;
Non-organic and incomplete regulatory framework.
Networks with low commitment
Lack of project for non-profit association
Low integration between private operators (similar and complementary activities)
Low experience in cooperation between private stakeholders
Too local perspective in networking
Tourism data too fragmented
Increasingly short holidays

Transport & Infrastructure
Infrastructures to be upgraded (e.g. roads, cycle paths, signs, etc.)
Public and private transport services can be improved in quantity and quality
Rural road and railway network is lacking, both for internal usage and access from outside
High costs of adapting routes and equipment.
Insufficient parking spaces/inproperly parked cars
Lack of sidewalks, narrow passes.
Existing legal provisions for accessibility not implemented in real life
Architectural barriers due to layout of town historical center
Lack of coordination of intra-regional transport services;
High water dispersion and shortage in supply service in some municipalities
Scarce supply of transport infrastructures other than road ones;
low level of infrastructure maintenance

Offer
Few accessible accommodations
Existing accommodation facilities must be modernized
Level of service to tourism not always qualified
Limited accommodation offer in rural-environmental tourism
Limited accommodation and services offer in accessible tourism
Insufficient adjustment of accommodations
needs of big investments
Poor differentiation of offer
Lack of professionalism of services
Lack of international standards and certifications about accessible beaches
inadequacy of different itineraries (pedo-cycling routes, horse trails and nautical-river) in usability, organization, signs and commercial proposal
Lack of competency and facilities to offer advanced services in accessible tourism
Lack of B2B specific services
Shortcomings in social and health services
Digital divide

Environment & territory, food & wine, Culture & traditions
conservation restrictions on updating historical facilities
Some tourist resources are very isolated and difficult to reach

Communication
Lack of coordination in communication of the network
Weak image as an accessible destination

People
Lack of specific training of staff
Seasonal employees/low qualifications
Lack of entrepreneurial culture, short term perspective
Medical-charity-pity model of viewing disability and pwd
Short term solutions on case by case basis instead of developing new and sustainable solutions
Considering tourists with disability as rare exception
Operators don't see the earning potential
Lack of skills of travel agency/tour operator to design a proper offer
Narrow staff in cities administration

Opportunities

Economic / Social Context & Network
Availability of funds for new investments in accessible and sustainable tourism, as well as marketing actions
Big opportunity for tour operators
Growing interest and demand for accessible tourism
Regional policies
New technologies
Steady tourism growth
New legislation requiring all public services to create accessible websites.
EU, national or regional funds for social inclusion projects, restoration of monuments, buildings, or upgrade accomodation or travel agencies
Widening the culture of collaboration and development of business networks also in an international scale
Several similar on-going projects to create synergies with

Offer	
new and existing activities to promote the network of protected areas	Focus on travel experience and sensory experience
Technological implementation to improve tourist / user information	local community could benefit by sensory experience
Digital Web marketing	Disused real estate assets available
Destinations are increasingly investing in various sustainable tourisms elements, which creates synergy with accomodations	Promote the attractiveness and brand reputation of the seaside resorts, addressing a target,
further growth of offer connected with the quality of typical products,	Proximity with metropolitan areas (basins of potential tourist)
Continuity to best practices and placing new elements;	Presence of tourist areas with high perceived development potential;
Universal design is attractive for all subjects in tourism.	Existence of conditions to intercept new demand segments (sustainable, accessible, experiential tourism, fandom, etc.).
Development of sensoric rooms which can be used for different purpose, for example for kindergarden kids to be more sesitive for other needs.	
Offer diversification	
More seasonal adjustments	
Extending and improving pre season and post season offer	

Transport & Infrastructure
Putting in use touristic areas that are out of city center
accessibility approach generate better infrastacture wich direct benefit local community and quality of life.

People
contribute to growth of civil sensitivity about disability as an opportunity for social, ethical and economic growth;
Raise awareness of operators, not only in proposing ad hoc tourist packages, but also in considering accessibility in new designs for tourist structures and areas
Benefit of expertise and knowledge of employees of other stakeholders
Willingness and understanding in general public for creating access to all public and other areas for people with difficulties
Raise awareness of touristic companies and restaurants to provide suitable diet (vegetarian, allergen-freeetc.)
Popularity of Destination thinking concept of tourism

Communication
Audio and video guides which can be marketing tool for accessible tourism

Environment & territory, food & wine, Culture & traditions
multifunctional activities on farms in rural areas
Possibility to attract tourist flows present in the cities, along the coast and for cruise tourism in the inland
Sensitivity in recovering of historic villages in rural areas and for the enhancement of typical quality products
Enhancement of cultural paths

Threats (some of them are more weakness)

Economic / Social Context & Network
Generalized economic crisis
Lack of regulations and framework laws about accessibility certification, could discourage the initiative of operators
Existing legislation is not applied consistently
Some legal requirements are respected only pro forma / lack of good will
Hard Brexit could reduce tourists
Mass tourism threats
Progressive demographic decline
Strong competition from neighboring tourist regions
High emigration rate of young and qualified human resources
Exogenous drop in tourism demand
Lack of synergy between system operators
medium-small structures do not favor a system dialogue
Nearby touristic destinations not following the good practice of the destination
Little attention from local communities about accessible tourism experiences
Coherency of policies of local administrations

Environment & territory, food & wine, Culture & traditions
Isolation from other neighboring territories
Climate changes can make area less attractive
Coastal erosion risk
Seismic events
COVID-19

Offer
Not yet a dedicated and consistent interest in accessible and sustainable tourism by tour operators
Competition by destinations with more services for specific targets.
Unmanaged real estates.
Some adaptation of architectural barriers are done but not correctly - i.e. there is no knowledge how to operate with platform, etc.
Reduced accessible reception capacity of tourist facilities in the selected territories
Technological obsolescence and low propensity for innovation
Destinations still feature plenty of attractions, museums, etc. not adequate for accessible tourism
Competitors well organized with quality offers attentive to the landscape, order, cleanliness, and quality of hospitality, accessibility and attract environmental tourists from the countries
Young-focus attractions, forgetting the needs of elderly people
New services for PwD will be expensive - high prices

Transport & Infrastructure
Unappropriate maintenance and unfunctionality of current interventions.

Communication
Little attention to the enhancement of the uniqueness of its tourist offer
Low level of awareness brings to almost non-existing promotion of this segment
A communicative and commercial policy by a nearby "competing" destination

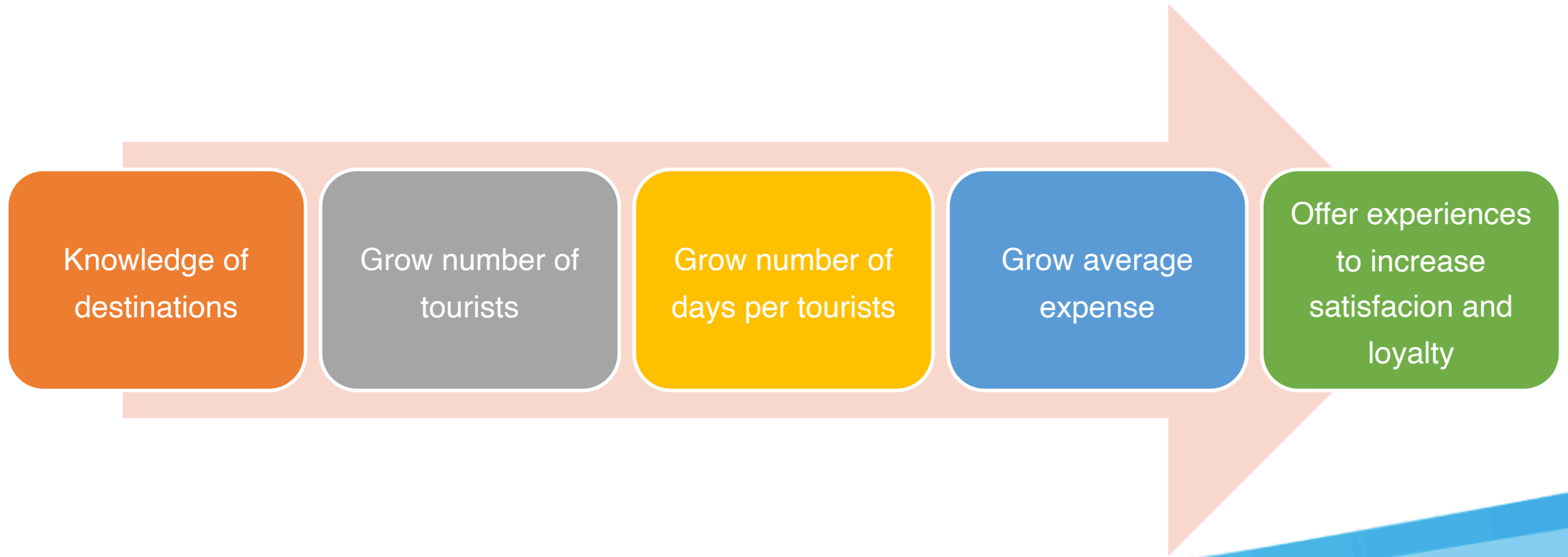
People
Companies still with low level of awareness of accessible tourism
Lack of knowledge of possibilities of accessible tourism.
Insufficient educated hospitality (and other) employees about accessible tourism.
Prejudices against persons with disability and their right to travel and engage in leisure activities. Mindset in charity-pity approach
Slow bureaucracy, waiting for necessary papers and permits takes too long
Lack of professionals



UNION

DIRECTIONS

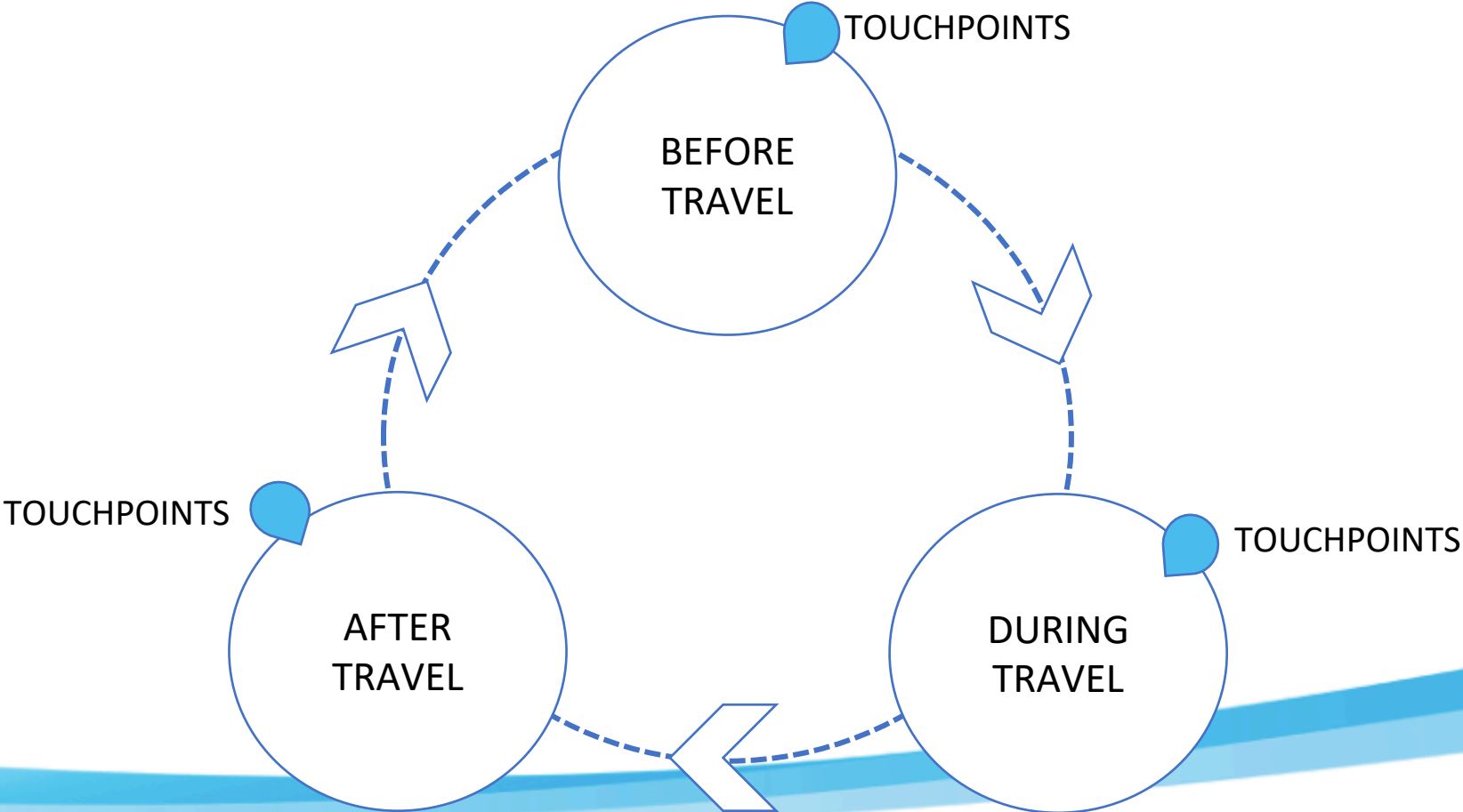
DIRECTIONS



CUSTOMER JOURNEY

- Customer Journey is the collection of various steps of the tourist. It starts from the minute someone considers taking a trip, often referred to as the inspiration phase. It goes beyond the simple door-to-door experience and tracks every stage from idea to journey to destination and post-trip review.
- During his journey the tourist has to be taken care in the various channels of contact used, the so called **Touchpoints**
- To design touchpoints information has to be gathered by: customer feedback and reviews, surveys, booking data, google analytics,...
- The pain points range from the frustrations during the very first web search and through the entire transactional process, to the unreachable toilet roll or inaudible fire alarm. And the whole experience can be fraught with obstacles for someone with accessibility issues.
- Tourist beginning to anticipate a more holistic approach from travel providers, expecting each stage of the travel process to be integrated.

