



# Breaking Barriers: Inclusive Tourism in Innsbruck & Seefeld

A LEADER Project from the Seefeld & Innsbruck regions. Creating opportunities for all travelers through accessible services.

Mit Unterstützung von Bund, Land und Europäischer Union



 Bundesministerium  
Land- und Forstwirtschaft,  
Regionen und Wasserwirtschaft

**WIR leben Land**  
Gemeinsame Agrarpolitik Österreich





# Our Journey to Inclusive Tourism

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## Starting Point

Recognizing barriers in tourism infrastructure and identifying the lack of awareness and information

2

## Challenges

Addressing diverse needs across accommodation providers

3

## Project Goals

Building awareness and developing practical solutions

4

## Implementation

Creating guidelines, training, and communication tools



# Starting Point

## Regional Management Cooperation

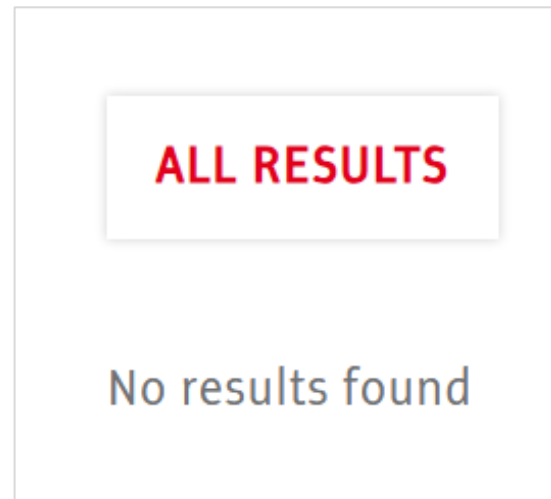
Strategic partnerships were initiated through the regional management organisation **Regionalmanagement Innsbruck Land** and with the sustainability coordinators of the tourism associations: Accessibility in tourism was identified as a common key challenge

## Project Development

Strategic collaboration with key regional stakeholders to assess barriers and develop comprehensive inclusive tourism solutions: **project partner ÖZIV**



# Main Challenges



## Lack of information

Limited information available on accessibility



## Lack of accessible services

Lack of integration of needs in the tourism service chain



## Lack of knowledge

Tourism stakeholders don't know the needs of the target group and are afraid/overwhelmed



# Our Four Key Project Objectives



## Awareness Building

Elevating understanding of accessibility needs



## Sustainable Destination Development

Creating more inclusive tourism services



## Business Support

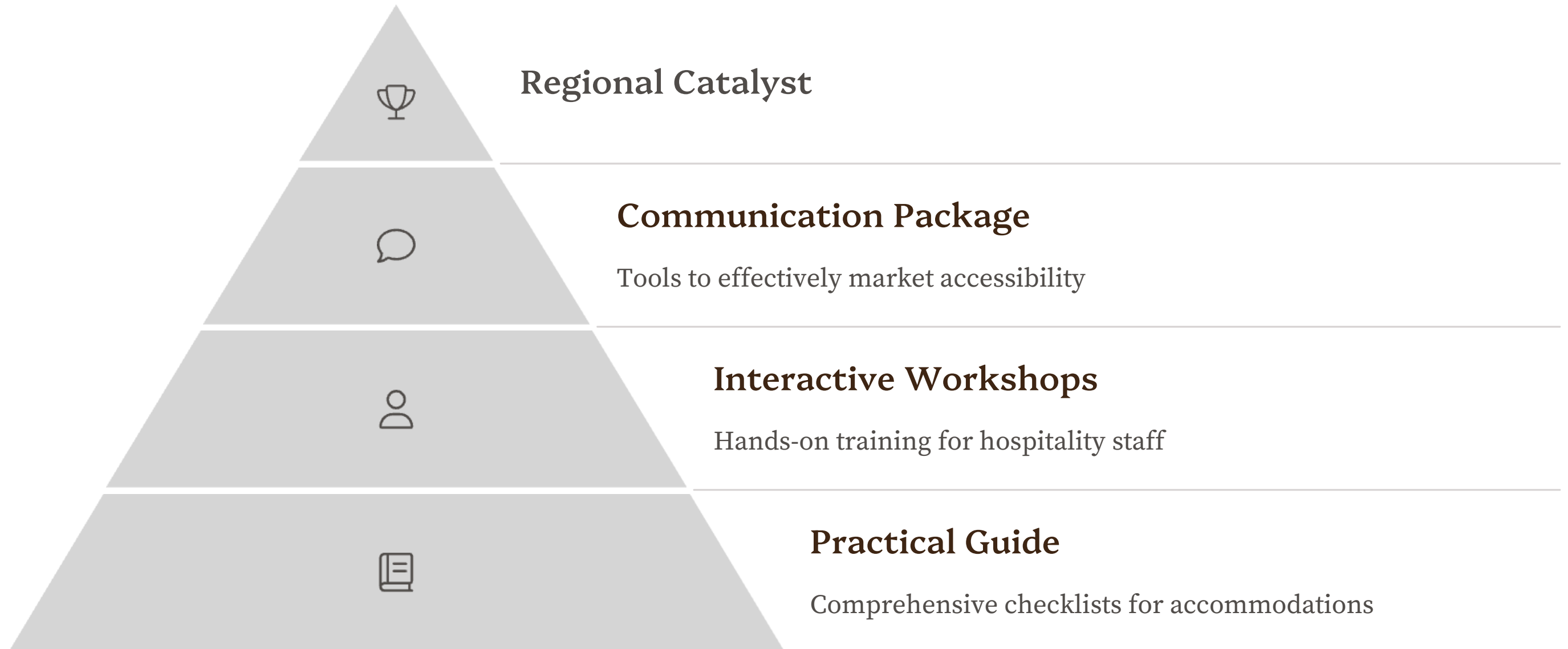
Providing expertise and tools to hospitality providers



