

Carefree holidays – Zorgeloos op vakantie

Nijmegen region

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12,5 million people



rijkvan**nij**megen

An aerial photograph of a city, likely Nijmegen, showing a large bridge over a wide river. The city's buildings and rooftops are visible in the foreground and middle ground. The image has a warm, golden-yellow tint. Overlaid on the image is the text 'zorgeloos op vakantie in het rijkvannijmegen'.

zorgeloos op vakantie in het
rijkvannijmegen

Project goals

- Increase overnight stays and tourism spendings in the region
- Improve accessibility of tourism offer for visitors and residents
- Increase awareness of the region as a destination accessible to everyone among potential visitors



Results

- Awareness among entrepreneurs and other stakeholders
- Marketing and promotion plan ready to start in 2019
- Several entrepreneurs made adjustments in accessibility
- Investments in public space

Planned in 2018:

- Improve accessibility of two nature walking routes
- Training of tourism businesses on how to welcome visitors with a disability



Think inclusive and start today

