



THE POOL IS OPEN TO EVERYONE

**Accessible tourism in Germany
and Opportunities for Greek Tourism**

Thessaloniki, 02.04.2019



PRMs in Germany

Tourism for all with PRM Service @ TUI

Opportunities for Tourism in Greece



PRMs in Germany

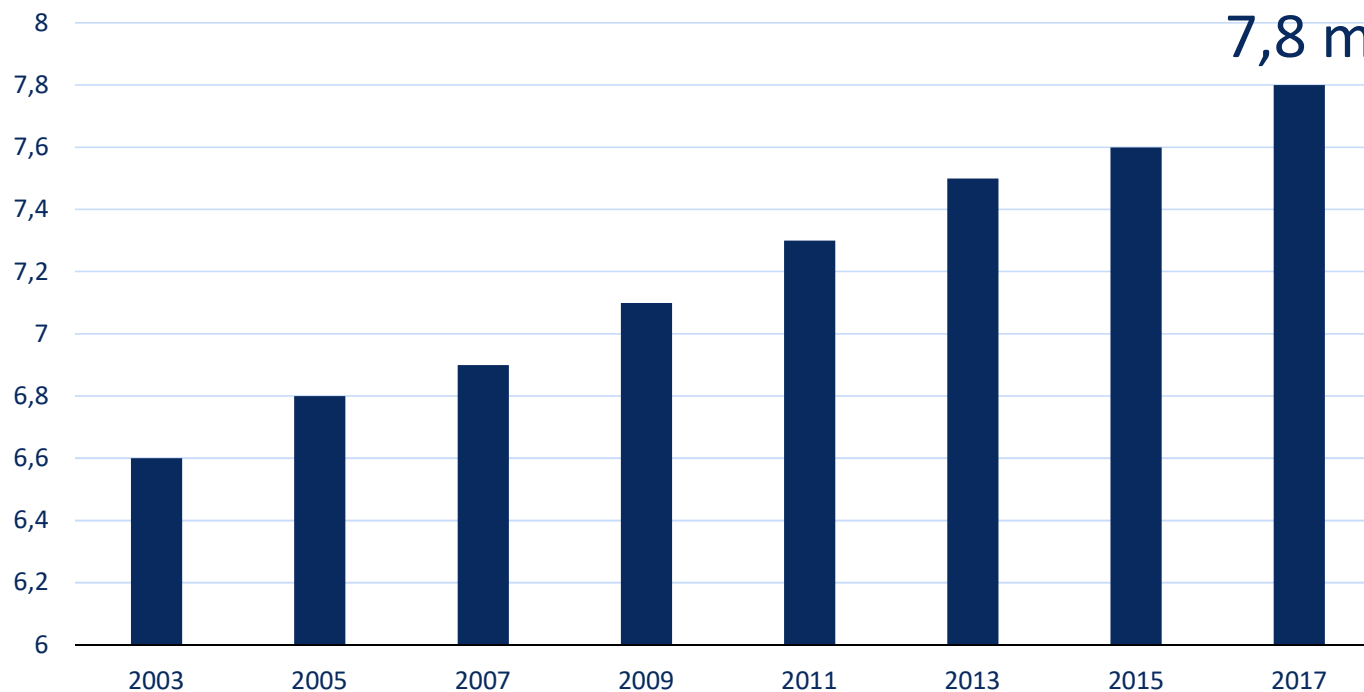
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Opportunities for Tourism in Greece



significant and growing market for Persons with reduced Mobility in Germany

PRMs in Germany (Millions)



