

Catalonia's Tourism 4 all Network

Building the conditions for an accessible destination



**Generalitat
de Catalunya**

Genoa: 18 June 2026



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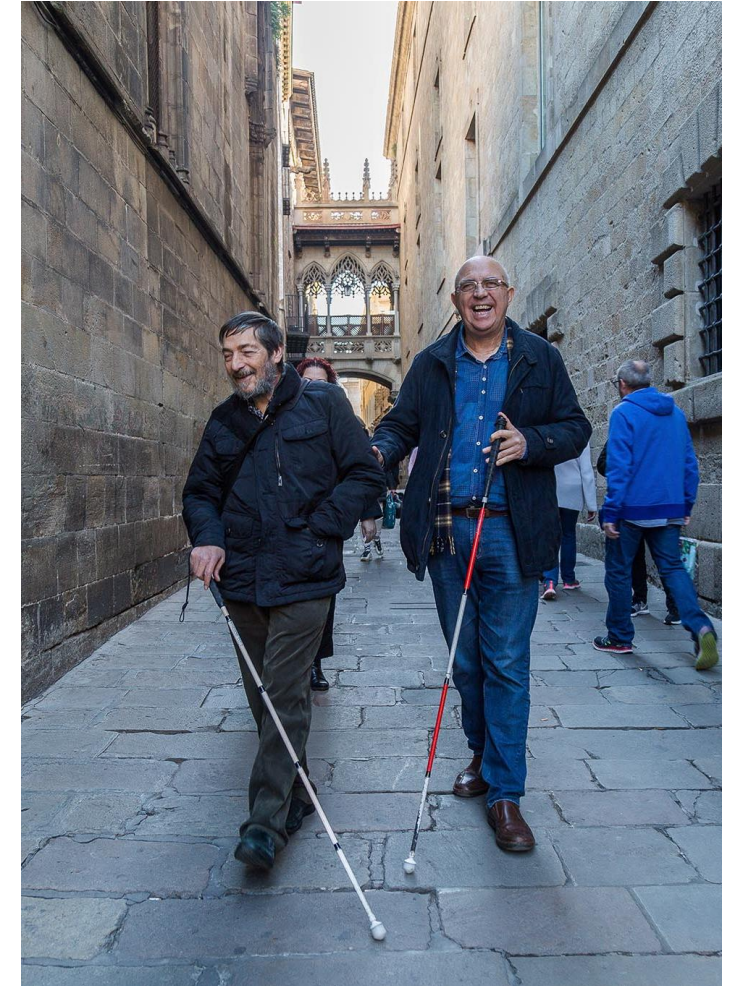
Not just good will



Catalonia's Tourism for all strategy (1)

Not just good will

- Catalonia aims to be a safe, equal and comfortable destination for everybody.
- Marketing plan “+ Catalonia, Better Tourism”: to deliver a more conscious and authentic experience.
- 87M visitors /year: We don't want more tourists, but to offer a better Experience & memories.
- Focus on: Legacy, reputation, residents, search for conscious tourists & sustainability.
- Social sustainability  ☐  ☐  ☐  ☐  ☐  ☐
Tourism 4 all.



Catalonia's Tourism for all strategy (2)

Tourism for all network

- Born in 2024: inherits all the knowledge gathered since 2008 “Catalonia for all”.
- Main purposes:
 - To promote tourism accessibility in Catalonia
 - To strengthen the concept of inclusive tourism
 - To foster, both public & private collaboration among tourism stakeholders

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Catalonia's Tourism for all Network



Catalonia's Tourism for all network (1)