THE CUSTOMER JOURNEY OF TOURIST



BUYER PERSONAS

STEFANO

- 43 years
- Looking for mind-relaxing touring holiday
- Love walking and biking
- He don't need to much comfort
- Wants to decide a day-by-day holiday
- All digital in inspiring phase



BUYER PERSONAS

JESSICA

- Life-stage: mid-way through their career
- Age: 33 years
- Annual income: \$51,000 - \$70,000
- Industry: sales
- Internet usage: many times a day
- Social media usage: active

Relationships group

- Marital status: married
- Children: 3

Education/skills school

- Education level: an Undergraduate degree
- Technical level: comfortable
- English level: native

Disability

- Hearing impairment

Dream holiday

- Luxury hotel in the seaside



EXPECTATIONS, MAIN CHALLENGES, MAIN DEMANDS

Expectations



Understanding accessibility from a **universal point of view**, meeting the diversity of requirements



Mainstreaming accessibility as part of the standard service **without extra cost**



Having **all the information** to plan in advance and travel seamlessly



Being autonomous throughout the whole travel process

Main challenges

46% Lack of information about accessibility at destination

37% Inaccuracy of information about accessibility at destination

46% Lack of skilled customer service

37% Challenge with physical environment at destination

33% Knowledge about specialised providers at destination

28% Indoor navigation in transit

Main demands

for a premium travel experience



COMMUNICATION SUPPORT SERVICES

52%



PERSONALISED GUIDED VISITS

51%



HEALTH SERVICES

22%

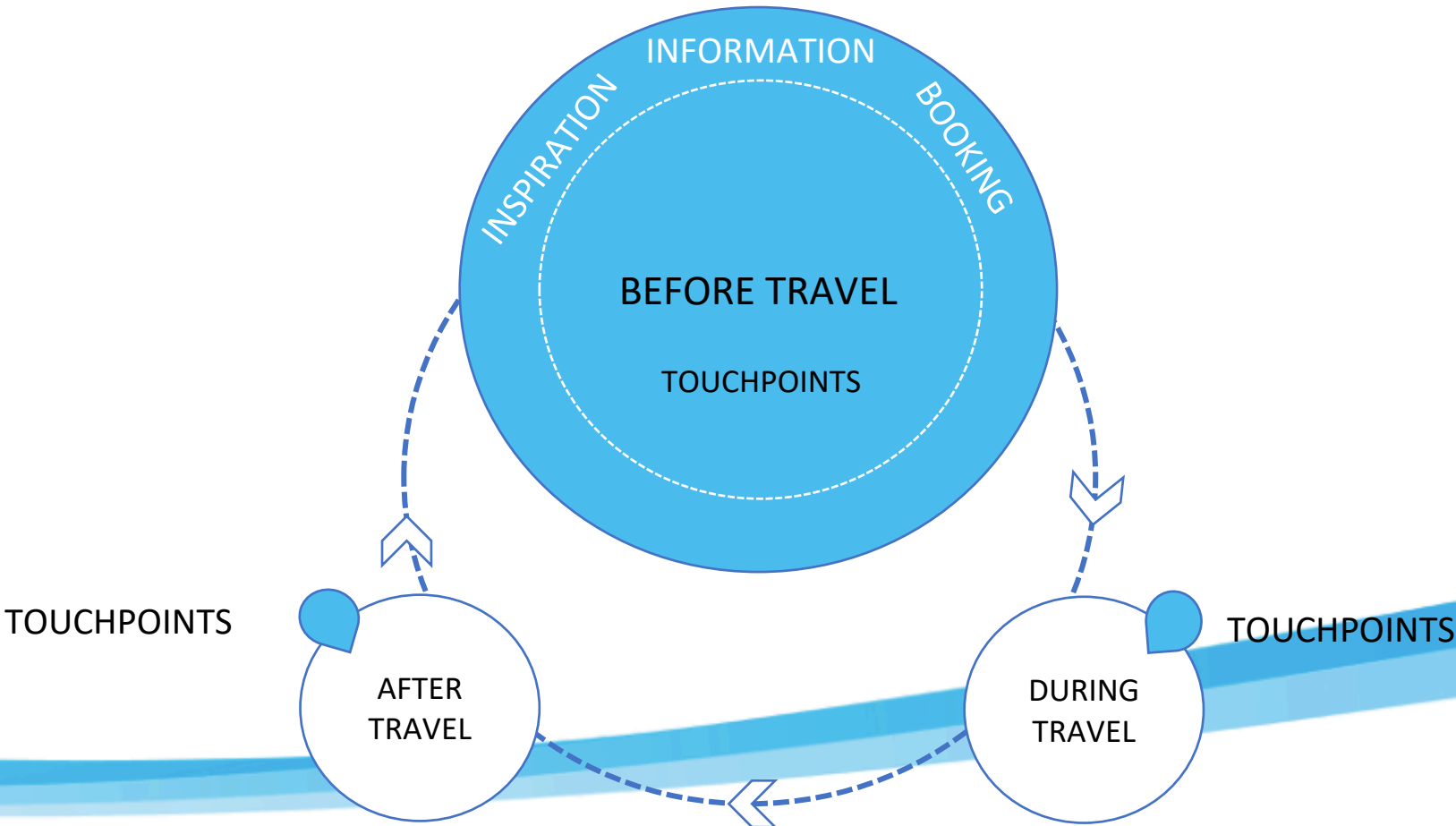


PERSONALISED INSURANCE

16%

BEFORE THE TRIP

THE CUSTOMER JOURNEY OF TOURIST



BEFORE TRAVEL

BARRIERS IN RESEARCH AND PLANNING

- Most travellers prefer online channels for research and planning, but many still rely on phone and face-to-face visits with consultants in order to close the process. A significant barrier online is the lack of or limited availability of accessibility content in accessible formats on websites.
- User-friendly information about accessibility is not always included in mainstream channels, either online or offline. Moreover, there are significant differences between operators in how well this information is presented, meaning the traveller experience can be very different.

BIGGEST BARRIERS

- _Lack /limited availability of information about accessible services
- _Accessibility problems in the websites and/or its contents

SIGNIFICANT BARRIERS

- _Lack of accessible features in marketing /advertising
- _Too technical information and hard to find

OTHER BARRIERS

- _Significant differences among operators, airlines, airports, railway, etc.
- _Information about accessibility is often not included in mainstream channels

BEFORE TRAVEL

BARRIERS IN BOOKING AND PAYMENT

- Online is the most used channel for booking transport and accommodation with travel agencies and telephone preferred for certain kinds of trips (particularly international). However, the inability to complete a purchase due to non-accessible websites poses a fundamental barrier.
- There is also a lack of standard procedures for communicating passengers' specific needs. Where customer services are provided only by phone, this is considered an even bigger issue. Often, phone services involve an additional charge, and users may not be eligible for the same discounts they can get online.
- Travellers with accessibility needs crave simplicity and the ability to book and pay in the way all travellers do.

BIGGEST BARRIERS

_Important difficulties even impossibility to buy due to non-accessible websites

SIGNIFICANT BARRIERS

_Lack of procedure to communicate the specific needs of each passenger

_Customer services provided only by phone

OTHER BARRIERS

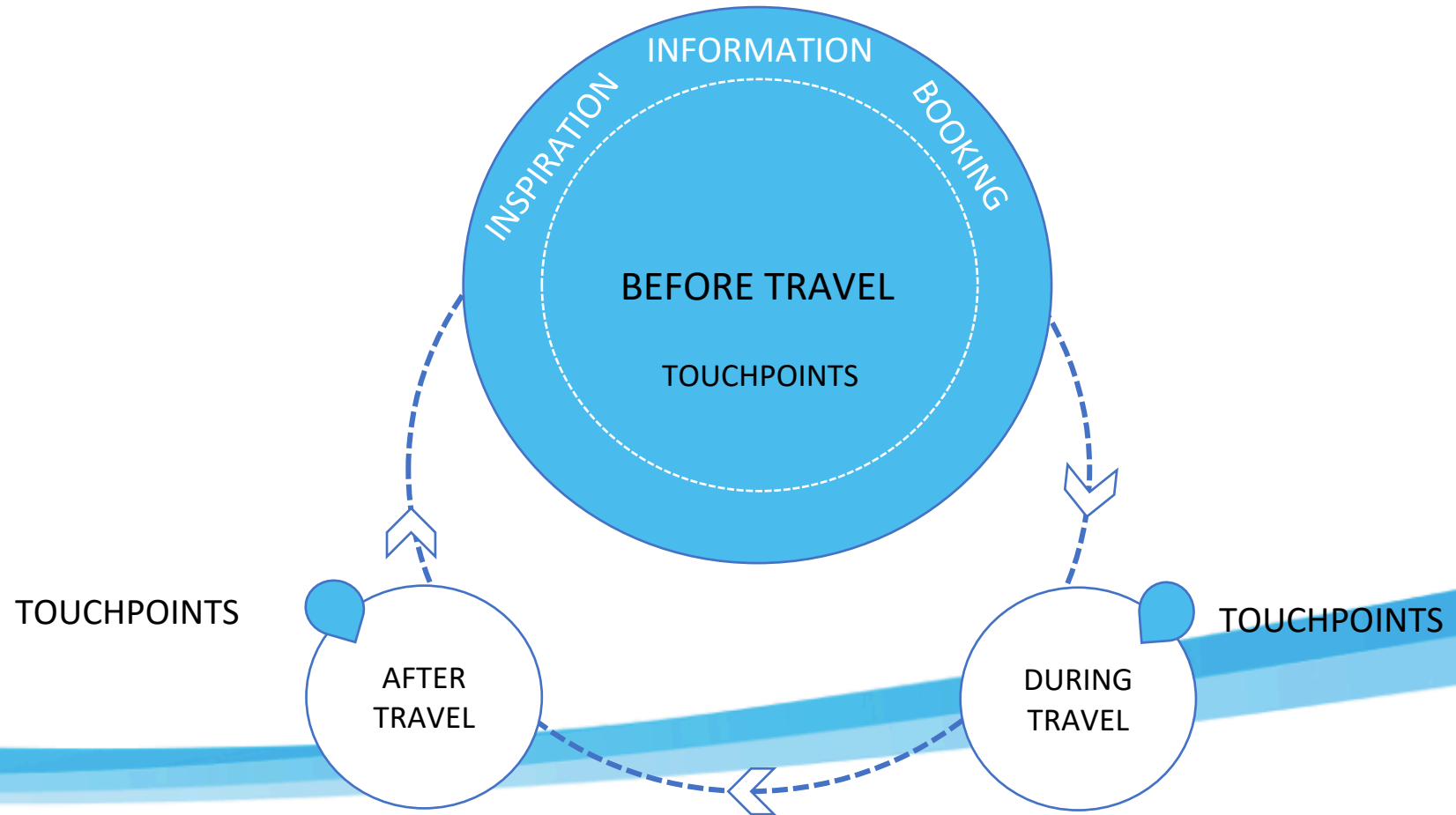
_Significant differences among operators, airlines, airports, railway companies, etc.

INCREASE THE EXPERIENCE IN EVERY TOUCHPOINTS

• E.g. from a website to a trip planner with:

- Events
- Activities
- Accomodations

- More engagement
- loyalty
- Database of profile (CRM)
- Customer service
- Standardization



CRM – CUSTOMER RELATIONSHIP MANAGEMENT

- CONTACT MANAGEMENT: A strategy that focuses on using a software to easily store and source a contact's information, including their name, contact history, email information, and so much more
- PROFILE OF TOURISTS: constant identification allow to obtain a well defined profile for every tourist and his family
- SEGMENTATION: a tools that track all the connection with a contact could help to manage the context in witch is interested and the content to deliver to him
- CRM feeded with:
 - Emails
 - Socials Network
 - AdWords
 - ...

EMAIL MARKETING

- A profiled database is a good start for Email marketing
- With good contents the conversion rate could reach 10%
- Collect addresses
 - newsletter box on website
 - Contact form on website
 - Lead campaign on Facebook
 - Wi-fi hotspot, gdpr compliance.
 - Signing privacy form

EMAIL FOR WHAT?