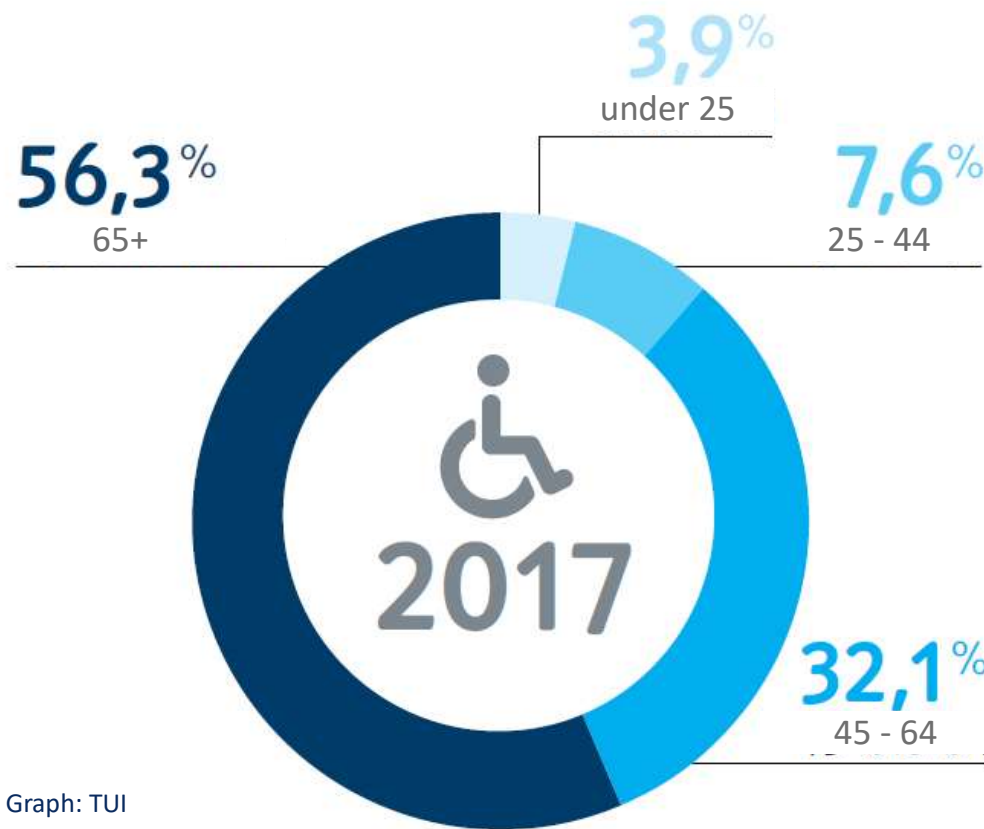
Source: Statistisches Bundesamt (2017), Graph: DSFT

- 7,8 millions with severe disability (share of 9,3%)
- +3 millions with slight disability
- Within EU 60 million PRMs



PRMs by age

majority 65+, link between age and disability

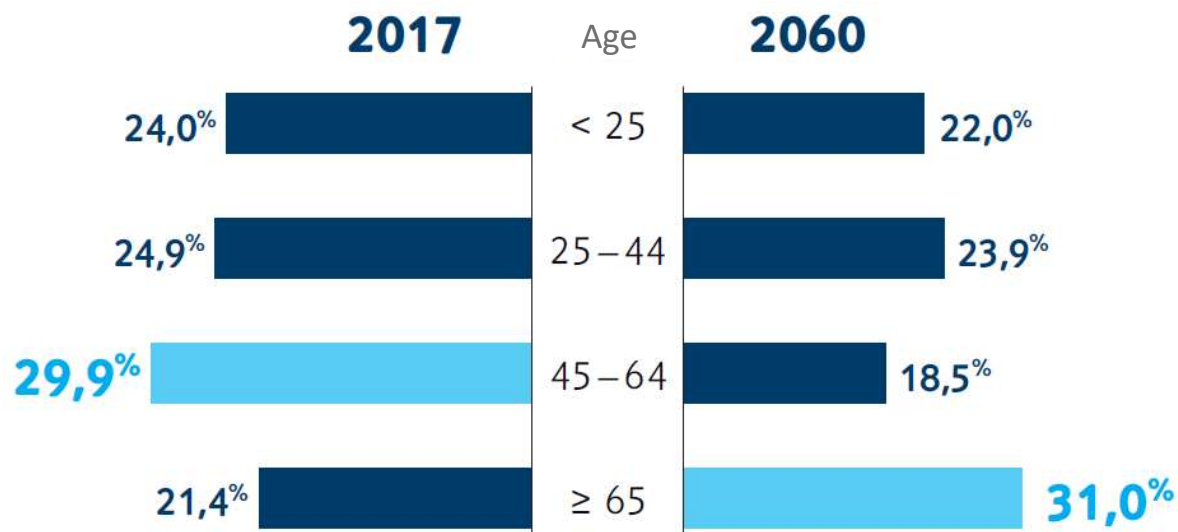


- 56% retirees with time and budget for travel
- Attractive target group for tourism