Collaboration among tourism stakeholders

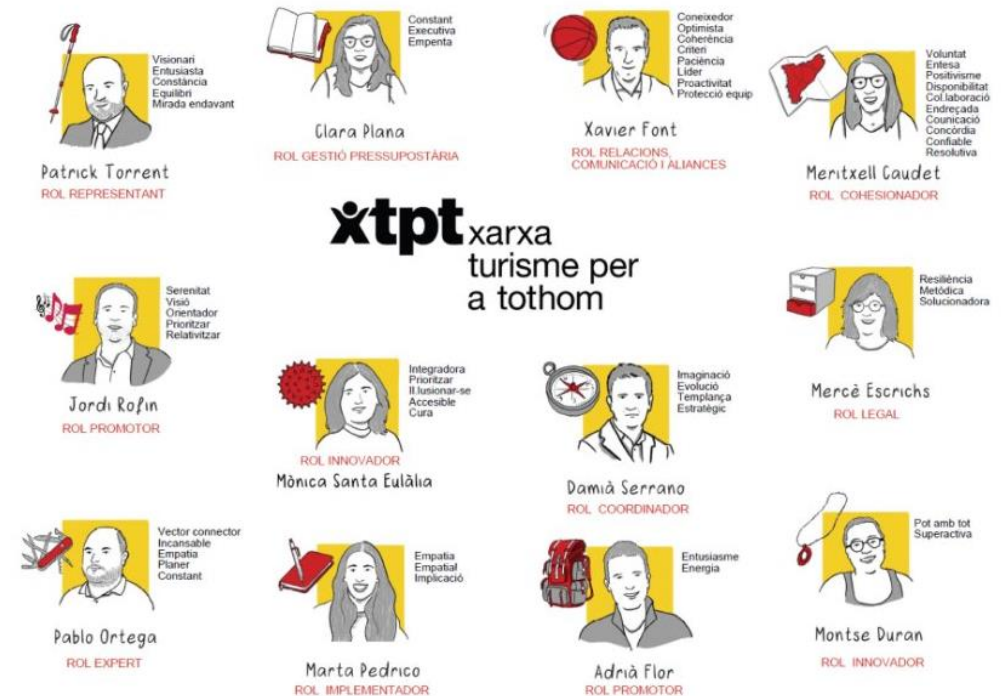
- Stable coordination spaces: to connect with other stakeholders.
 - Steering Group
 - Technic Group
- Also:
 - Voice to disabilities representative groups: work in progress (“Senate”)
 - Connect private companies
 - Action plan



Catalonia's Tourism for all network (2)

Task force: Steering Group

- Catalonia Tourism across-team (Catalan Tourist Board + Tourism General Directorate):
 - Involves legal, marketing, economy, tourist information service, business intelligence, policy making and managerial roles.
- Global strategic vision.
- Main guidelines setting.
- Bi-annual action plan (2026 – 2027)



Catalonia's Tourism for all network (3)

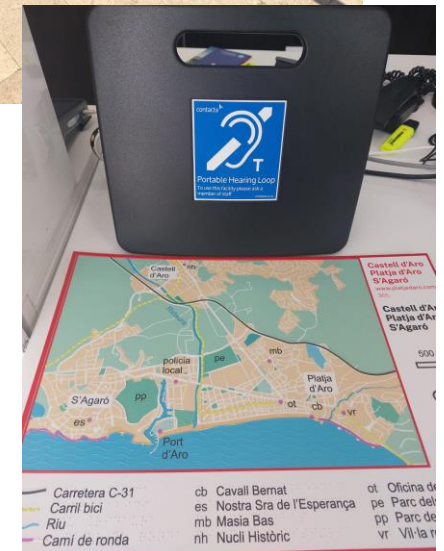
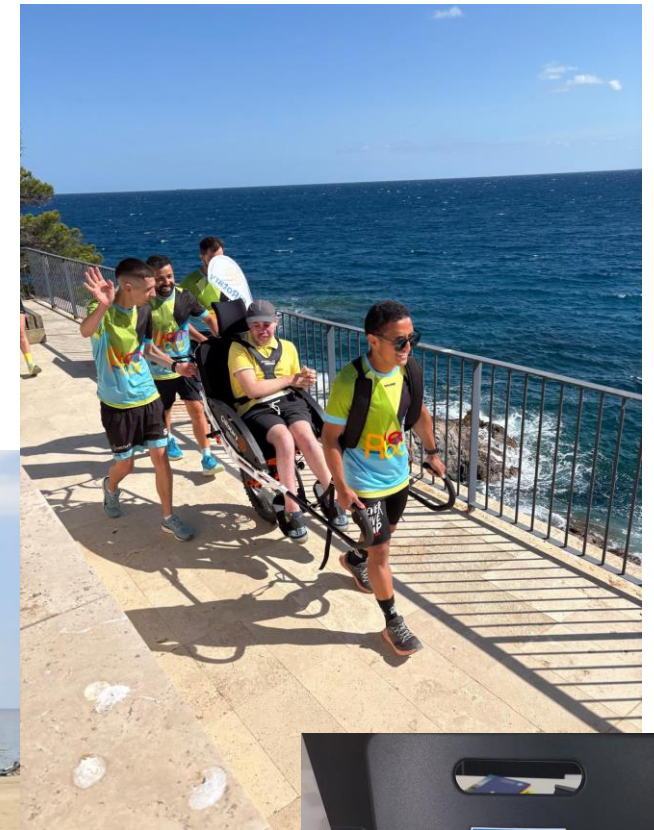
Task force: Technic Group

- Catalan Tourist Board + Tourism General Directorate.
- Province DMOs (Costa Brava, Terres de Lleida, Barcelona, Costa Daurada...)
- Monthly Meetings: Experience sharing, mutual assessment, networking, benchmark visits, news.
- To deploy a coherent “for all” strategy around the destination.

