

A scenic view of a beach with sand dunes and the ocean under a blue sky. The foreground shows a rocky shoreline with some greenery. The middle ground features a wide sandy beach leading to a line of dunes. The ocean is visible on the right side, with gentle waves washing onto the shore. The sky is a clear, light blue.

# Accessible Tourism

Caroline Horan  
Access Officer

Wexford County Council

Access for All

Opportunity for All

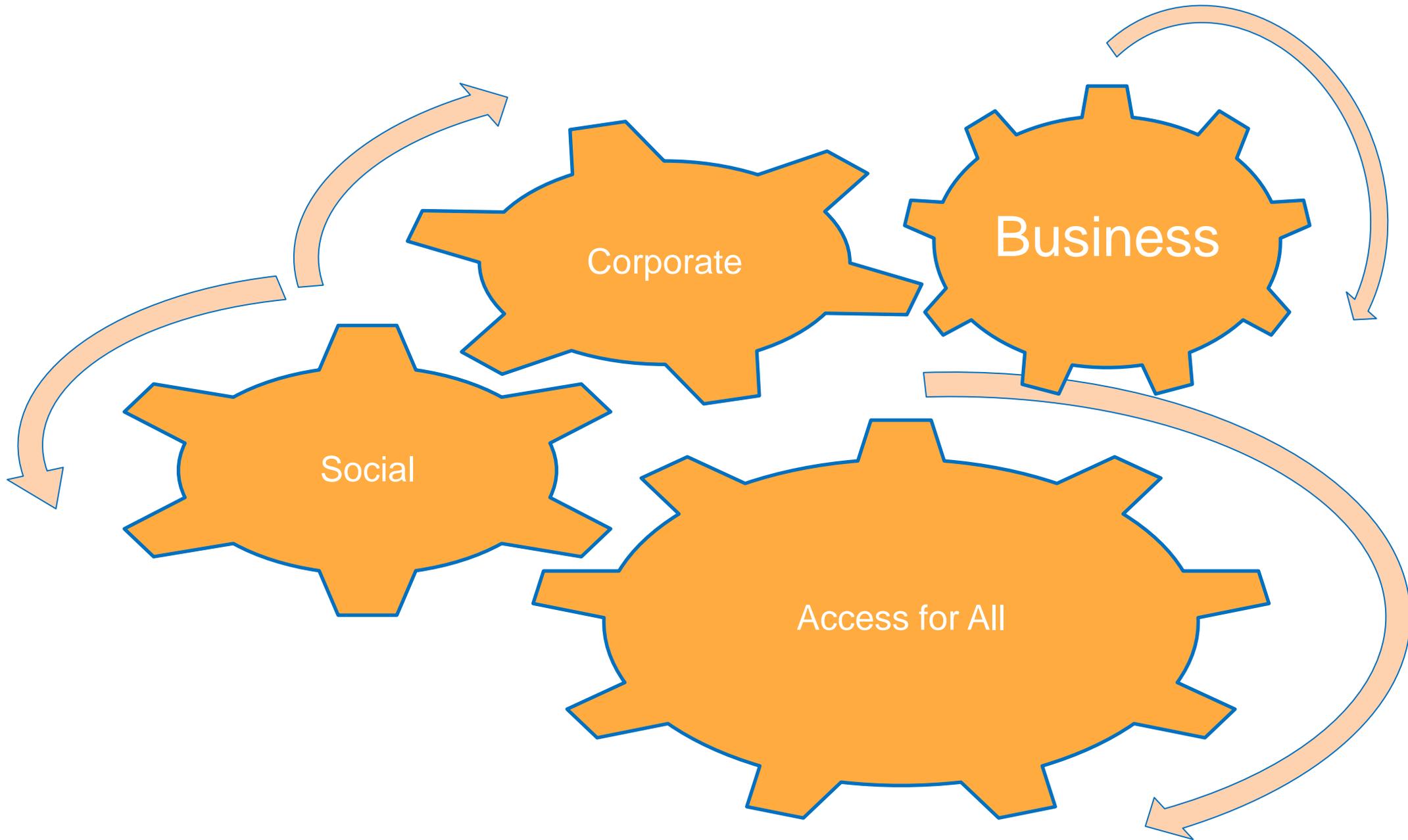
Participated Engage Enjoy

Europe, the accessible tourism market has been estimated at approximately 27% of the total population and 12% of the tourism market.

\*These figures take into account the large proportion of senior travellers, (since people over 60 years of age will constitute 22% of the global population in 2050)

\*People with disabilities and families with small children.

The accessible travel market presents a golden opportunity for destinations that are ready to receive these visitors

