

ACCESSIBILITY AND SOCIAL INCLUSION

WHY YOU SHOULD JOIN OUR ONLINE COMMUNITY AND WORKING GROUP FOR TOURISM BUSINESSES AND STAKEHOLDERS

- Did you know that most Europeans (54%) are bilinguals? 25% are trilingual, which means they can greet people in three different languages. And here's one that really takes the cake: 10% of Europeans speak four languages! How about that?
- Did you know that in Europe there is approximately 80 million people with one or more disabilities, ranging from colour-blindness to motor impairments?
- As societies, we're leaving a lot of money on the table by allowing the gender gap to continue. Did you know that improving gender equality could lead to an increase in GDP of up to €3.15 trillion by 2050?
- Stereotypes and biases towards different minorities have a price tag. Did you know that in the US it is projected at \$64B annually? The amount is based on the cost of losing and replacing more than 2 million workers due to unfairness and discrimination. There is no basis to believe that the situation in EU is any different.

That is exactly **WHY** within the TOURBAN project we will have focused discussions around social inclusion that harnesses human diversity as a fuel for business formation, creativity, and innovation.

RELEVANCE:

- In many countries, consumers increasingly want businesses and local governments to address society's big problems, such as climate change and infrastructure. Polls suggest more than half say they want to buy from brands that take stands on social issues.
- Next to accessibility, consumers value more than before an inclusive approach. Inclusive tourism is about reducing uncertainty around what to expect from a destination or service. It's about creating an environment where all people feel welcome and included.
- Accessible and inclusive tourism is not about a small minority, it is about people who use wheelchairs, children, people with temporary mobility limitations, people with prams, people with hearing or vision impairments, families with same sex partners, people who speak English as a second language – just about everyone.

OPPORTUNITIES FOR DESTINATIONS AND SMES

- **EU directive on accessibility comes into force to all in 2025.** It's better to start preparing and reconsider the topic within your company already now.
- It is stated that people with disabilities have the tendency to become brand ambassadors for the brand they love; if a regular consumer would tell another 10 people about their favourite product, people with disabilities would tell 10 times that.
- The international research shows that tourism companies that have implemented accessibility principles to all their services and offerings are more profitable compared to the ones who haven't done it. So, why not take this opportunity and grow your company's profitability?

TOPICS ADDRESSED:

- Accessibility for all.
- Engaging with diverse employees and having access to different groups of possible employees.
- Communication of social inclusive practices among the employees and customers.
- From A to Z while implementing social inclusion principles to your organization.
- Differentiation between diversity and social inclusion.
- Access to inspiring case studies.

TOURISM SECTOR EXPERIENCE:

A [2015 paper](#) in the Journal of Tourism Futures which analysed the European accessible tourism market showed that 70% of the people with disabilities have the financial and physical capabilities to travel. This translates into potential revenues of up to €88 billion by 2025.

ADDITIONAL INFORMATION:

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