Catalonia's Tourism for all network (3.1)

Technic group

Benchmark visit to Platja d'Aro (Costa Brava)



Catalonia's Tourism for all network (4)

The Senate:

- “Not about us without us”.
- Aims to be a stable consultative council.
- To give voice to most of people with disabilities through representative associations.
- Work in progress: suggestions welcome!



Catalonia's Tourism for all network (5)

The private sector

- To make connections among touristic enterprises
- To help creating new products and packages
- To promote B2B and B2C actions
- To provide assessment: legal, Marketing, promotion, loans...

Catalonia's Tourism for all network (6)

The Action Plan

- Over 30 specific actions planned 2026 – 2027
- Connection with Ministry of Social Rights
- Lobby Ministry of Science to create a university graduate in accessibility
- To draw a stakeholder's map
- To fund accessibility projects with grants and loans



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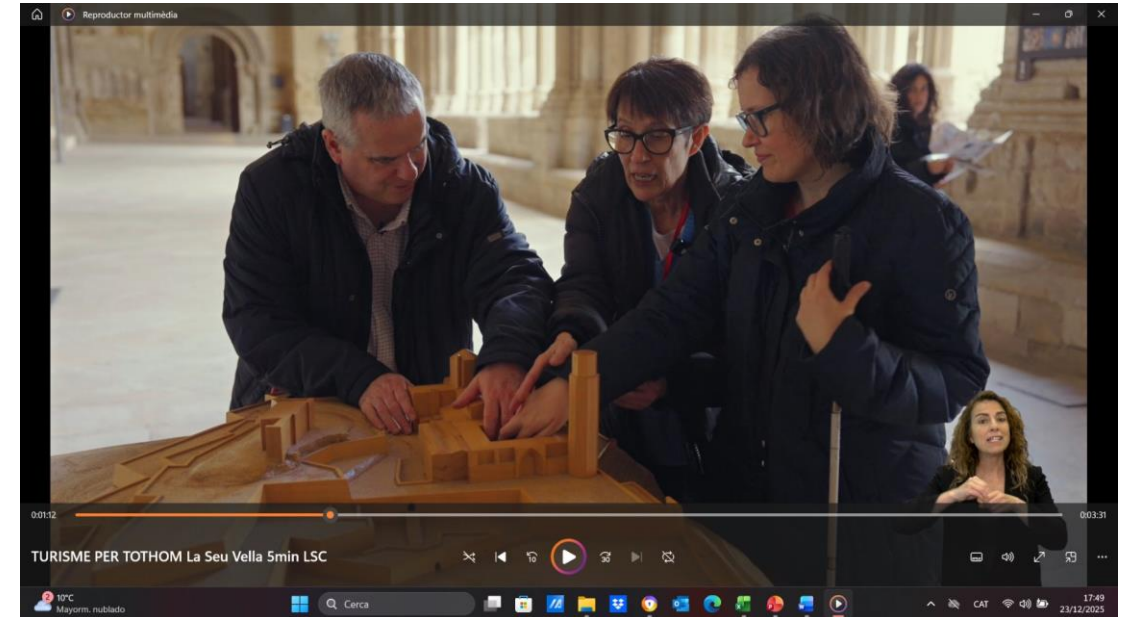
Some good practices to share



Some good practices to share (1)

Raising awareness through training

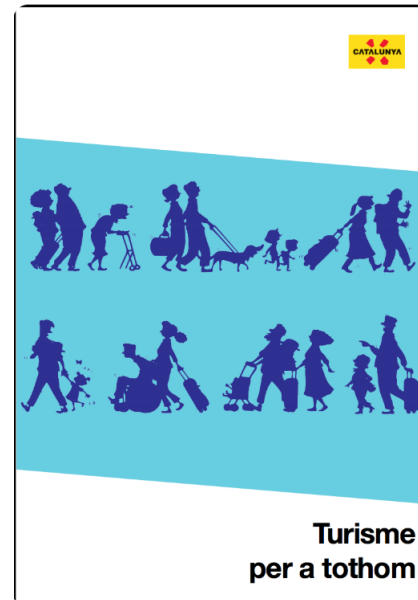
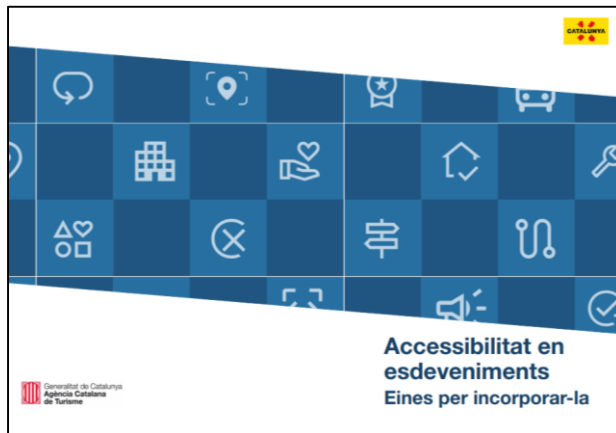
- Training program: free MOOC online course
 - Over 200 trainees for now.
 - Compulsory for Catalan Tourist Board staff.
- Training for Tourist Information Centres front staff: “in my shoes”.



