



MIT! - MAKE IT ACCESSIBLE!

Promote barrier-free travelling for senior citizens and people with handicaps through innovative marketing strategies based on awareness of specific requirements, needs, and active interest in social inclusion

NEWSLETTER 3 - JUNE 2010: MIT! MILESTONE 2 – STANDARDS DIFFERENTIATED, DEVELOPMENT OF THE ONLINE-PILOTS

USE THE MARKET OPPORTUNITIES!

The project MIT! is targeting hotels and accommodation facilities in tourism (SMEs) and aiming at enhancing their performance and competitiveness in a future oriented way. Mit! focuses on the development of holistic tourism products for target groups, which often have been underestimated concerning their market potential so far. MIT! banks on involving the regional resources for the development of holistic offers.

CREATE SUCCESSFUL TOURISM PRODUCTS

For the first time, MIT! Model defines European wide standards for creating target group specified holistic offers in accessible tourism, involving the following dimensions:

- **A - Access**
(How to Get There, Getting in, Using the Facility)
- **S - Services**
(Health Services, Mobility Services, Nutrition)
- **E - Experiences**
(Insights into Regional Culture; Experiencing Nature, Sports and Movement; Education and Contacts)

ATTRACT NEW TARGET GROUPS



Seniors



Blind guests



Visually impaired guests



Wheelchair users



Guests with a disability in walking



Short people



Guests with low kinetic energy



Deaf guests



Hearing impaired guests

The pictogramme series used is based on the publishers: anatom5 perception marketing GbR <http://www.anatom5.de/> and Nationale Koordinationsstelle Tourismus für Alle e.V. <http://www.natko.de> (copyright: anatom5 GmbH in cooperation with Natko) and added by the pics for short guests and guests with low kinetic energy.

FOR HOTELS FREE!

MIT! Platform promotes the marketing of new holistic and accessible tourism offers on European level. Entry of data and placement of offers are free of charge.

The MIT! Training course provides support for creating new tourism products. It offers detailed information and practical advice according:

- the market opportunities and success factors
- the potential guest groups and quality standards
- the creation of future oriented offers

The training course is designed for flexible use including the internet. Participation is free of charge for hotel managers and staff members.

For more information and news please visit our website:
www.mit-makeitaccessible.eu

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