

Fact Sheet

February 2021

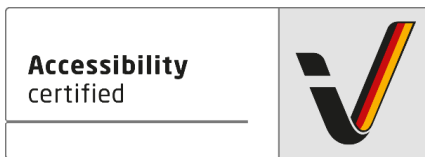
The labeling system „Tourism for All“

“Tourism for All” is the label in the field of accessible tourism that applies throughout Germany. The system is based on comprehensive criteria to ensure high cross-sectoral quality standards. They were developed in cooperation with relevant affected persons' as well as tourism associations.

„Tourism for All“ is an information and rating system. It provides detailed information for guests so they can determine if they can use and participate in tourism offerings before booking them. As a result, they can select specific offering that are suitable for them.



The “**Information on Accessibility**” label indicates that detailed and verified information on accessibility for all groups of people is available.



The "**Accessibility certified**" label is based on "Information on Accessibility". It means that additional quality criteria for certain groups of people are met partially or completely.

The "Accessibility certified" label is complemented by pictograms. They indicate the requirements the offering meets for the corresponding groups of people. The majority of people generally recognizes and correctly identifies the pictograms.



People with walking disabilities



Wheelchair Users



People with hearing impairment



Deaf people



People with visual impairments



Blind people



People with cognitive impairments

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The "Accessibility certified" label is available in two quality levels:



"Accessibility certified: **partially accessible for wheelchair users**": The quality criteria are partially met for the corresponding group of people, i.e. the offer is partially accessible for wheelchair users. The "i" in the pictogram indicates that one might want to review the offer more closely to see if it meets all personal requirements.



"Accessibility certified: **accessible for wheelchair users**": The quality criteria are met for the corresponding group of people, i.e. the offer is accessible for wheelchair users.

The quality criteria and more information in English are available here:

www.inclusivegermany.com

"Accessibility certified" sample label:



Description: The offer/establishment is accessible for people with walking disabilities, people with visual impairments and people with cognitive impairments and partially accessible for wheelchair users, people with hearing impairment, deaf and blind people

Your contact:

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Project in brief

Authority	The Federal Ministry of Economics and Energy (BMWi)
Terms	November 2011 – August 2014 (Phase 1) November 2014 – July 2018 (Phase 2) August 2018 – July 2021 (recent Phase)
Lead Partner	German Tourism Academy (GTA/ DSFT) Berlin e.V., Phase 1 and 2 in Cooperation with Tourismus für Alle Deutschland e.V. – NatKo
Bodies / Committees	Project Advisory Board, Project Groups, Licensee Meetings
Members	BMWi, BMAS, project responsible bodies and regional marketing organisations in German tourism (LMO's), German National Tourist Board, service providers from the hospitality industry, tour operators, transport companies, leisure and cultural institutions; Tourism for All in Germany (NatKo) e.V. (Note: NatKo has disbanded in June 2019)
Objective	Implementing the United Nations Convention on the Rights of Persons with Disabilities in Germany, project of the National Action Plan of the Federal Government
Obligation	Letter of Intent of the tourism and disability associations as well as the regional marketing organisations, resolution of the Federal-States Committee on Tourism, participation is voluntary
Target	Reliable information for travelers with disabilities, senior citizens, nationwide uniform labelling and certification, awareness-raising and qualification along the entire service chain; training of providers
Partners / Licensee	All state marketing organisations; hotel associations; regional tourism organisations, cities, towns, nature parks, GNTB, German Automotive Club, wheelmap, etc.
Certified offers	Over 3,500 offers have been checked with the system; currently approx. 2,300 providers / offers are certified or in process; validity of certification: 3 years Sector distribution of certified offers: 38% Hospitality 35% Attractions 12% Tourist information 8% Food&Beverage 7% Other
Who benefits from the label?	The "Tourism for All" labeling system is suitable for offers along the entire customer journey, e.g. for tourist information, transportation, hospitality, cultural attractions, biking and hiking trails as well as destinations and regions.

More information in English: www.inclusivegermany.com

Certified facilities are presented on: www.germany.travel/en/ms/barrier-free-travel/experience-barrier-free-travel-in-germany.html and www.reisen-fuer-alle.de.