



A new offering by the Claire & George Foundation in collaboration with 13 tourism organizations and the touring tourism division of Switzerland Tourism. Supported by Innotour, the funding program of the Swiss State Secretariat for Economic Affairs (SECO)

Press release, May 9, 2025

World Premiere for Accessible Travel

## **Swiss tourism organizations launch the «Accessible Tour of Switzerland»**

Bern, May 9, 2025 – For the first time, travellers with accessibility needs can discover the diversity of Switzerland on a self-guided tour by train, boat, and wheelchair-accessible taxi. With the launch of the «Accessible Tour of Switzerland», the country is responding to the growing demand for inclusive travel experiences. The tour was developed by the Claire & George Foundation in collaboration with 13 tourism destinations and the Touring division of Switzerland Tourism.

### **Response to Growing Demand**

Interest in experiences accessible to all has risen significantly in recent years. A 2024 study by the Open Doors Organization (ODO) found that American adults with disabilities now spend approximately \$50 billion USD annually on travel. Including their companions, their total economic contribution is estimated at over \$100 billion USD per year, nearly triple the 2015 figure. \* A similar trend is noted by Susanne Gäumann, Managing Director of Claire & George, which specializes in accessible vacations and travel in Switzerland: 'Since 2022, the demand for accessible travel from international guests has more than doubled.'

### **A Globally Unique Offering**

This growing market segment is addressed by the «Accessible Tour of Switzerland», a globally unique offering that links accessible experiences across various regions into a fully barrier-free tour.

- The «Accessible Tour of Switzerland» can be booked as a 15-day package or as a shorter 6- to 8-day round trip by train, boat, and wheelchair taxi.
- Additional services such as nursing care, mobility aids, or respite services can be added as needed.
- Travelers can stay in touch via chat with Claire & George throughout the trip and receive support if needed.

All relevant information on travel and experiences is provided on the platform of [Claire & George Accessible Switzerland](#).

### **Accessible City Tours in Basel, Bern, and Zurich**

A key component of the tour is accessible city walks in Basel, Zurich, and Bern, which guests can explore independently on foot. These were developed in partnership with local institutions for people with handicap: In Bern with Stiftung Rossfeld, in Zurich with the Mathilde Escher Foundation, and in Basel with Bürgerspital Basel. The routes guide visitors along the main sights and culinary highlights of each city - without too many cobblestones or other obstacles.

### **A National Project with International Appeal**

The development of the «Accessible Tour of Switzerland» has been supported by Innotour, the Swiss State Secretariat for Economic Affairs (SECO) funding initiative. This offer is significantly

expanding Switzerland's tourism portfolio. Luca Giordani, Head of Touring at Switzerland Tourism, says: 'This new offering integrates accessible travel into the classic Grand Train Tour of Switzerland and creates inclusive travel experiences.'

### **Successful Collaboration Between Tourism and Health**

Many partners from the tourism and healthcare sectors have come together to realize the «Accessible Tour of Switzerland». These include Ascona-Locarno Tourism, Basel Tourism, Bern Welcome, Biel Seeland Tourism, Interlaken Tourism, Lugano Region, Luzern Tourism, Morges Région Tourisme, Pays-d'Enhaut, Ticino Turismo, St.Gallen-Bodensee Tourism, Vaud Promotion, and Zürich Tourism. They collaborate with the Claire & George Foundation, which has provided accessible travel in Switzerland for over ten years. The foundation works with approximately 100 hotel partners and numerous providers of medical aids, care, and transportation across Switzerland.

### **Inclusion in Tourism**

The «Accessible Tour of Switzerland» stands for inclusive tourism, offering unforgettable experiences to all travellers - regardless of their individual limitations. Further information and booking options are available at the websites of the Claire & George Foundation and Switzerland Tourism.

\* Source: [opendoorsnfp.org](https://opendoorsnfp.org)

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Direct links to the tour:

<https://www.accessible-tour-of-switzerland.ch/>

<https://www.myswitzerland.com/accessible-tour>

Downloads (photos, keyvisuals, map): <https://www.swisstransfer.com/d/a151bf7a-3335-4de1-aa20-cb7df50dcaa3>