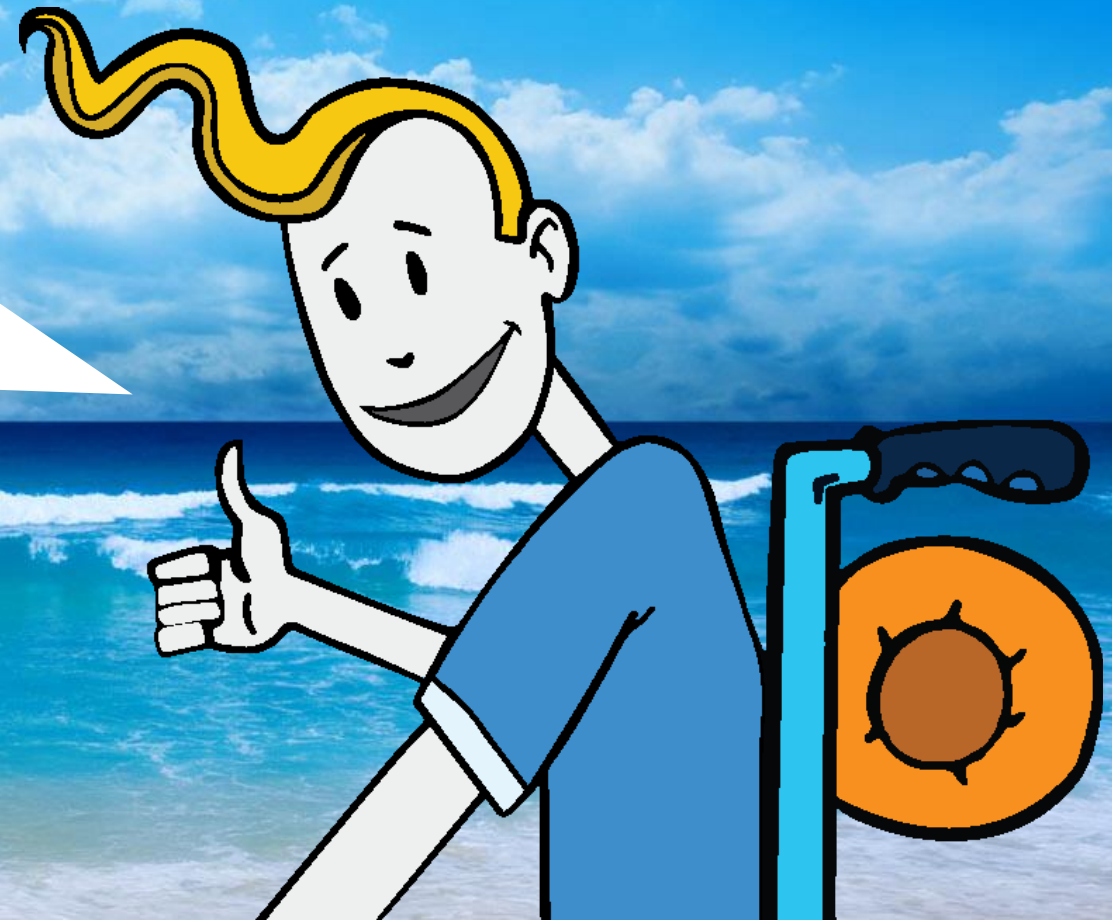


TravAble[®]

World Without Barriers

*Inclusive travel agency
and travel advisor for people with disabilities*

Hi guys!
**Did you know that people
with disabilities spend
\$17.3 billion on travel
each year in the US alone?**