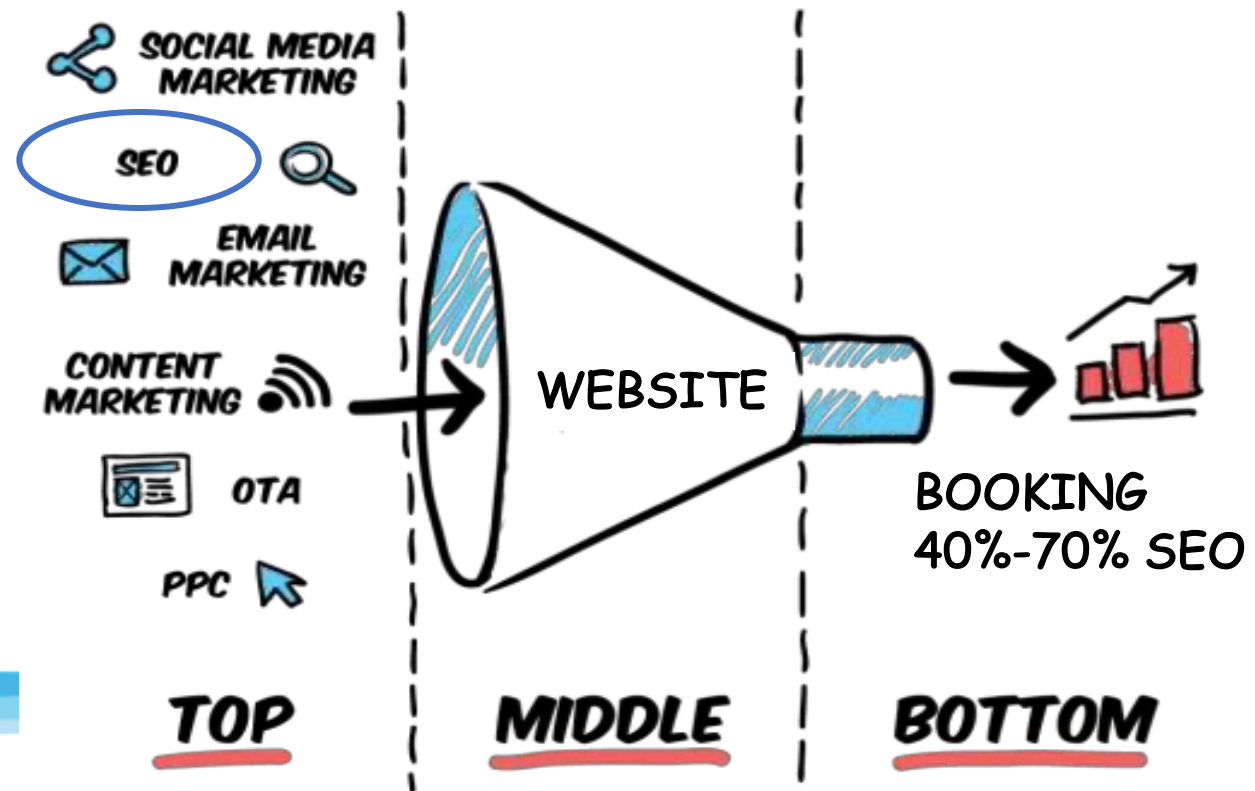
- Information
- Sending offers
- Call to action (early booking, e.g. February)

SEO - SERP

- Having a SEO friendly site is today fundamental
- Finding the right keywords to address the targets needs
- Objective of SEO is to increase the SERP (the position in Google search) to carry organic traffic to the website
- During conversion path more than half of the search change from generic to branded
- Searching in Google could be generic, specific or branded:
 - generic: “sea hotel”, “hotel in Zadar”
 - specific: “hotel in Zadar for deaf”
 - branded: “hotel *NAME* in Zadar”

FUNNEL

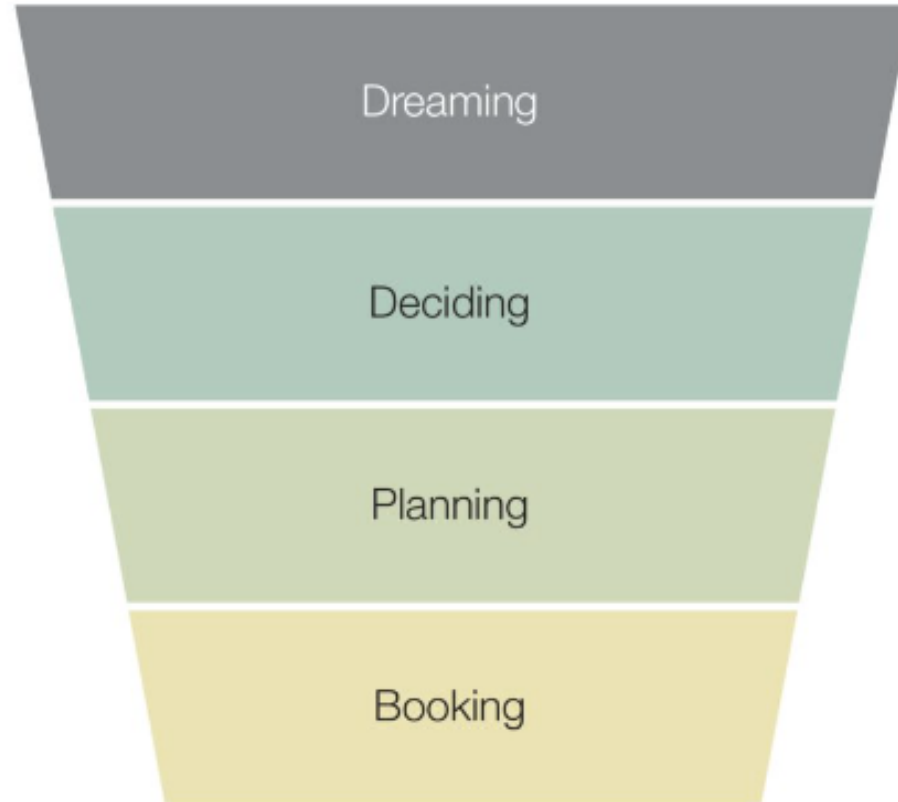
- Influence of various channel depends of the funnel
- Most of the booking by SEO vary from 40% to 70%



MORE ANALITIC FUNNEL



STAGES BEFORE TRAVEL – DIGITAL TOURIST JOURNEY



STAGES BEFORE TRAVEL – DIGITAL TOURIST JOURNEY

STRANGER / DREAMING

- SEO website
- Blog or Social posting
- Word of mouth

VISITOR / DECIDING

- Call to Action
- Landing pages
- Blog posting

LEAD / PLANNING

- Ebook with offer responding to his interest
- Email nurturing with ideas for trip
- Live chat

CUSTOMER / BOOKING

- Website user friendly and accessible for an easy book
- Possibility to book in well known website

Looking for inspiration on search engines and social network

Find the destination, looking for more information: trip journal and tips

Choose the trip and decide in witch website book

Book the trip

INBOUND MARKETING

Inbound marketing is a business methodology that attracts customers by creating valuable content and experiences tailored to them. While **outbound marketing** interrupts the audience with content they don't want, inbound marketing forms connections they're looking for and solves problems they already have.

- Building Buyer Personas (as seen before)
- Setting goals of the inbound marketing campaign
- Keyword Research
- Content Calendar
- Blog Posting
- Social Media Strategy
- Define WorkFlow

• SETTING GOALS

What is successful.

What is not.

A goal is (SMART):

- specific,
- measurable,
- attainable,
- relevant and
- timely

• KEYWORD RESEARCH

Ad group	Keyword	Avg. Monthly Searches (exact match only)	Competition
Seed Keywords	amalfi coast holidays	3600	0,85
Seed Keywords	things to do in amalfi coast	720	0,18
Seed Keywords	what to do in amalfi coast	320	0,18
Seed Keywords	amalfi coast guide	170	0,38
Seed Keywords	what to see in amalfi coast	70	0,16
Seed Keywords	things to see in amalfi coast	30	0,1
Seed Keywords	must see in amalfi coast	30	0,09
Seed Keywords	amalfi coast tourist guide	10	0,09
Keyword Ideas	things to do in amalfi	480	0,12
Keyword Ideas	amalfi coast things to do	320	0,1
Keyword Ideas	things to do amalfi coast	320	0,09
Keyword Ideas	things to do on the amalfi coast	210	0,27
Keyword Ideas	what to do in amalfi	210	0,14
Keyword Ideas	things to do in the amalfi coast	140	0,19
Keyword Ideas	what to do on the amalfi coast	110	0,19
Keyword Ideas	amalfi things to do	110	0,08
Keyword Ideas	things to do on amalfi coast	90	0,14
Keyword Ideas	things to do in amalfi italy	90	0,2
Keyword Ideas	what to do amalfi coast	90	0,13

• CONTENT STRATEGY & CALENDAR

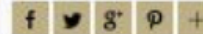
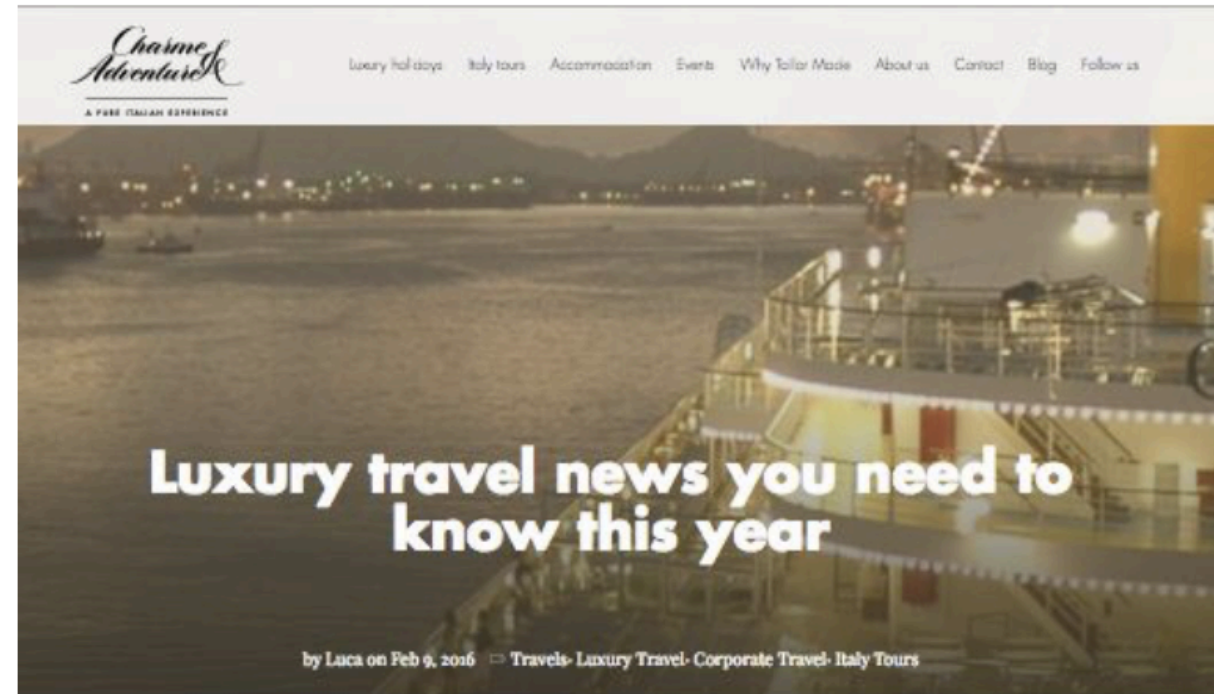
- Instead of pitching the services of a destination as the greatest ever, the first contact with someone should consist in **offering value (in content)**
- Content SEO oriented addressing the Keyword Research to the different Buyer Persona
- Every content should be designed to a specific stage of the funnel (top, middle, bottom)
- Define a Content Calendar

No:	Date	Persona	Status	Funnel Stage	Campaign	Keyword	Current Rank	Secondary Keyword	Secondary Rank	Article Type	Suggested Title
85	Wed, Feb 24, 2016	Travel Agent Liesl	Online	Middle	Experience Europe	european experiences	100+	Experience Italy	100+	Listicle	European experiences that will take you back in time
86	Tue, Mar 01, 2016	Mice Consultant Mika	Online	Top	Conferencing	conference planning	100+	Luxury tours of Italy	38	Listicle	Time-saving conference planning tools
87	Wed, Mar 02, 2016	Life Partner Laura	Online	Top	Top Travel Destinations	best travel destinations	100+	Private tours of Italy	75	Listicle	Best travel destinations for avoiding the Easter rush
88	Tue, Mar 08, 2016	Travel Agent Liesl	Online	Bottom	Luxury Italy	Luxury tours of italy	38	Experience Italy	100+	Listicle	Luxury tours of Italy that celebrate the slow food movement
89	Wed, Mar 9, 2016	Mice Consultant Mika	Online	Top	Corporate Travel	corporate travel	100+	Luxury Italian tours	30	Why	Does technology spell doom for corporate travel?
90	Tue, Mar 15, 2016	Life Partner Laura	Online	Middle	Luxury Holidays In Europe	luxury vacations	100+	Private tours of Italy	75	Why	Forget France, check out these unusual luxury vacations?
91	Wed, Mar 16, 2016	Travel Agent Liesl	Online	Top	Marketing A Travel Agency	travel agency marketing	100+	Experience Italy	100+	How to	The fundamentals of travel agency marketing
92	Tue, Mar 22, 2016	Mice Consultant Mika	Online	Middle	Travel Europe	traveling europe	100+	Luxury Italian tours	30	Dos & Donts	The dos and dont's of traveling Europe in large groups
93	Wed, Mar 23, 2016	Life Partner Laura	Online	Bottom	Explore Italy	explore italy	23	Private tours of Italy	75	Itinerary	Explore Italy: 24 hours in Venice
94	Tue, Mar 29, 2016	Travel Agent Liesl	Online	Top	Luxury Vacations	luxury retreats	100+	Experience Italy	100+	Showcase	Luxury retreats for introverts and extroverts
95	Wed, Mar 30, 2016	Mice Consultant Mika	Online	Top	Effective Business Op	how to run your own business	100+	Experience Italy	100+	How to	How to run your own business in the MICE industry
96	Tue, Apr 05, 2016	Life Partner Laura	Online	Bottom	Luxury Travel	Luxury Italian tours	30	Luxury Italian tours	30	Listicle	Instagram-worthy luxury italian tours
97	Wed, Apr 06, 2016	Travel Agent Liesl	Online	Bottom	Travel Italy	experience italy	100+	Luxury Italian tours	30	Listicle	X locals to help you experience Italy
98	Tue, Apr 12, 2016	Mice Consultant Mika	Online	Top	MICE Events	MICE industry	100+	Private tours of Italy	75	How	How personalisation is revolutionising the MICE industry

• CONTENT – TOP OF THE FUNNEL (TOFU)

Luxury travel news you need to know this year

- Generic topics
- Without speaking about the destination specific offer
- Links to Social Network / Landing page / subscription



It's vital to be able to understand your clients and create and weave the perfect itinerary together for them based on their needs and desires.