Source: Statistisches Bundesamt (2017), Graph: TUI

PRMs and demographic change in Germany

growing group of 65+

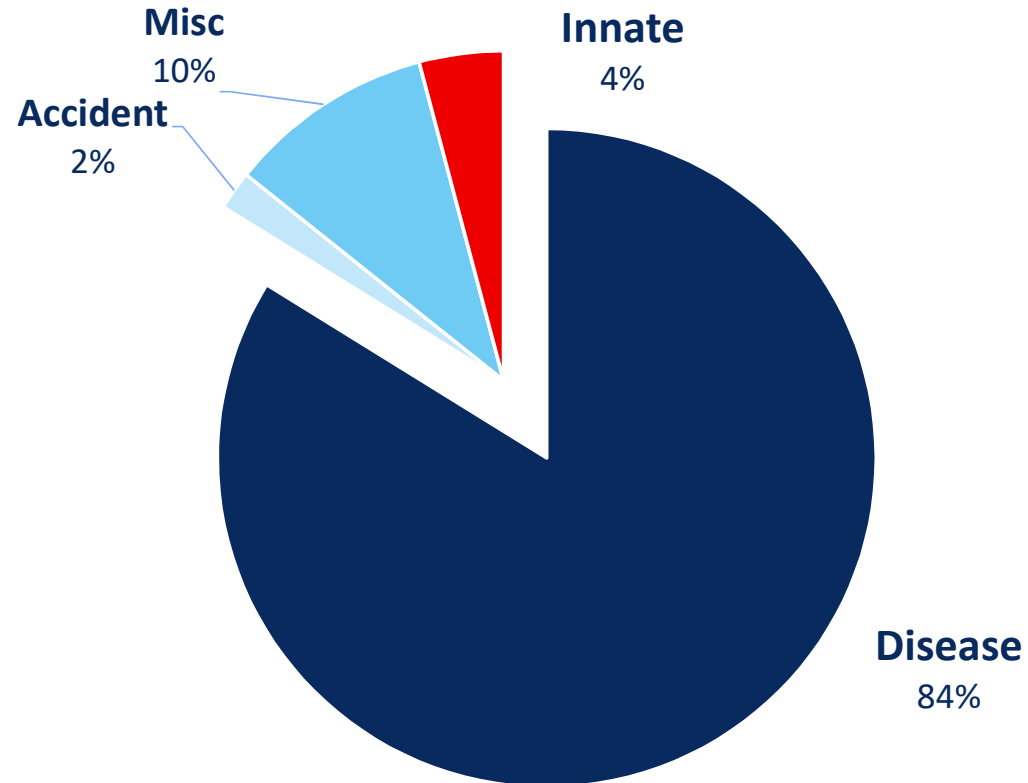


- Increasing life expectancy
- Growing relevance of mobility in age
- Market potential for accessibility expand