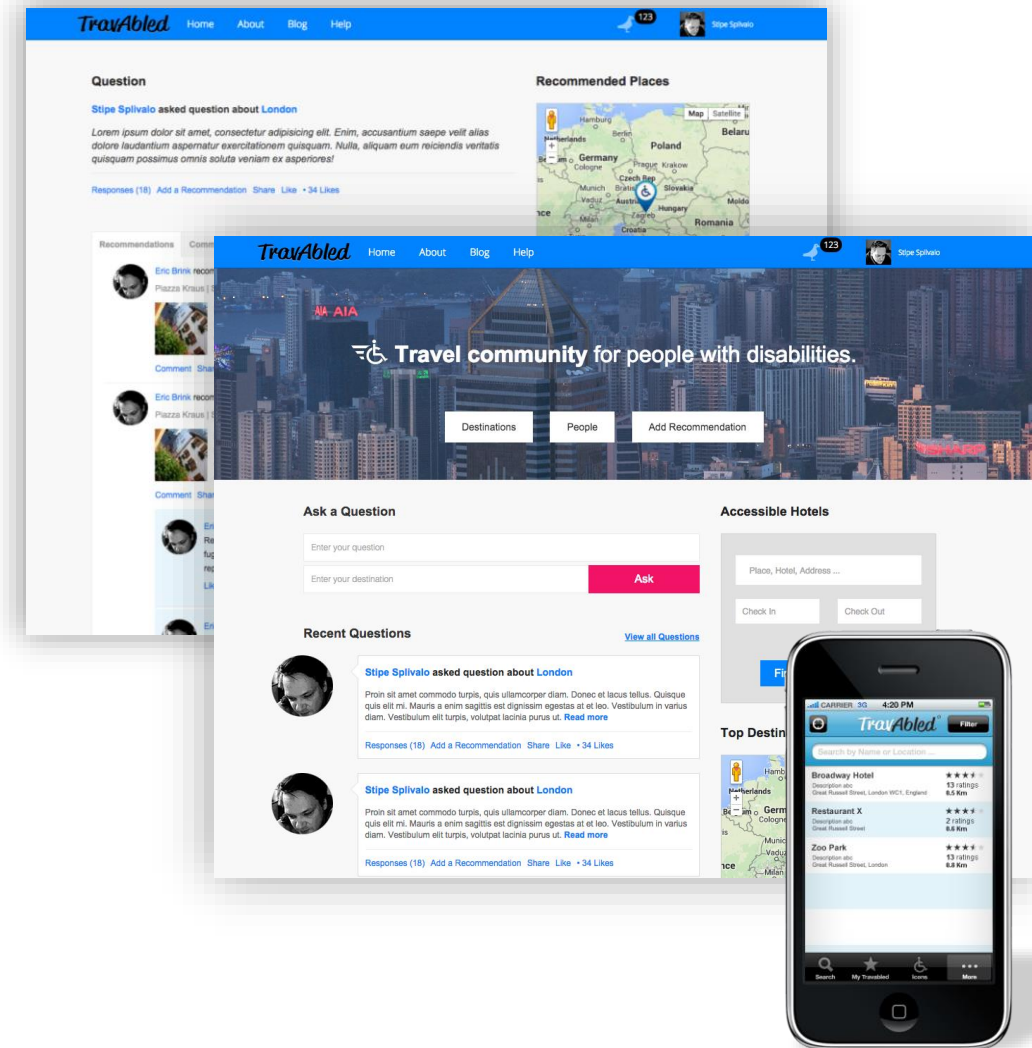
What is travabled.com?

Inclusive travel agency
and travel advisor for PWD

TravAble*d*

“Online travel advisor for people with disabilities and their companions”

- **Ask questions** regarding their destinations
- **Post and/or read** reviews
- **Interact** with other users
- **Give and/or ask** for recommendations
- **Find** accessible places worldwide
- **Plan** their trips or leisure
- **Book** accessible hotels, restaurants, cruises and travel arrangements



“The best advice to travelers with disabilities comes from other travelers with disabilities!”



**“Inclusive travel agency specialized
in tourism for people with disabilities”**

First inclusive TA
For PWD

Incoming Tourism

Agency → DMC

Croatia
“Accessible for all”