Your clients are people that tend to know what they want, and have a taste for the finer things in life. They want to have experiences that are exclusive and unique, they enjoy the *savoir-vivre*, and of vital importance for them, is to have experiences which are on-trend. So, one of the essential aspects of your job is to be on top of the trends and latest industry news. Here are some luxury travel news highlights to keep you 'in the know':

Subscribe now!

Name

Email

I accept the Privacy Policy

Social

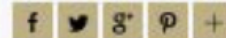
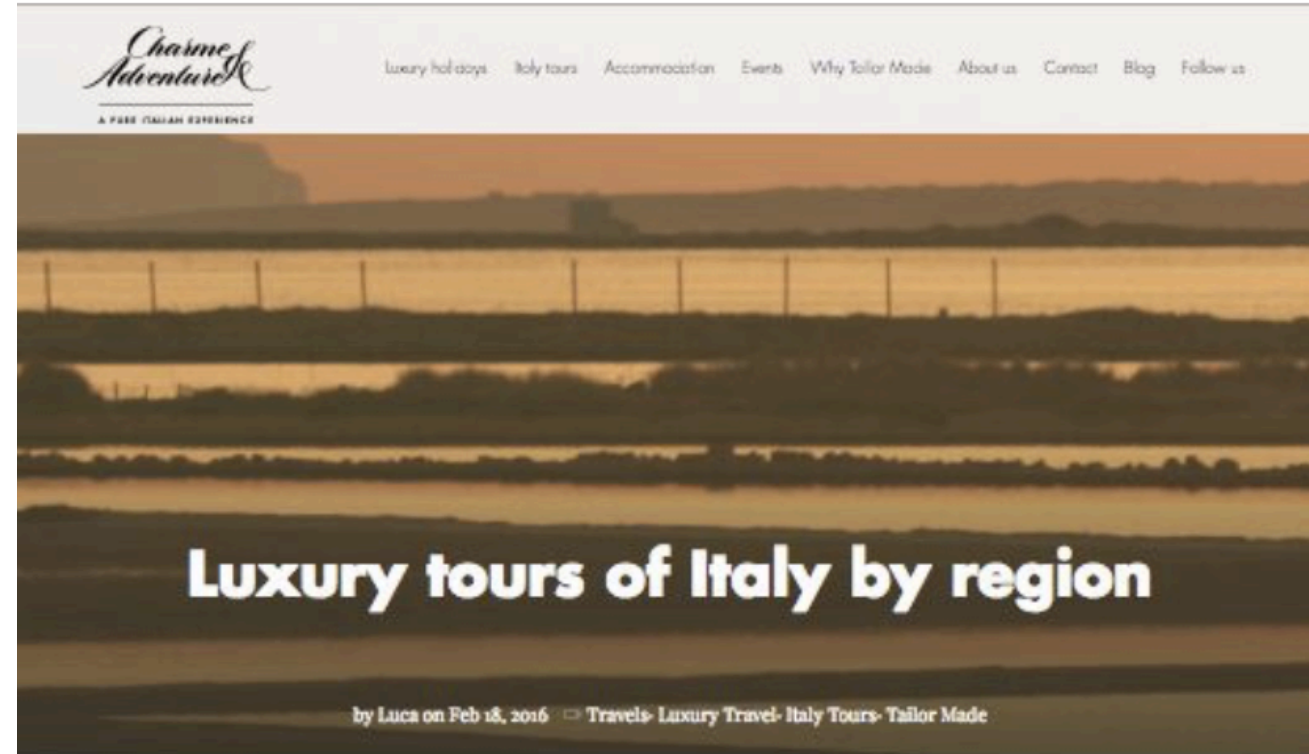
99



- **CONTENT – MIDDLE OF THE FUNNEL (MOFU)**

Luxury tours of Italy by region

- More specific topics
- Without speaking about the destination specific offer
- Links to Social Network / Landing page / subscription



People travel for many different reasons. Some do it for the bragging rights they have on their return home. Others do it to 'find', understand or redefine themselves, to see new places, to learn about different cultures or just to indulge in new, incredible experiences.

Subscribe now!

Name

Email

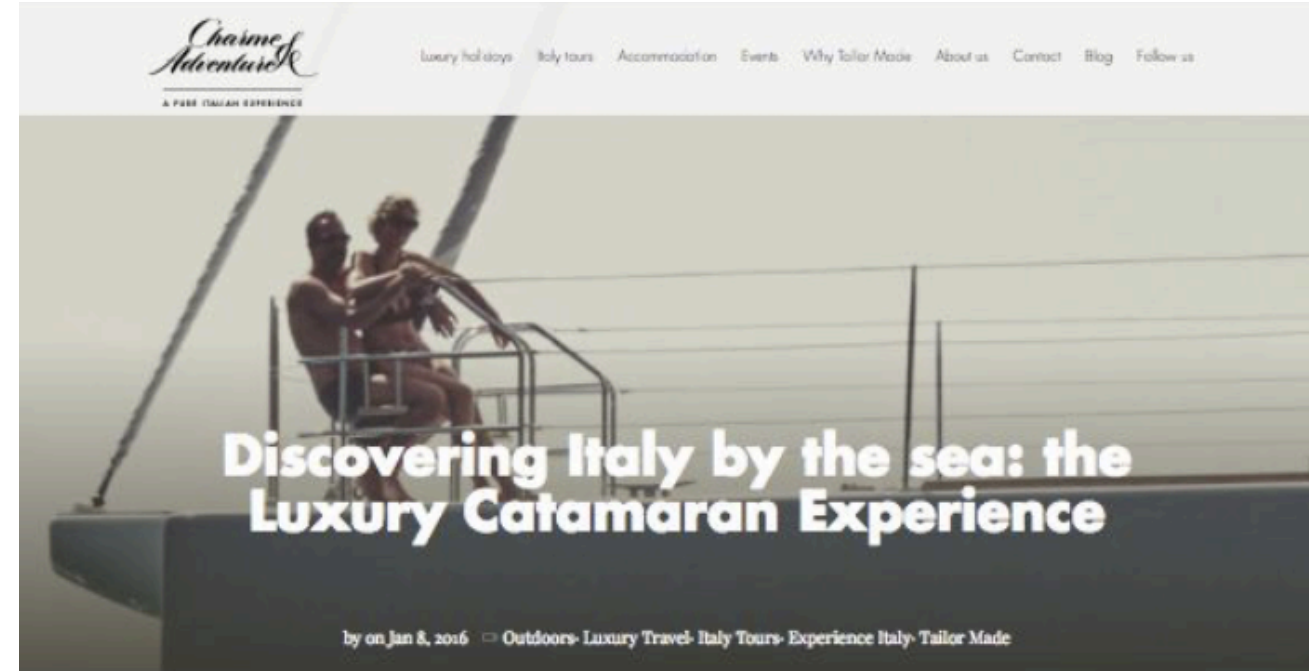
I accept the Privacy Policy

Sign up **100**

- CONTENT – BOTTOM OF THE FUNNEL (BOFU)

Discovery Italy by the sea: the Luxury Catamaran experience

- Speaking about the destination specific offer
- Links to Social Network / Landing page / subscription



Lulled by the wind, we dive between silence and distant space, to discover the seas of the world and the soul within ourselves. A sailing catamaran born to discover a new grand, exclusive and comfortable mode of traveling. A wonderful summer sailing holiday; an exclusive journey in a pure Italian style.

Experience a new art of travel, savoring the open and enveloping wind, the sun and the clouds reflected in the immense blue.

Subscribe now!

Name

Email

I accept the Privacy Policy

Sign up

Social

101

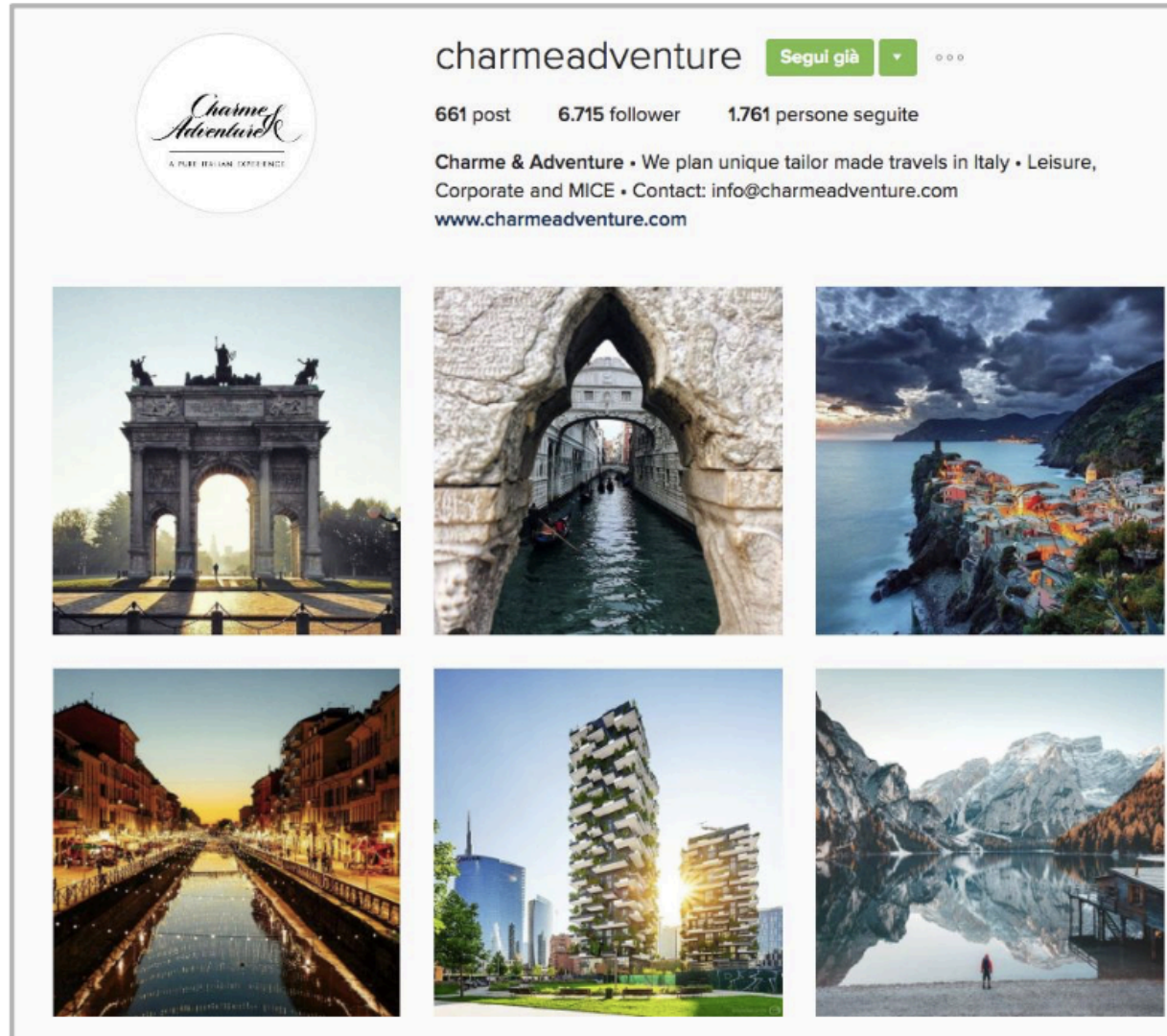
FACEBOOK

INSTAGRAM

- SOCIAL MEDIA STRATEGY

The screenshot shows a Facebook page for 'Charme&Adventure'. The page header includes the company logo, name, and handle '@charmeadventure'. A navigation menu on the left lists 'Home', 'Post', 'Video', 'Foto', 'Informazioni', and 'Persone a cui piace', with a 'Crea una Pagina' button below. The main content area features a post from 'Charme&Adventure' dated '22 novembre alle ore 11:57'. The post text reads: 'If you love Italy, wine and truffles, you'll love our unique food and wine experiences: <https://goo.gl/FDvRw7> #italy #luxurytravel #truffles'. Below the text is a photograph of several golden-brown truffle risotto balls in a white bowl. The post has one like and one share. The right sidebar contains interaction buttons ('Contattaci', 'Invia messaggio'), a list of people who liked the post, and an 'Informazioni' section with links to 'www.charmeadventure.com/' and 'Impressum'. Below that is a section for 'ALLE PERSONE PIACCIONO ANCHE' listing 'Piratinvolò', '[Nga'ayho] 你...', and 'Aquatour'. At the bottom, a 'PIACCIONO A QUESTA PAGINA' section lists 'Click On The Moun...' and 'LuxuryBARED'.

