Carefree holidays – Zorgeloos op vakantie
Nijmegen region
Sylvia Fleuren
Vice mayor of Berg en Dal, the Netherlands
12,5 million people
zorgeloos op vakantie in het rijk van Nijmegen
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