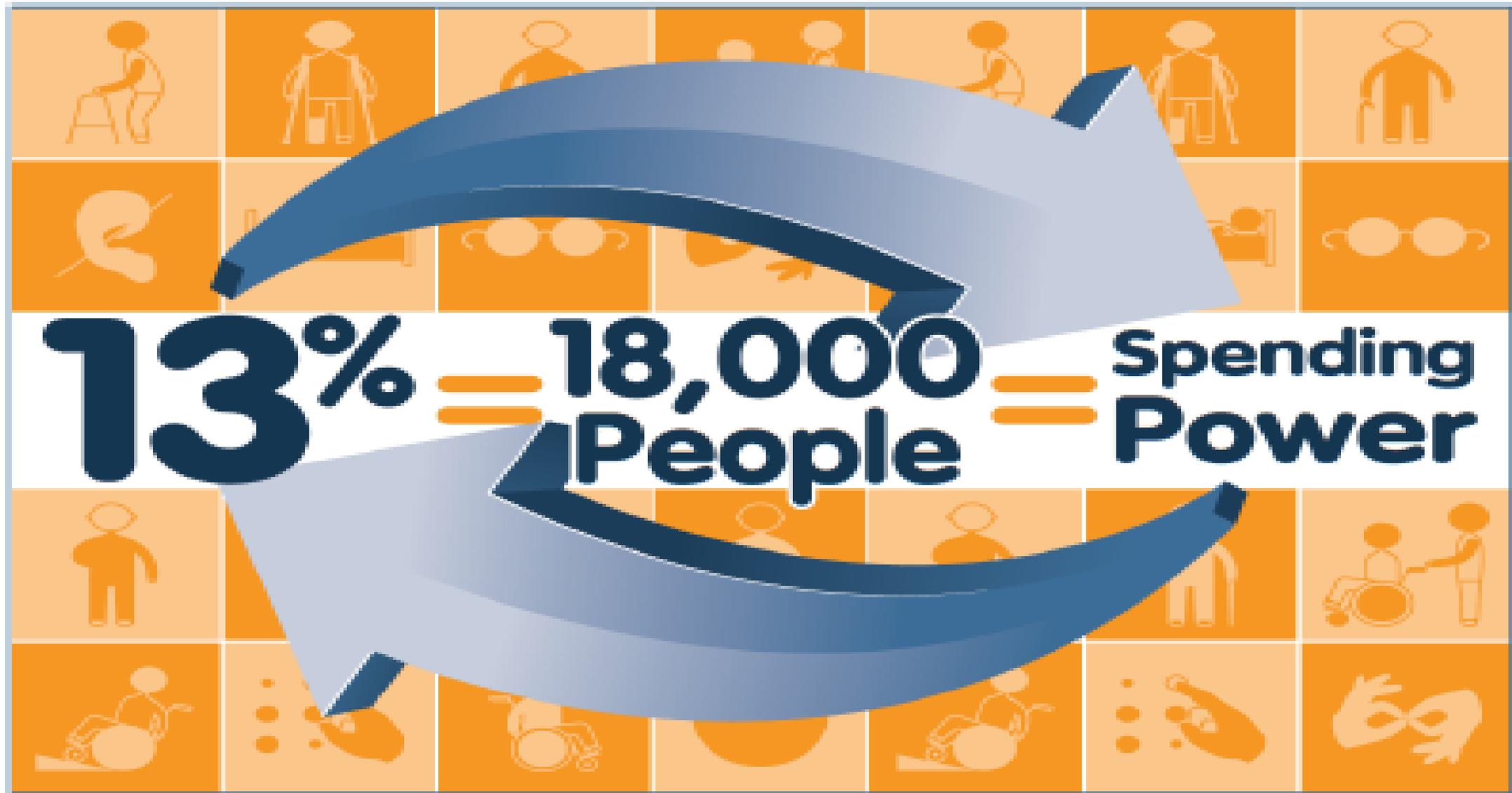


Corporate

Business

Social

Access for All



# **European Network for Accessible Tourism, (ENAT),**

**Transport:** by air, sea and land (rail bus car), suitable for all users

**Barrier-free destinations:** infrastructure and facilities

**Activities, exhibits, attractions:** allowing participation by everyone

**High quality Customer Services:** delivered by trained/Informed staff

**Marketing, booking systems, web sites & services:** information accessible to all

# Transport – Interagency Cooperation



# Access to Natural Assets



# Alternative Methods for Access

Rosslare  
2015



Barrier Free



# Alternative Methods for Access Hook Lighthouse Web cam



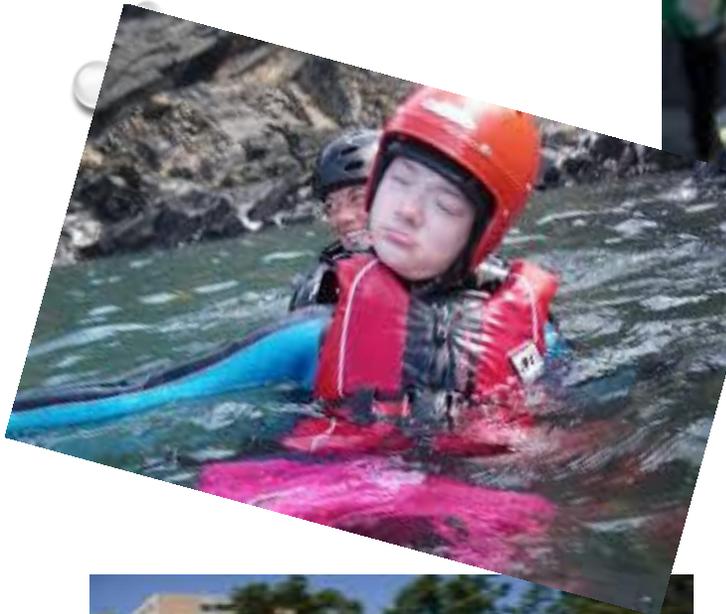
# Activities Attractions



# Facilities

Irish National Heritage Park





# Activities Participation for All



# Customer Service

**Marketing, Booking  
Systems, Websites  
&  
Services  
Branding**



Don't let disability impair your outdoor activity adventure  
With a can-do attitude you'll be amazed what you can achieve

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