- SOCIAL MEDIA STRATEGY



The screenshot shows the Instagram profile for 'charmeadventure'. The profile picture is a circular logo with the text 'Charme & Adventure' and 'A PURE ITALIAN EXPERIENCE'. The bio reads: 'Charme & Adventure • We plan unique tailor made travels in Italy • Leisure, Corporate and MICE • Contact: info@charmeadventure.com www.charmeadventure.com'. The statistics show 661 posts, 6,715 followers, and 1,761 people followed. The grid of posts includes: a triumphal arch at sunset, a canal through stone arches, a coastal town on a cliffside, a canal at night, modern architecture with green facades, and a lake reflecting mountains.

• SOCIAL MEDIA STRATEGY & CALENDAR

- In an Inbound marketing approach social platform have to deliver content, information to engage tourist and attract them to the website, that is the relationship hub of the destination.
- E.g. a guide could be downloaded filling a form with name and email
- The database of contacts is feeded
- Define a Content Calendar

Aug-15							
	17	18	19	20	21	22	23
Giorgio FB/Twitter & LinkedIn		14:00 - Twitter - Private Tours of Italy	Linkdin - Page and groups - Private Tours of Italy	11:00 - Twitter - Private Tours of Italy			
Google+	09:00 - Private Tours of Italy	12:00 - Luxury Vacations					
FaceBook	10:00 - Private Tours of Italy	11:00 - Luxury Vacations					
Charme LinkedIn	10:00 - Private Tours of Italy	13:00 - Luxury Vacations					
CharmeTwitter	10:00 - Private Tours of Italy	12:00 - Luxury Vacations 11:00 - European Vacation	08:00 - Luxury Italian Tours 17:00 - Apulia	13:00 - Private Tours of Italy 17:00 - European Vacation	09:00 - Luxury Vacations	11:00 - Luxury Italian Tours	
Cappero Twitter	09:00 - Private Tours of Italy 16:00 - European Vacation	09:00 - Luxury Vacations	09:00 - Luxury Italian Tours 11:00 - Apulia	13:00 - Private Tours of Italy 11:00 - European Vacation	12:00 -Luxury Vacations	12:00 - Luxury Italian Tours	
Orsola & Carlo Twitter			14:30 - Apulia 19:00 - European Vacation				
Twitter Giulia + Barbara	11:00 - Private Tours of Italy 16:30 - Private Tours of Italy 06:30 - European Vacation	14:00 - Luxury Vacations	10:00 - Luxury Italian Tours 19:00 - Luxury Italian Tours 07:00 - Apulia	09:00 - Private Tours of Italy 10:00 - Private Tours of Italy 11:00 - European Vacation	10:00 - Luxury Vacations	11:00 - Luxury Italian Tours	
Cappero LinkedIn	10:00 - Private Tours of Italy 11:00 - European Vacation	15:00 - Luxury Vacations		12:00 - Private Tours of Italy 15:30 - European Vacation	11:00 - Luxury Vacations	14:00 - Luxury Italian Tours	
Orsola & Carlo LinkedIn		12:00 - Luxury Vacations	18:30 - Apulia		14:00 - Luxury Vacations		
LinkedIn Giulia + Barbara	11:00 - Private Tours of Italy 12:00 - Private Tours of Italy 19:00 - European Vacation	10:00 - Luxury Vacations 18:30 - European Vacation	09:30 - Apulia	14:00 - Private Tours of Italy 10:00 - Private Tours of Italy 07:00 - Apulia	12:00 - Luxury Vacations 11:00 - European Vacation	11:00 - Luxury Vacations	
Groups		15:00 - Luxury Vacations					
	Private Tours - Deluxe Travel Market, Luxury Travel & Tourism Industry Professionals	Private Tours - 11:00 - Luxury Travel Consultants Club, UK Luxury Travel Network 12:30 - Luxury Vacations Destination Wedding & Honeymoon Professionals	Giorgio- Private Tours - 11:00 - Revealing Tourism, Travel & Tourism Industry Professionals Worldwide 11:00 - Luxury Vacations Travel Blogger Network, Travel Bloggers	11:00 -Repsot Luxury Travel Consultants Club			

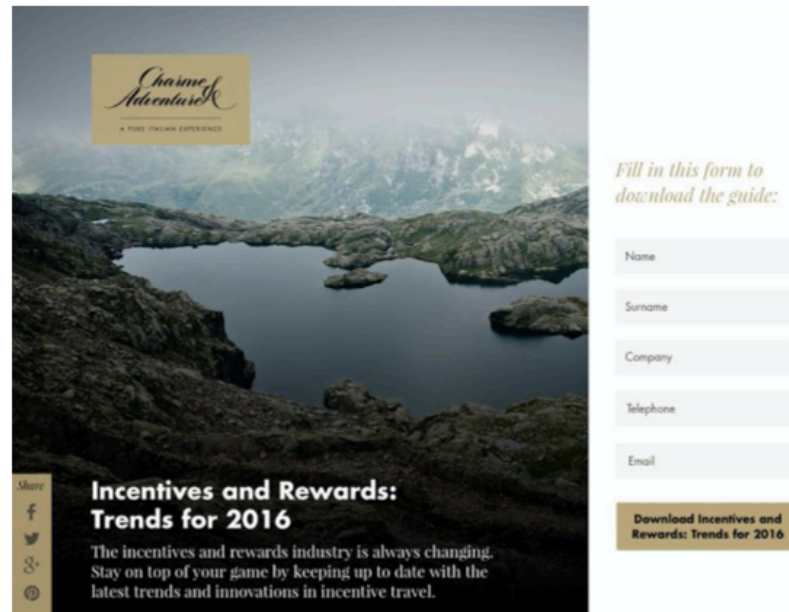
• WORKFLOW

AWARENESS ON
SOCIAL PLATFORM

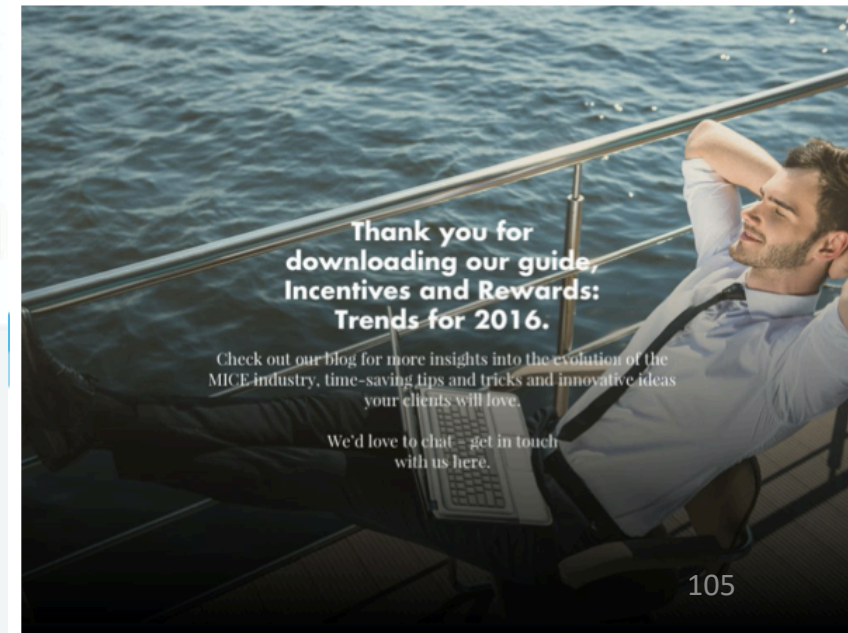
Call to Action



CONTACT FORM
ON WEBSITE



THANK YOU
PAGE



Download our guide to find out:

- How incentive travel budgets are set to grow in 2016;
- How to impress millennials with unique, culturally-rich incentive travel experiences;
- How to pick the best international locations for your clients this year;
- Why personalising and tailor-making incentive travel programmes is more important than ever before.

• WORKFLOW – LEAD NURTURING

- Nurturing is taking care. Offer the possibility to grow knowledge about a topic that interest the tourist.
- If a contact downloads a piece of content (our Guide about handbike tracks), after a short **time** is the right moment to send a follow-up piece of content that **builds off that subject**
- The average probability of an Inbound lead becoming qualified are 21 times greater when they're contacted within 5 minutes vs. 30 minutes. The follow-up content have to be, again, helpful (not spam, not advertising).
- The messages to the contacts have to be **contextual**, which is the key to **build trust**.
- It takes around 6-8 touches to generate a viable sales lead. All this “touches” have to guide to a specific goal.
- The segmentation become more and more precise. It is the base for a good conversation with the tourist.
- Marketing automation software are the right tools to handle all the process (connecting with all the others digital conversation instruments – emails, live chat, social platform, messenger) and among the multitude of emails and offers that Internet users receive daily, ours must stand out.
- It's not a quick process. It's like building a relation with someone.

• WORKFLOW – WHEN NURTURING THE LEADS

- After the first conversion (like in facebook, commenting a video)
- After they download a content offer
- After they subscribe to the newsletter
- After they request of specific information
- Or re-engagement of old contacts (with a survey, or with new content)

• WORKFLOW – WHEN NURTURING THE CUSTOMERS

New tourist

- After the booking (the onboarding phase)
- Information about the destination/events/activities
- Support resources
- Tips

Existing tourist

- Asking for a referral
- Re-engagement
- Feedback

AN EXAMPLE



Larry

Cycle Team Leader
Edad 37

"I manage, organize and lead amateur cyclist tour groups in various locations abroad"



TOFU



MOFU



BOFU

Cycling Trends & News

News, Tricks & Tips for Cycling

Costa Blanca Cycling Routes

Routes for Amateurs and professionals

Limited Promo Offer

Promo Offer for Groups Coupon

Mountain Biking

News, Tricks & Tips for Mountain Biking

All Terrain Cycles Valencian Region

Routes for All Terrain Cycles in Valencian Region

AR Bike Centre Showcase

Service Catalog

Inbound marketing – An Example

- Visit Costa del Sol is the tourism board for the Spanish region, helping would-be tourists to discover all that the area has to offer. However, until early 2016, it was mainly using traditional marketing and advertising methods to attract its visitors. It knew that this needed to change. The internet is the first port of call for people researching their holiday options, and the board wanted to turn its website into a lead-generating machine.
- Blog – now filled with topical posts and updated a number of times every week.
- SEO – to make sure that the blog ranks highly with search engines.
- Website is now a content library: destination guides, itinerary planners and panoramic videos in six different languages. All content created is targeted towards various visitor personas and is set up on its own Landing Page, accompanied by Calls-to-Action (CTAs) and Forms to boost user engagement.
- Once website visitors give their details, they are nurtured through the marketing funnel with Emails and offers based on their specific interests, such as golf courses, day trips, accommodation, restaurants or attractions.

Inbound marketing – An Example

- 20% increase in visitor traffic
- 50% growth in qualified leads
- page views are up by 200%
- «At the start of the year, we estimated that about 250,000 website users would visit our region during the year. That's changed dramatically. We're on track to have 495,000 visitors by the end of the year – a 2X increase – and they'll have a collective economic impact of €72.7m»

Inbound marketing – An Example



- AdriaCamps is a startup in an already crowded destination marketing arena with a lot of clutter. They specialize in promote lodging in Croatia.
- They used inbound marketing techniques not only to generate website visitors but also to gain insights that could be used for lead-nurturing campaigns.
- They identify keywords that increased website ranking with search engines. They also understand when create blog content, emails and landing pages.

