

Accessibility in Tourism in Central Europe - Survey Analysis 2024

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CENTRAL EUROPE



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Overview

- Respondents
- Attitudes towards travelling
- Preparing and decision making
- Activities, destinations, and positive experiences
- Being on the road
- Incidents, barriers, and facilitations
- Disability-specific differences

Respondents

- 377 persons from 15 countries
- 52 % female
- 64 % physically impaired, 23 % visually impaired
- 50 % aged 36 to 55 years; 16 % aged 65+ years

Attitudes towards travelling

- desire to travel (abroad) is present and depends on whether one dares to do so
- once a year: 9 in 10 respondents
- three to five times a year: 1 in 3 respondents
- less than four days (journey): 1 in 4 respondents
- time of travel relates to marital status and depends on the position in the life cycle

Preparing the journey/trip

- Journeys/trips do not happen spontaneously.
- Booking directly with the tourist provider is the most preferred option (51 %).
- Travel agencies play a subordinate role (15 %).
- Preferences are heterogenous with regard to the organization of the trip, showing a tendency towards a high level of self-organization.

Decision making - Top 3 of important influencing factors

- recommendations from friends and possibility to cancel/reschedule the booking
- estimated costs, information about accessibility of public spaces and services
- information about accessible pre-journey plans for independent travel and accessible booking websites

Decision making - Top 3 of unimportant influencing factors

- information about accessible sport activities
- lack of knowledge of foreign language and length of stay
- travel agency advice and destination's compliance with an access label or standard

Activities, destinations and positive experiences

- visits to cultural and/or natural heritage as well as wellness and relaxation are the most preferred
- outdoor sports and relaxation (1 in 3 respondents)
- variety of domestic and international destinations
- good examples: e.g. USA, Scandinavia, Spain; selected cities in Europe, Arabian peninsula and overseas; selected hotels, spas and sights

Being on the road

- Family members usually are the most frequent travel companions (1 in 2 respondents).
- 31 respondents usually travel with a group of PWD.
- One's own car with or without driving companion is the most frequently used transportation mode. Trains or busses are used by 1 in 3 respondents.
- Google Maps is the most often used digital tool for navigation during the travel (283 mentions)

Incidents, barriers and facilitations

- 1 in 3 respondents already has faced incidents while travelling.
- fundamental difficulties: physical barriers as well as lacks of information on accessibility along the journey, tourism programs dedicated to PWD, accessible transport and available services
- stated fields of action: accurate and accessible information, barrier-free travelling, trained and sensitized staff

Disability-specific differences

- Visually impaired persons have the lowest, persons with hearing impairment have the highest preference for self-guided tours.
- The use of certain digital navigation tools (e.g. WAZE) depends on the type of disability.
- Persons with visual and/or hearing impairments indicate trained and sensitized staff as a “high” priority field of action.

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