Experience exchange
platform

Tailor-made

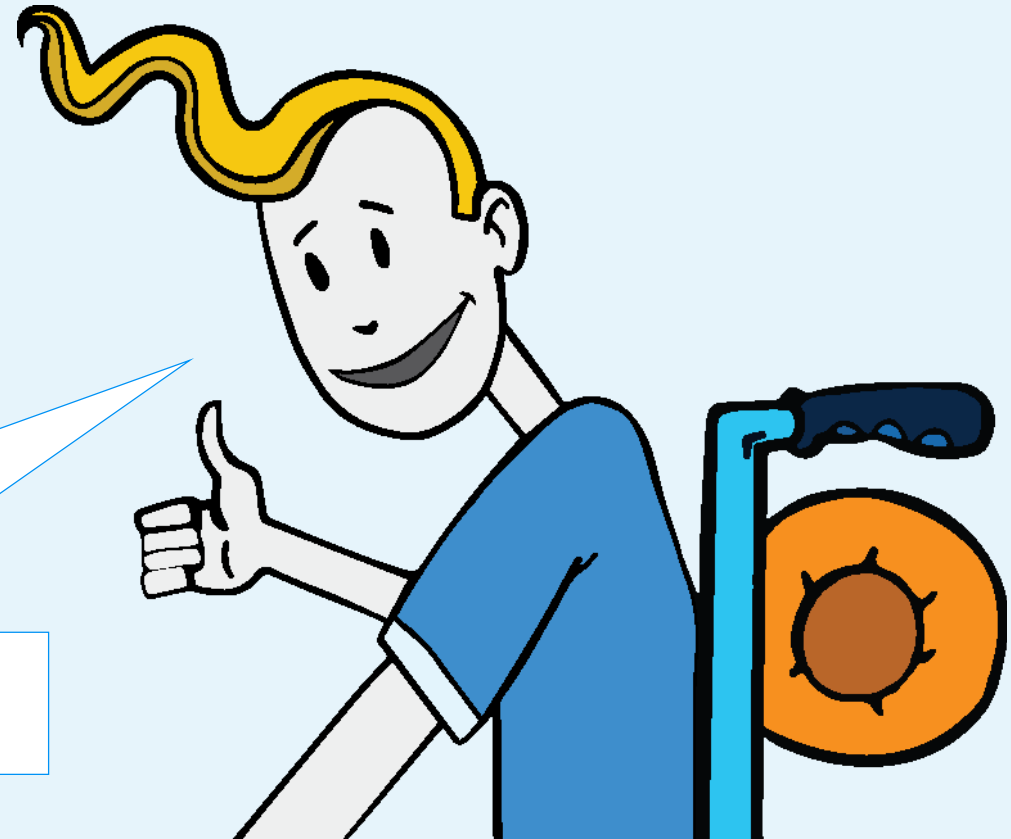
365 days

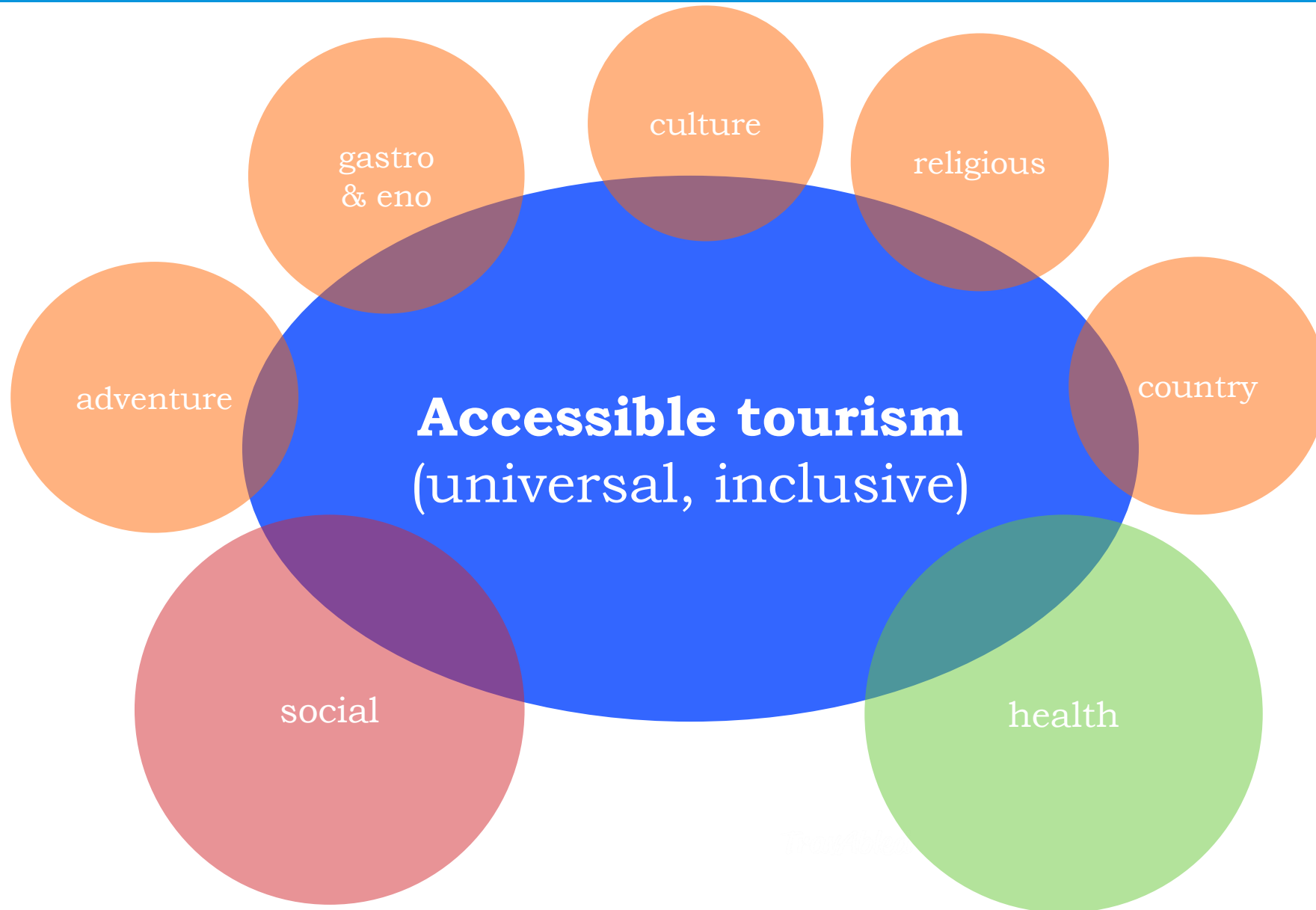
B2B & B2C

Education
Accessibility
“Slopy”

1. Travabled.com V2 development – stress on “community” and user interaction
2. Accessibility inspection
3. “Slopey” development
4. Education
5. Travel arrangements for PWD
6. B2B networking

Accessible tourism is not a niche!





15%

Social tourism

- all of the relationships and phenomena resulting from participation in tourism, and in particular from the participation of social strata with modest incomes. This participation is made possible, or facilitated, by measures of a well-defined social nature.

Health tourism

- wider term for travels that focus on medical treatments and the utilization of healthcare services. It spans a wide field of health-oriented tourism ranging from preventive and health-conductive to rehabilitational and curative forms of travel; the latter being commonly referred to as Medical tourism

