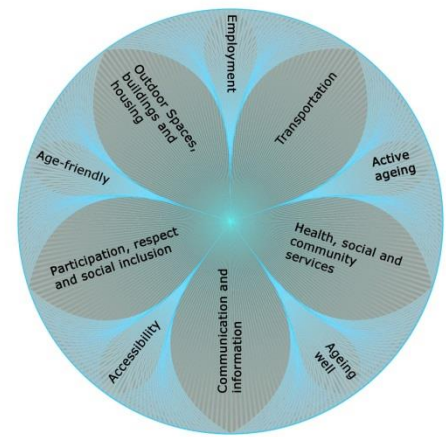


Growing the Market in Accessible Tourism (GROWMAT)

Accessible tourism is about making it easy for all people to enjoy tourism experiences. People who live with disabilities (and their families), older people who are less mobile and even younger people with pushchairs – all of these have access needs and seek different experiences. The European population is rapidly ageing: by 2050, the number of people over 65 will be 3 times what it was in 2003.

Many of these people are very active and want to travel, they want to take the opportunities offered to them in their retirement; there will be others for whom mobility is a problem – accessible tourism will address these needs. Older people often want to travel out of the main holiday season, when it is quieter (and often cheaper) – this is another area where new and existing businesses can consider growing their market share. Catering for older people's needs, understanding what activities they might enjoy – and what is different from those of young families.



This project will target this huge market, with potential for entrepreneurs and start-up businesses, as well as growth areas for existing businesses. Students of hospitality and tourism and other studies which include customer service will also be part of the target group.



The project team at first meeting in San Sebastian

The project will create:

- training courses
- an online network
- AccAdvisor - an online accessibility evaluation tool
- FairAccess – basic certification scheme

Partners in this project include CDEA (Spain), Errotu (Spain), Bridgwater and Taunton College (UK), Age UK BANES (UK), T2-Consulting (UK), p-consulting (Greece), Maribor Tourism School (Slovenia) and EfVET (Belgium). Another partner, Haaga-Helia (Finland) will use their expertise in co-design. The team has experts who already work with older people and people with disabilities.