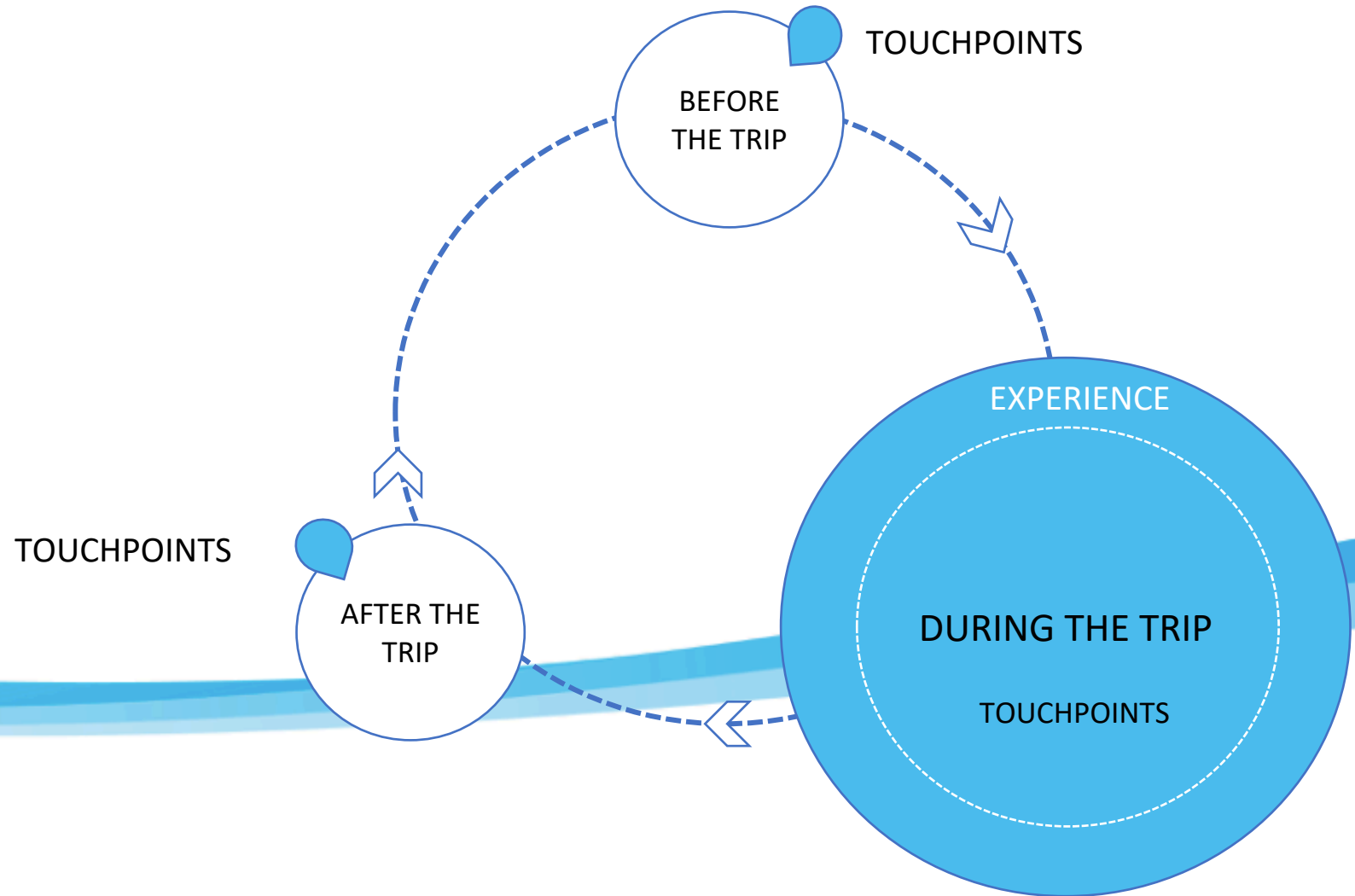
Inbound marketing – An Example

- 66% increase in Bookings
- 60% increase in leads
- +50K website visitors in one month



DURING THE TRIP

THE CUSTOMER JOURNEY OF TOURIST



DURING TRAVEL

BARRIERS IN TRANSIT: AIRPORTS AND AIRLINES

- Among the biggest issues with airlines is the difficulty of checking in online and choosing seats, problems encountered travelling as a group, and the fact that customer service is often only available by phone.
- Within airports, digital information screens pose significant physical barriers, along with staff attitudes and varying levels of customer service standards. Other issues included trouble finding assistance meeting points and non-accessible check-in machines. One respondent recalled an incident when a man had to wait for two-and-a-half hours for double doors to open to allow him and his service dog through to baggage claim, because the only other access was via a revolving door.

BIGGEST BARRIERS

- _Inadequate provision of assistance service
- _Inadequate signage in terminals
- _Difficulties in movement through terminals

SIGNIFICANT BARRIERS

- _Digital information screens
- _Attitudinal barriers
- _Impossibility to check-in online and choose their seat
- _Public Address Systems

OTHER BARRIERS

- _Problems to easily find the assistance meeting points
- _Non-accessible check-in machines
- _Impossibility of travelling as a group
- _Airlines' customer services only by phone

DURING TRAVEL

BARRIERS IN TRANSIT: TRAINS AND STATIONS

- Barriers at railway stations include poor signage, issues with digital panels and screens in and on trains, communication problems between station of origin and destination and the need for consistency across the system (“wheelchair-accessible” means different things at different stations, for example).
- Other problems include vending machines (with their emphasis on visual display), physical barriers to accessibility, lack of means to contact staff and issues with public address systems.

BIGGEST BARRIERS

- _Signage at stations
- _Digital panels and screens in stations/trains
- _Coordination problems between station in origin and destiny
- _Lack of understanding of the diversity of requirements -> “accessible for wheelchair”

SIGNIFICANT BARRIERS

- _Vending machines: absence of non-visual alternative; physical accessibility barriers
- _Inside the train: lack of system to contact staff
- _Public Address Systems

OTHER BARRIERS

- _Problems to find easily the meeting points for assistance

DURING TRAVEL

BARRIERS IN DESTINATION: TRANSFERS & CAR RENTAL

- Effective transfers are found seriously wanting. At international destinations in particular, there is a lack of reliable information from accessible transfer providers covered to the visitor, and it's in this area that standardisation could make a significant difference together with more information about meeting points.
- There are also issues for those who want to rent a car because the cost of accessible rental cars is seen as prohibitively expensive. The availability of accessible rental cars is also a significant problem.

BIGGEST BARRIERS

_Irregular offer of accessible services

SIGNIFICANT BARRIERS

_Need of having the information from planning

OTHER BARRIERS

_Proper signage at stations/airports to locate easily the service

DURING TRAVEL

BARRIERS IN DESTINATION: ACCOMODATION

- While accommodation is considered more accessible than other travel components, missing information about accessibility and lack of skilled customer service are cited as the main barriers.
- Key accommodation issues include elements of the built environment (such as toilets for people with mobility issues) and the mismatch between the accessibility claimed by providers and reality. Hot topics include accessible parking spaces, lift provision and public announcement systems.

BIGGEST BARRIERS

_Built environment elements, mainly toilets, especially for people with mobility

_Mismatch between the accessibility announced by the providers and the real accessibility provided

SIGNIFICANT BARRIERS

_Accessible parking spaces

_Lifts ease of use

_Public Address Systems

OTHER BARRIERS

_Complain forms only provided in hard copies, non-digital version

DURING TRAVEL

BARRIERS IN DESTINATION: BEING THERE

- Barriers cited at destinations include the exclusion and/ or poor adaptation of experiences and activities for people with disabilities.
- This includes (but is not limited to): low availability of signposting, low availability of adapted seats in shows (and those available being in the most expensive areas) and the inflexible offer of accessible activities for groups. Additionally, discounts are not always properly communicated and published. Sometimes this simply comes down to staff awareness.

BIGGEST BARRIERS

_Exclusion and / or poor adaptation of experiences / activities for people with disabilities

SIGNIFICANT BARRIERS

_Low availability of sign guides
_Low availability of adapted seats in shows, only in the most expensive areas

OTHER BARRIERS

_Low offer of accessible activities (or not flexible) for groups
_Discounts are not properly communicated and published

CROSS-MEDIA MARKETING

- To connect offline and online
- It's not a simple QR-Code on a Flyer
- A destination card that collect the touristic offer also gathers qualified data about the tourist
- This opens the possibility of a targeted marketing to improve the quality of services on site

Chi siamo Contatti Press area Informazioni utili Cerca

Bologna Welcome

PER: **TURISTI** BUSINESS STUDENTI

SCOPRI VIVI FIND & BOOK CARD

Home > Card

Condividi

stampa iscriviti

Bologna Welcome Card

Bologna Welcome Card è la carta turistica che ti permette di scoprire il meglio della città con semplicità e convenienza. Scegli la versione più adatta alle tue esigenze, acquistala online o nei **punti di informazione e accoglienza turistica**, e inizia la tua esperienza.

Bologna Welcome Card EASY : € 25

- Ingresso alle collezioni permanenti dei Musei Civici: Museo Archeologico, Museo Medievale, Museo del Patrimonio Industriale, Museo del Risorgimento, Collezioni Comunali d'Arte, **Museo della Tappezzeria***, MAMbo – Museo d'arte contemporanea, Museo Internazionale e Biblioteca della Musica, Museo Morandi;

Bologna Welcome Card

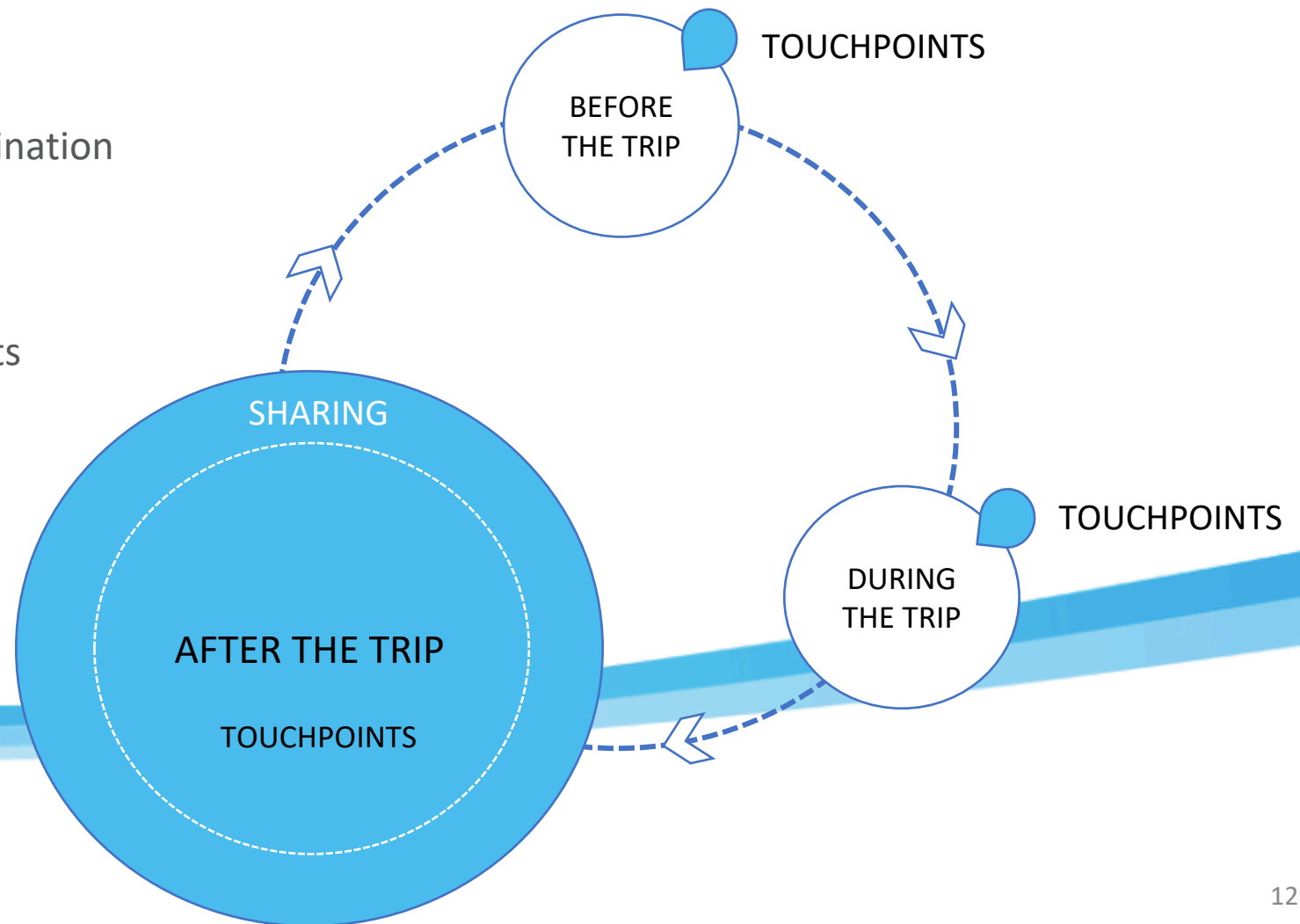
ACQUISTA SUBITO LA TUA BOLOGNA WELCOME CARD

ACQUISTA

AFTER THE TRIP

THE CUSTOMER JOURNEY OF TOURIST

- In that phase the tourist should be cared by the destination in order to:
 - share his experience with others
 - Give feedback to the destination
 - Become ambassador of the destination
- The expected results are:
 - Loyalty by the tourist
 - New contact and possible tourists



END OF HOLIDAY

- It's the right momento to grow the web reputation
 - Asking for a reviews (booking, trip-advisor,...), don't wait for it with:
 - Cards
 - Email
- Bad reviews should handled immediatly and used to explain and give informations (not to argue)
- Customers are getting more used to sharing information on social media in exchange for a better travel experience
- More than 80% of people thinks that reviews are helpful to choose a destination and a structure

SOCIAL MEDIA CALL TO ACTION

- The Social platforms, in particular Facebook and Instagram, could:
 - address new information to “fan” tourists
 - Increase engagement with theme
 - Obtain social visibility with their web of connections
- A photo or video contest of the destination could be one of the tools
- It could spread the name (branding) and the offer of the destination in an indirect way

LOYALTY / RETAINING CLIENTS

- Retaining customers is so valuable
- A research done by Frederick Reichheld of Bain & Company shows that gain a new customer is **5 to 25 times** more expensive than retaining an old customer
- PwC shows that guests spend an average of 25\$ more in their preferred hotel

EMAIL MARKETING FOR LOYALTY PROGRAMS

- Including email marketing in a campaign is easy, affordable, direct, and most of all, it is highly effective.
- Email marketing help to communicate much more quickly with the past tourists. Email marketing can also help to foster long lasting relationships by building trust, opening a 2-way communication channel and finally letting guests share pain points with you.
- Using emailing and don't seeing any improvement in customers' loyalty means that something is wrong:
 - Are emails **responsive**? More than 50% of mails are opened on mobile. How does this email look from a mobile device? Is it possible to read it at all on mobiles?
 - Is **data** right? Is the contact database clean? People are constantly changing lives which might include changes in their email addresses. Check them, clean and, if possible, update the database could lead to a better response rate.
 - Are emails filtered as **spam**? if the address is not from a purchased email lists, the content sended is content and the unsubscribe option is respected, it should be OK. In other words, privacy concern principles should be keep in mind.