Some good practices to share (2)

Raising awareness through training

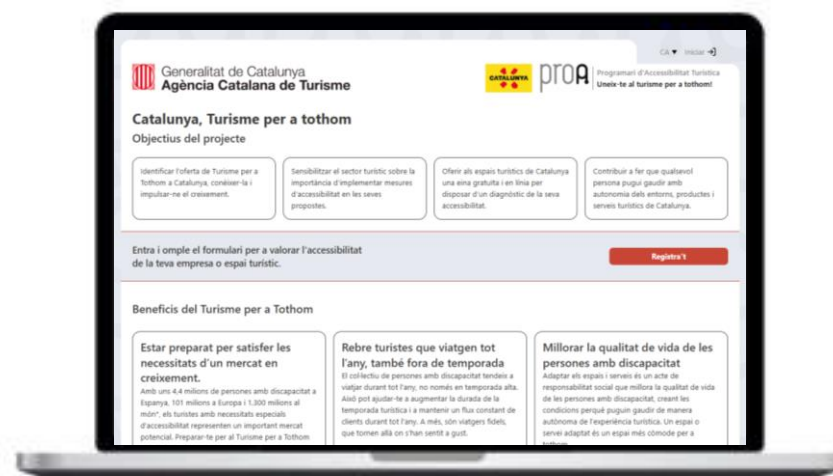
- Accessibility manuals for specific target groups:
 - Accomodation
 - Accessibility in MICE



Some good practices to share (3)

Self-assessment survey “PROA”

- Self assessment survey: More than 900 activities self-assessed
- Helpful to have a “big Picture” of the accessibility status of the Tourism sector
- Helpful for Planning future actions



proa

Free accessibility pictograms collection

- Over 50 pictos available.
- Free to use to all touristic companies and services.



FALCÓ

Viu l'experiència premium de volar en parapent i experimenta l'emoció de pilotar. Amb manobres acrobàtiques incloses

- Parapent
- Òdena (igualada)
- 20-25 minuts
- 139€
- Val de regal disponible

[RESERVAR](#)



GAVINA

L'aventura en paramotor més tranquil·la sobrevolant el Mediterrani i la platja en un vol en ruta

- Paramotor
- El Vendrell (Cama-ruga)
- 20-25 minuts de vol
- Vol adaptat disponible
- 120€ 130€
- Val de regal disponible

[RESERVAR](#)

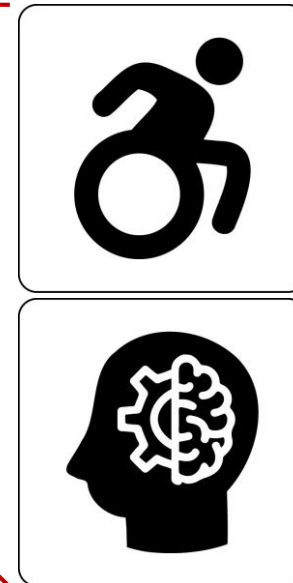


AURORA

L'experiència més emotiva en paramotor sobrevolant el Mediterrani durant la sortida del sol

- Paramotor
- El Vendrell (Cama-ruga)
- 20-25 minuts de vol
- Vol adaptat disponible
- 130€
- Val de regal disponible

[RESERVAR](#)



HORARI / HORARIO / OPENING HOURS / HORAIRE

Dilluns – Dissabte Lunes – Sábado Monday – Saturday Lundi – Samedi	9 h - 19.30 h
Diumenge – dies festius Domingo – días festivos Sunday – public holidays Dimanche – jours fériés	9 h - 14.30 h



info24hrs














Some good practices to share (5)

Catalonia Flagship Tourist Information Centre in Barcelona



Some good practices to share (6)

Future actions planned:

- Catalonia Easy to read guidebook (release 4Q 2026).
- Accessibility manual for Tourist Information Centres.
- Improve our website accessibility.



Moltes gràcies!

Grazie mille!



**Generalitat
de Catalunya**

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