“Accessibility is a central element of any responsible and sustainable tourism policy. It is both a human rights imperative, and an exceptional business opportunity. Above all, we must come to appreciate that accessible tourism does not only benefit persons with disabilities or special needs; it benefits us all.” **Taleb Rifai, UNWTO Secretary-General**

“...Accessible tourism enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments. This definition is inclusive of all people including those travelling with children in prams, people with disabilities and seniors.” **(Darcy & Dickson, 2009, p. 34)**

PEOPLE WITH DISABILITIES WORLD'S LARGEST MINORITY GROUP

**1 billion
of PWD**
Worldwide
15% of
global
population

**30% regular &
frequent travelers**

**Always with at
least one
companion**

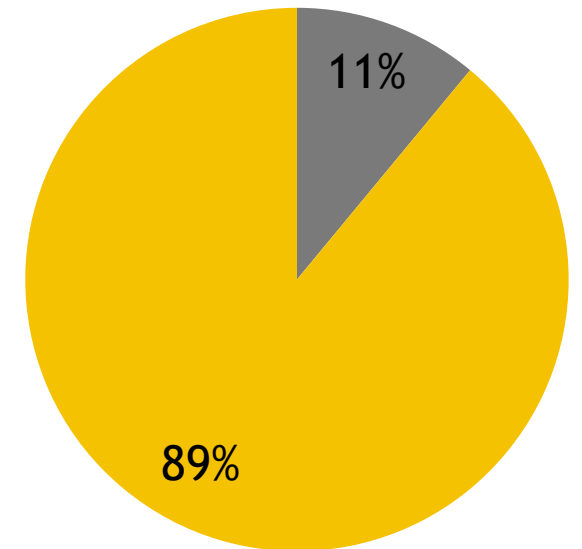
Source: Eurostat, 2005.

EU market potential
133 million

Source: ENAT, 2012

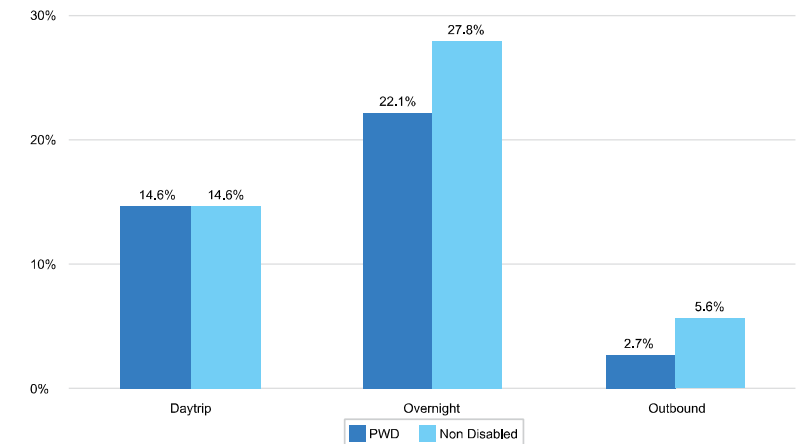
**11% overnights in UK
PWD**
2,5 mlrd £ income

Source: United Kingdom Tourism Survey, 2009.