WEB AND MOBILE ACCESSIBILITY

Terminology

Accessibility

The qualities that make an experience open to all.

Inclusive design

A design methodology that enhances and involves the whole range of human differences.

WHY IS ACCESSIBILITY IMPORTANT?

Each of us has skills and limitations. Creating products or services for people with disabilities translates into a better experience for all users, as design constraints are exploited as an advantage.

«Accessibility overlaps with other best practices such as usability, design for older users, search engine optimisation (SEO), improved maintainability and further system development. It's not only about reducing barriers for our customers with disabilities. It's about a modern implementation of well-structured web pages with clearly laid-out user interfaces from which all users benefit»

- S.Kratz. Project manager, Lufthansa

TECHNOLOGY IS EMPOWERING TRAVELLERS

- Technology is transforming the way travel information is created, delivered and accessed and the next decade of tourism will be driven by how travel and technology can be made to intersect.
- Successfully improving accessibility in travel means enhancing usability for all customers.
- This technology is crucial to the evolution of accessible travel.
- The Web Content Accessibility Guidelines (WCAG 2.0) were developed through the World Wide Web Consortium to provide a single shared standard for web-content accessibility.

Acronyms

WCAG (Web Content Accessibility Guidelines)

A series of guidelines for website accessibility, published by the W3C.

W3C (World Wide Web Consortium)

An international non-governmental organization that aims to develop all the potential of the web.

The standards

Version 2.1 of the WCAG is the most recent update (June 2018) of the standard published by the W3C. The previous version of the standard (WCAG 2.0) was published by the W3C in 2008. Version 2.1 is totally backwards compatible with the previous one, but the radical technological changes that have occurred in the last 10 years have made it necessary to update.

Success criteria

Verifiable success criteria are provided for each guideline. There are three levels of compliance: A (minimum), AA and AAA (maximum).

European directives

The European directive 2016/2102 requires compliance of WCAG 2.1 (level AA) to all public sector websites. These provisions enriched in August 2018 the "Stanca Law" in force since 2004.

European directives - Timeline

Compliance Phase		
2019	2020	2021
<p>23 September 2019: “New” Websites</p> <p>Public sector websites published after 23 September 2018 must be made accessible</p>	<p>23 September 2020: “Old” Websites</p> <p>Public sector websites published before 23 September 2018 must be made accessible</p>	<p>23 June 2021: Mobile Apps</p> <p>Public mobile apps must be made accessible</p>

WCAG 2.0 (2009)

Perceivable

- **Text alternatives** for non-textual content
- **Subtitles** or other alternatives for multimedia content
- Content **presentable in different ways**, even with assistive technologies
- Make **sight and listening** easier

Usable

- All functions must be accessible via **keyboard**
- Allow **enough time** for users to use and read content
- Do not use content that can cause **seizures** (e.g. epileptic)
- Help users **navigate and find content**

WCAG 2.0 (2009)

Understandable

- Make the text **readable and understandable** (no technical jargon)
- Content must **appear and function** in a predictable way
- Help users avoid and correct **mistakes**.

Robust

- Maximize **compatibility** with current and future tools and browsers (HTML specifications)

What changed from WCAG 2.0 to WCAG 2.1?

WCAG 2.1 has 17 new requirements that focus on improving accessibility for users with cognitive disabilities and for users browsing on mobile devices such as tablets and smartphones.

17 new requirements of WCAG 2.1

1.3.4 Orientation (AA)

1.3.5. Identify the purpose of the inputs (AA)

1.3.6 Identify the purpose (AAA)

1.4.10 Flow recalculation (AA).

1.4.11 Contrast on non-textual content (AA)

1.4.12 Text spacing (AA)

1.4.13 Content with Hover and Focus (AA)

2.1.4 Shortcuts (A)

2.2.6 Time limit (AAA)

2.3.3 Interaction animation (AAA)

2.5.1 Movements of the pointer (A)

2.5.2 Deleting pointer actions (A)

2.5.3 Label in the name (A)

2.5.4 Movement drive (A)

2.5.5 Lens size (AAA)

2.5.6 Simultaneous input mechanisms (AAA)

4.1.3 Status messages (AA)

17 new requirements of WCAG 2.1

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2.5.6 Simultaneous input mechanisms (AAA)

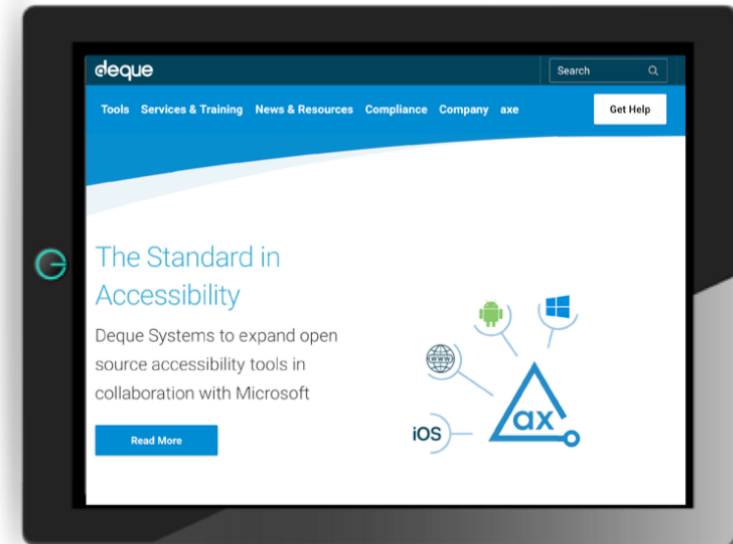
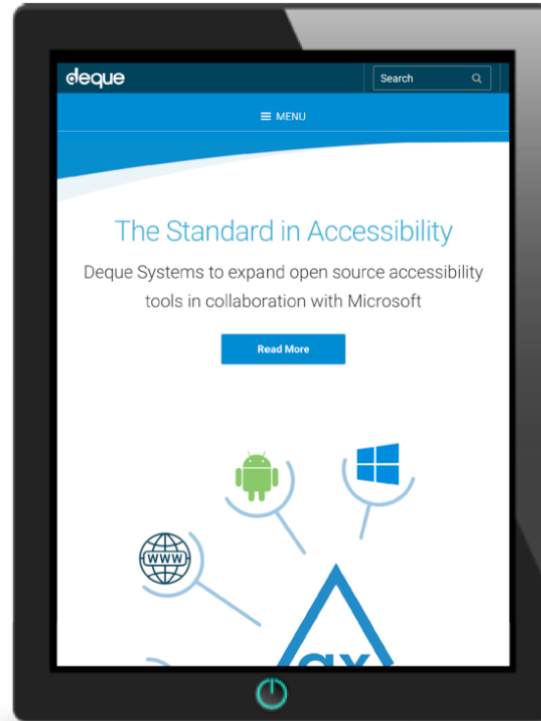
4.1.3 Status messages (AA)

1.3.4 Orientation

The display and operation of content does not depend on the orientation of the screen, for example vertical or horizontal, unless this is essential.

In short: a site must be correctly usable both in horizontal and vertical mode.

1.3.4 Orientation



1.3.5 Identify the purpose of the inputs

The purpose of each input field for user information can be programmatically determined when:

- The input field has a known purpose
- The content is implemented using technologies that support the identification of the expected meaning of the data entered in the form

In short: the purpose of the inputs must be clear.

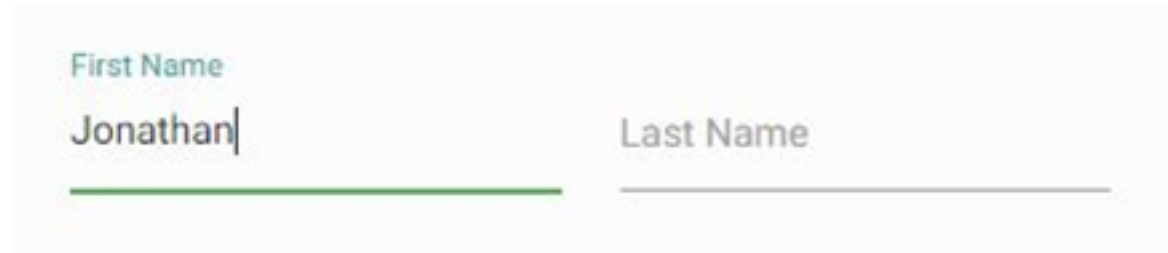
1.3.5 Identify the purpose of the inputs

Blank form:



First Name Last Name

Once user activates/fills input, the placeholder animates into a small label:



First Name
Jonathan| Last Name

1.4.10 Flow recalculation

Content can be re-presented without loss of information or functionality and without requiring scrolling in two dimensions for:

- Vertical scrolling content with a width equivalent to 320px
- Horizontal scrolling content at a height equivalent to 256px

In short: the site must be able to see correctly at different resolutions and increasing the size of the test

1.4.10 Flow recalculation

Responsive Web Design



Mobile First Web Design



1.4.11 Contrast on non-textual conten

In the visual presentation the contrast ratio is at least 3: 1 with respect to the adjacent color for:

- UI components: the visual information required to identify UI components and states (except for inactive components or where the appearance is determined by the user program)
- Graphic objects: parts of graphics necessary to understand the content, except when a particular presentation of graphics is essential

In short: icons and other important graphic components must have adequate contrast.

1.4.11 Contrast on non-textual conten



1.4.12 Text spacing

No loss of content or functionality occurs by setting the following without changing other style properties:

- Spacing at least 1.5 times the font size
- Spacing after paragraphs at least 2 times the font size
- Spacing between letters of at least 0.12 times the font size
- Spacing between words of at least 0.16 times the font size

In short: the layout and the elements that compose it must not break or be unusable by changing the typography.

1.4.13 Content with Hover and Focus

In the case where the hover and the focus of the mouse make the contents visible and hidden, the following conditions are met:

- Dismissible: Additional content can be deleted without moving the pointer or focus, unless it communicates an input error or replaces other content
- Passable: if hovering over content can trigger additional content, the pointer can be moved over additional content without it disappearing
- Persistent: the additional content remains visible until the hover or focus event is removed, the user deletes it or his information is no longer valid

In short: the content that can appear in hover or focus on an element must not interfere with the correct use of the other content.

1.4.13 Content with Hover and Focus

Gmail ▾

COMPOSE

Default

Gmail ▾

COMPOSE

Hover

Gmail ▾

COMPOSE

Focus

2.1.4 Shortcuts

If a keyboard shortcut is implemented in the content using only letters (upper and lower case), punctuation marks, numbers or symbols, then at least one of the following conditions is true:

- Deactivation: a mechanism is available to deactivate the shortcut
- Remapping: a mechanism is available to remap the shortcut so that it uses one or more unprintable keyboard characters (e.g. Ctrl, Alt, etc.)
- Activation only on focus: the keyboard shortcut for a component of the user interface is active only when it is active