Source: Statistisches Bundesamt (2017), Graph: TUI



Causes of Disabilities

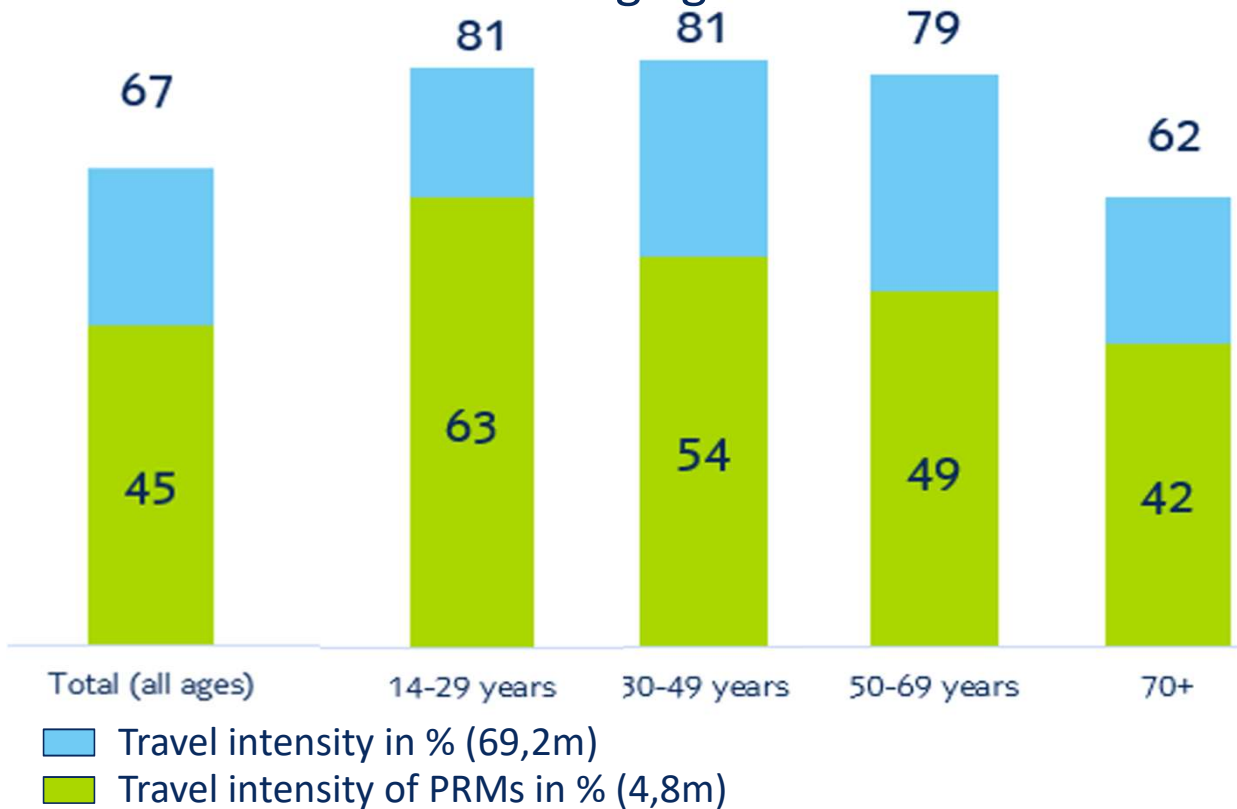


- Only 4 % are disabled from birth
- Majority had a time before the disability and travel experience without reduced mobility

Source: Statistisches Bundesamt (2013), Graph: TUI

Travel intensity

less travel with increasing age



Source: Reiseanalyse DSFT, 2016

- 45% of all PRMs are frequent traveler
- missing information and missing accessibility are main reasons for non traveling PRMs

PRMs are travelling...

- ...with high loyalty to destination and suitable hotels (repeater),
- ...more than 80% accompanied (group opportunities),
- ...strongly linked between age and disability, but also young PRMs,
- ...self determined,
- ...with multi optional needs,
- and high demand of reliable information about accessibility.



PRMs in Germany

Tourism for all with PRM Service @ TUI

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PRM Service @ TUI

booking, consulting and fulfillment

suitable accommodation, transfers and transportation of mobility aids and med. equipment

- 2.200 hotels worldwide
- adapted transfer >30 countries
- at TUI fly wheelchair service, medical equipment

SPEZIAL
SERVICE



customized – tailored for every single customer

online questionnaire for best fit



ensuring best fit consulting by requesting details about:

- Type of reduced mobility and level of assistance needed
- Wheelchair measures and weight
- Type medical equipment, e.g Sterilicum
- Transfer
- Required room and hotel facilitates

individual – detailed accessibility facts

over 2.200 suitable hotels in TUI portfolio



Database with accessibility facts, eg.:

- width of doors
- drive in shower
- accessible features, such as pool lift

→ 40 main features

→ based on self assessment questionnaire

→ online at tui.com (B2C) and within TUI Retail Platform (B2B)

Pilot project with certification **Reisen für Alle** 

started in 2019 to improve reliability and completeness of information

comfortable – suited transfer in destination



- Adapted transfer with ramp
 - Taxi
 - Minibus
- Private transfer
- Joined transfer included



- Wheelchair service and on board wheelchair
- Medical equipment
- Free seat reservation for PRMs
- Assistance dogs accepted

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Biggest Gaps in Infrastructure for PRMs

awareness must be a standard



- Availability and binding confirmation of accessible rooms is still an issue in 2019
- Understand accessibility as essential for PRMs and comfort for all travellers
- New builds and renovation offer chance to implant accessibility – use of universal design

Example for universal design in NYC (High Line Park)



Biggest Gaps in Infrastructure for PRMs

accessibility of pool and beach



Opportunities for Tourism

- **Availability** of accessible:
 - Transfers (public and private) and rental cars
 - Hotel infrastructure
 - Beaches and pools
- Information & **communication** about best practice and existing offers for PRMs in the community
- Raise **awareness**





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Thank You

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