- Accessible tourism takes into account **not only people with disabilities** but also the increasing numbers of senior travelers who have access needs, as well as the temporary disabled, obese, families with young children and those working in safer and more socially sustainably designed environments¹.
- Travelers with disabilities **tend to spend more** than able-bodied travelers and they always **travel with at least one companion** (EU 1.9 average)².
- In the past two years alone, more than 26 million adult Americans with disabilities traveled for pleasure and/or business, taking 73 million trips and spending **\$17.3 billion annually** on their travel³.
- Since these individuals typically travel with one or more other adults, the economic impact is actually double, or **\$34.6 billion**³.

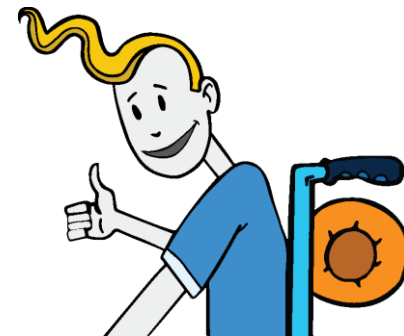
Comparative Travel Patterns between People with Disability & the Non-Disabled
4



Croatian market potential:

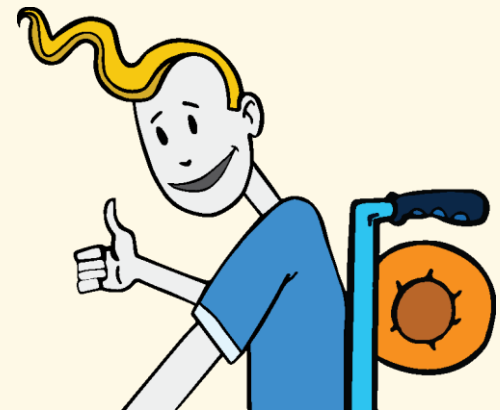
In Croatia, the 2015 recorded 71.6 million overnight stays, of which 92 percent were generated by foreign guests. This places Croatia to the third place in the European Union by the share of foreign tourists in the total number of nights (after Malta and Cyprus).

Creating the preconditions for the arrival of the target group of tourists with disabilities, opens the market for 15% of the tourist population which makes **10.7 million overnight stays a year.**





1. Accommodation
- 2. False information**
3. Transport
4. Infrastructure
5. Perception
6. Addressing PWD



Challenges

Inclusive travel agency
and travel advisor for PWD

TravAbled



Challenges

Inclusive travel agency
and travel advisor for PWD

TravAbled

MOST LOCATIONS ARE NOT
ACCESSIBLE DUE TO A
**ONE STEP
BARRIER**



Implementing “Slopey” ramps for inaccessible places in Zagreb city center



SLOPEY.ORG

“Slopey” ramps are produced in cooperation with Penitentiary in **Lipovica-Popovača**.

- **Simple**
- **Quality**
- **Durable**
- **Affordable**
- **Colorful**
- **Portable**

Good examples

Inclusive travel agency
and travel advisor for PWD

TravAbled

“Slopey” ramps event in
Tkalčićeva street, Zagreb.



SLOPEY.ORG

The establishment of working group & accessibility advisory center

Standardization

Adjustment strategy

Consultations

Adjustment strategy through phases

Accommodation

Tourist offers

Transport

Infrastructure

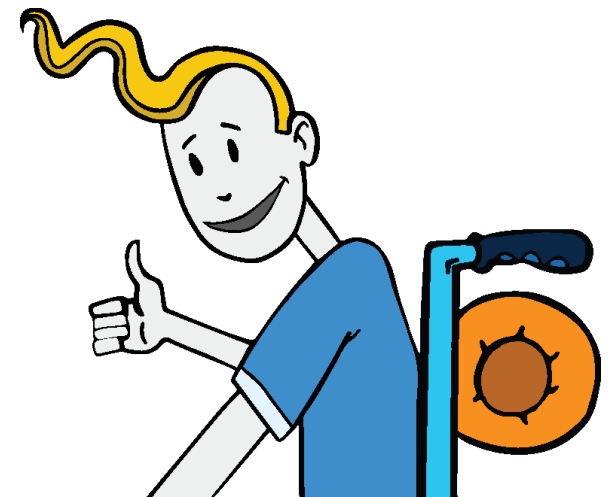
Creating tourist offers for PWD

Real accessibility
inspection

Simple and affordable
adjustment (1st phase)

Education

- *Largest minority group*
- *Under-served market*
- *Working group*
- *Accessibility inspection*
- *Simplicity of adjustment*
- *Adjustment strategy through phases*
- *Standardization*
- *Education*
- *New tourist product*
- *RH: modern travel destination for all*



Thx!