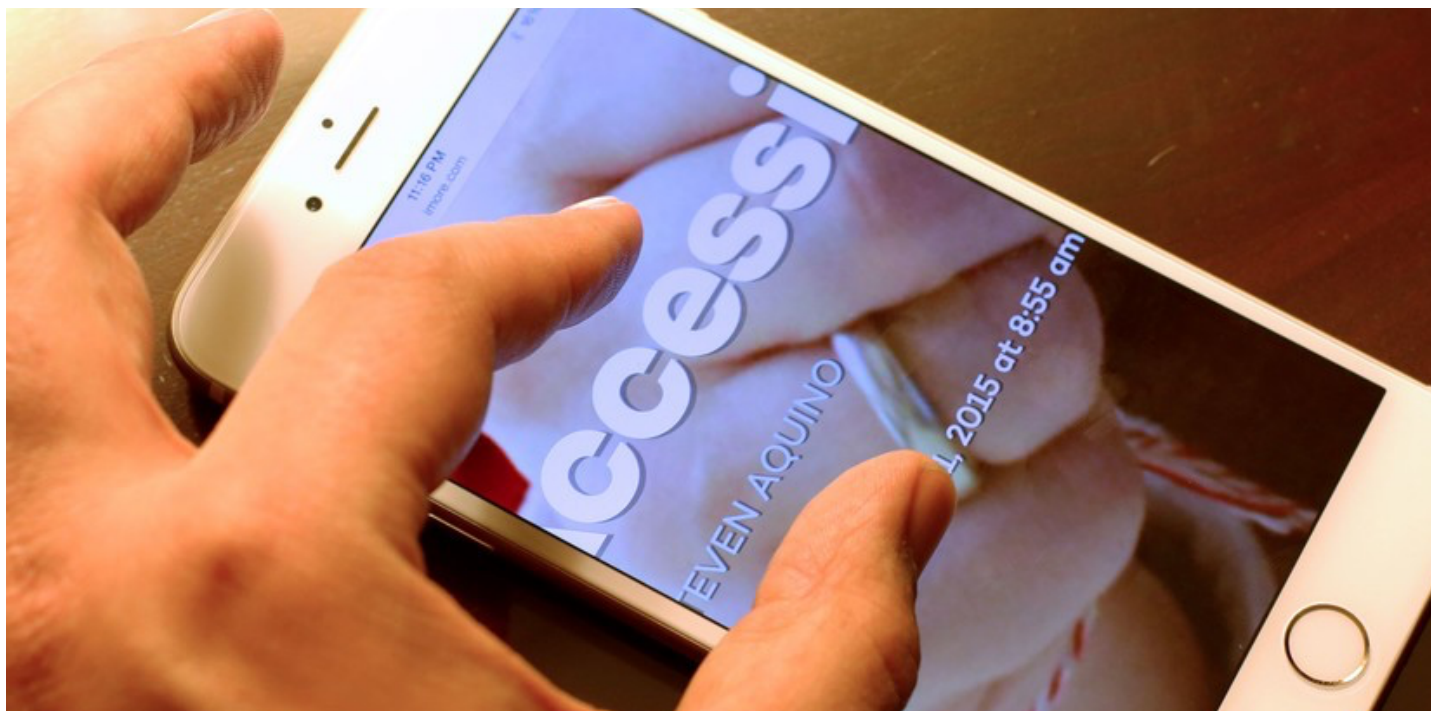
In short: keyboard shortcuts consisting of a single letter / number / character can interfere with the correct use of the pages and it must be possible to deactivate or modify them.

2.5.1 Movements of the pointer

All the features that require multi-point or path-based gestures for their use can be managed with a single pointer without path-based gestures, unless these are essential.

In short: there must be a way to use all the functions of the site that requires only a single pointer (e.g. zoom of a map from a mobile).

2.5.1 Movements of the pointer



2.5.2 Deleting pointer actions

For features that can be managed using a single pointer, at least one of the following conditions occurs:

- The selection event (down-event) is not used to perform any part of the function
- The function is completed on the up-event and there is a mechanism to stop or cancel the function before completion
- The release event (up-event) reverses any result of the previous selection event (down-event)
- It is essential to complete the function on the selection event (down-event)

In short: the event that performs an action (eg the click of a button) should be that of "release" and not that of "pressure", so that it is possible to cancel the action or prevent it from being carried out inadvertently.

2.5.3 Label in the name

For UI components with labels that include text or text images, the name contains the text that is presented visually.

In short: the labels of an input must be consistent with the name (and therefore the function) of the input itself.

2.5.4 Movement drive

The features that can be activated by the movement of the device or the user can also be activated by the components of the user interface and the response to the movement can be disabled to prevent accidental activation, except when:

- Supported interface: movement is used to activate the functionality through an interface compatible with accessibility
- Essential: movement is essential for function and not doing so would invalidate the activity

In short: the movement of the device (e.g. shake the smartphone to cancel an action) must be paid through the site interface.

4.1.3 Status messages

In content implemented using markup languages, status messages can be programmatically determined by role or property so that they can be presented to the user through assistive technologies without receiving focus.

In short: it is necessary to inform the user of the change of state or the result of a certain operation (e.g. contact form not sent because the email is not valid).

Complementary tests

Although many requirements require specific checks, some simple tests can highlight shortcomings that negatively affect both the accessibility and usability of a website.

Rapid Test: resizing text

Resize the text (at least up to a value of 200%) and make sure everything continues to work as expected.

Background

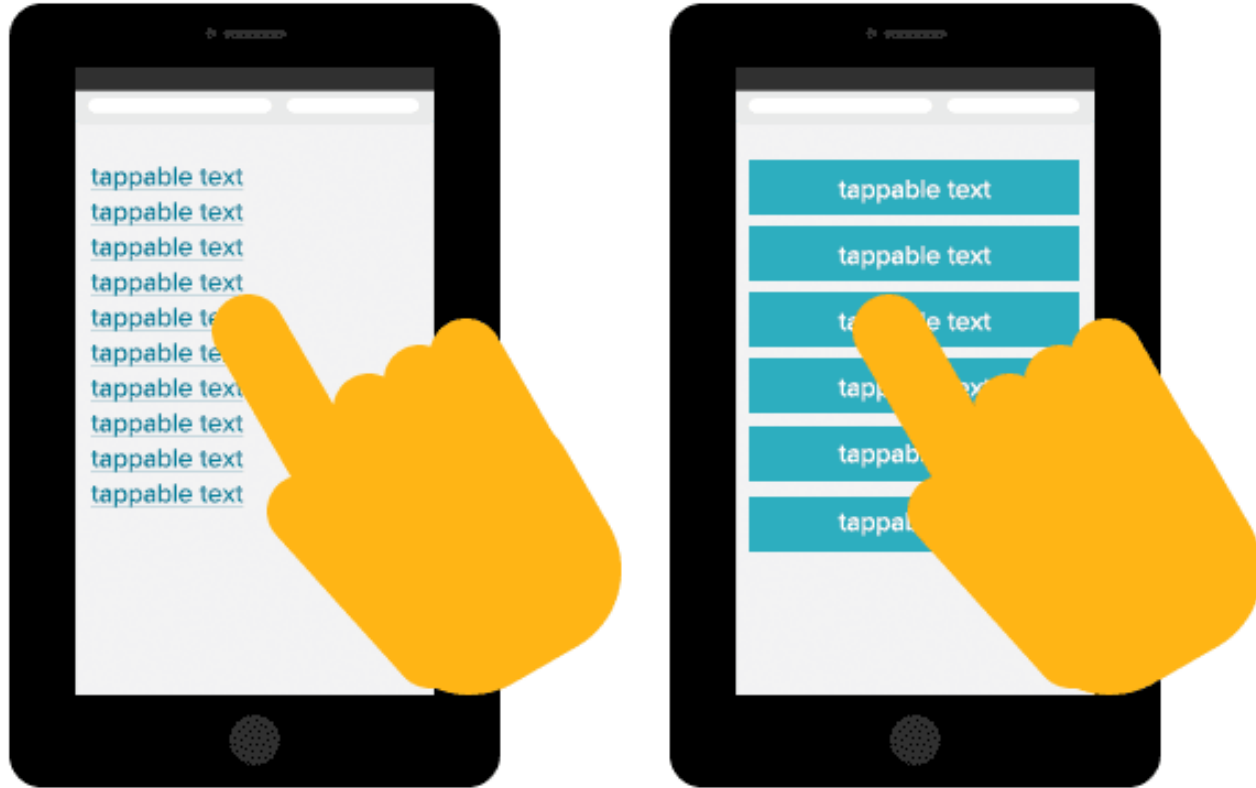
Visually impaired people may need to increase the size of the text in order to use the page.

Rapid Test: sufficiently large clickable elements

Ensure that interactive elements (link, input or a button ...) have sufficiently large tactile targets.

Background

Proper sizing of elements helps people with motor control problems to use your website.



Ensuring correct sizing of the interactive elements is particularly important by using inaccurate pointing systems.

Rapid Test: check the level of understanding

People with cognitive disabilities often have difficulty reading texts on the internet. When writing content, it is important to identify the target audience and write accordingly, preferring short sentences (20/30 words) and trying to limit the abuse of adverbs and incisions.

Rapid Test: check the contrast with your smartphone

Increasing readability with adequate contrast is a fundamental step in creating an accessible website.

A good method to test this feature is to use a mobile device for navigation by setting the brightness to the minimum. Alternatively, try to view the site externally.

BUTTON



Contrast Ratio:
1.95:1

BUTTON



Contrast Ratio:
3.15:1

BUTTON



Contrast Ratio:
4.53:1

Passes Level AA,
Fails Level AAA

BUTTON



Contrast Ratio:
6.67:1

Passes Level AA,
Fails Level AAA

BUTTON



Contrast Ratio:
10.79:1

BUTTON



Top Contrast
Ratio: 10.79:1



Bottom Contrast
Ratio: 6.67:1

Passes Level AA,
Fails Level AAA



Fonte: advomatic.com
Interreg
Italy - Croatia
TOURISM4ALL

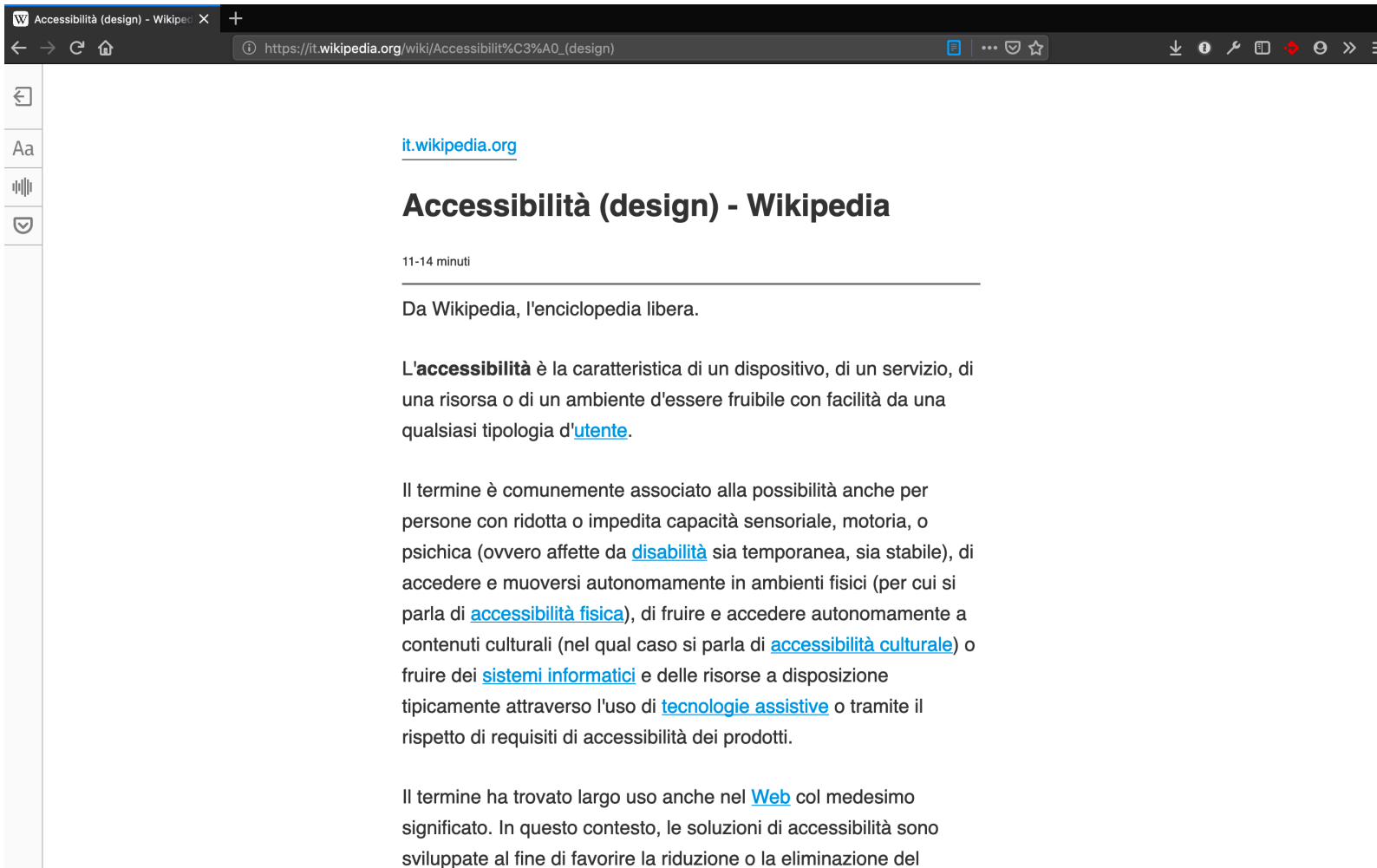
European Regional Development Fund



EUROPEAN UNION

Rapid Test: controls the flow of the document

View the page without CSS or in read mode. The page should be understandable and the content of the text in the correct order.



Example of web page in reading mode

EXAMPLE OF TOOLS

- Web Accessibility for the **blind**: Optimizing websites for screen readers by utilizing AI and image recognition Technologies
- Web Accessibility for the **Motor Impaired**: Optimization for keyboard navigation used by people with Parkinson's disease and other motor impairments
- Web Accessibility for the Elderly and People with **Cognitive Impairment**: A built-in expression, slang, and phrase dictionary
- Web Accessibility for People with **Epilepsy**: Automatically and immediately stopping blinks and animations of all kinds with the click of a button
- Web Accessibility for People with **Visual Impairments**: Color adjustments for the colorblind, alterations of font size and type, spacing, emphases, large cursors