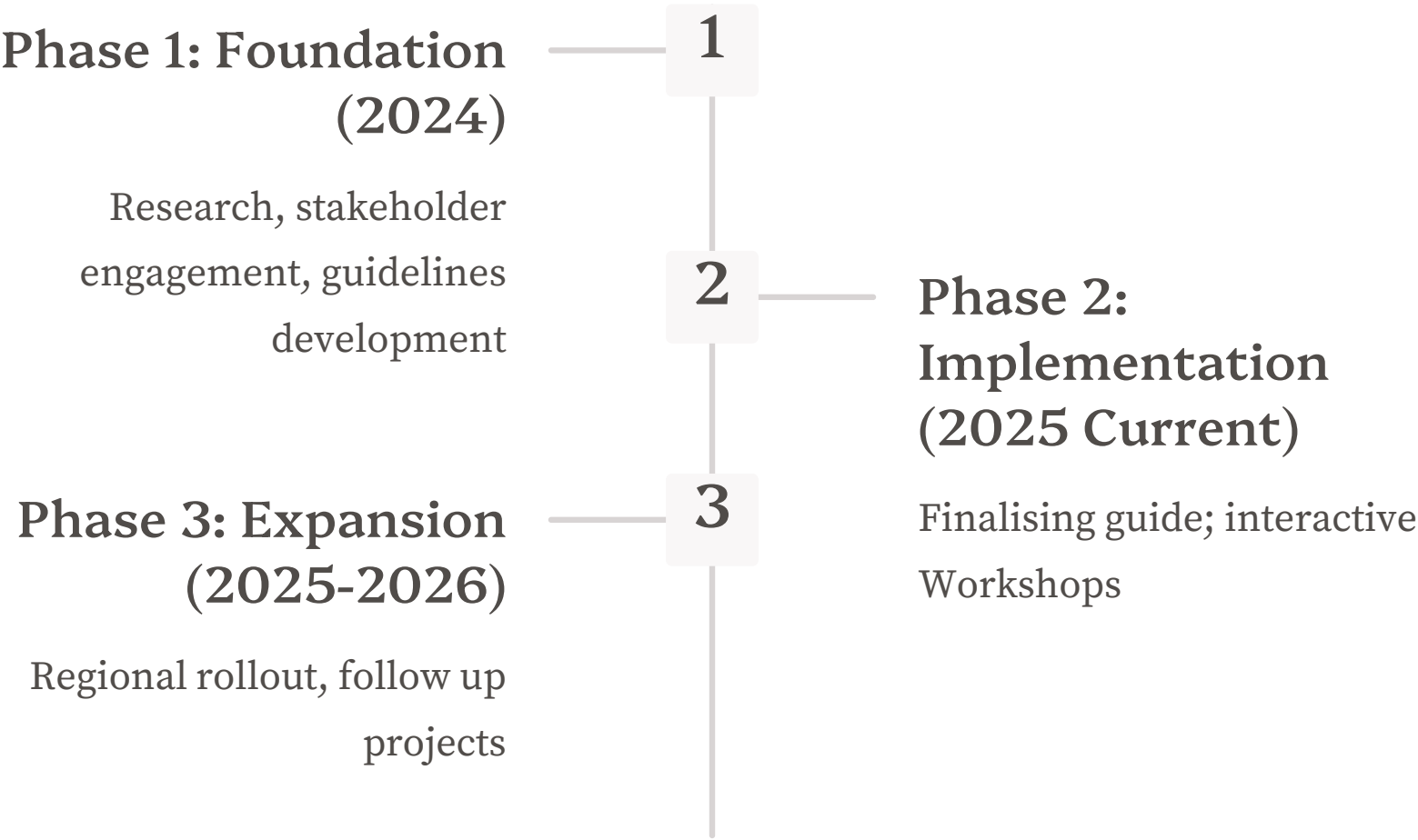
## Meaningful Impact

Creating lasting benefits for visitors with disabilities

# Strategic Implementation Approach



# Project Milestones and Timeline



**INNS'  
BRUCK**



# Practical Guide & Checklist for Accommodation Providers



## Awareness building

Understanding the diverse needs and market potential



## Assessment checklists

Step-by-step evaluation of current accessibility



## Practical steps & how to inform/communicate

Practical solutions from simple to comprehensive



## Resource directory

Support services and funding opportunities

# Focus Group Insights



# Mind the Gap - Understanding Barriers in Tourism Accessibility

## Interactive Workshop Program Autumn 2025

### Getting to know the basics

Insight into the needs and learning  
about accessibility



### On-site accessibility check

Identifying barriers in real  
environments – visiting different  
accommodations



### Exchange experiences

Talking about experiences and barriers  
and getting feedback



### Perspective Taking

Different disability experiences and  
talk with disabled persons



# Communication Tools



## Communication Material

Pictures for accessibility



## Toolkit for DMOs

How to communicate on Websites etc.

# Lessons learned

human component - interpersonal interaction important

divers demands even within one group

100% accessibility does not exist



ITS ALWAYS WORTH

focus vs. complexity

not top priority for stakeholders

circumstances matter (resources/architectural hurdles)

often overlooked

different definitions



QUESTIONS?

## Contact Information

TVB Innsbruck  
Theresa Geißel  
[t.geissel@innsbruck.info](mailto:t.geissel@innsbruck.info)  
+43 512 53 56 340

TVB Seefeld  
Michaela Kraler  
[Michaela.Kraler@seefeld.com](mailto:Michaela.Kraler@seefeld.com)  
+43 664 857 25 08