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Turespaña is pushing a global campaign to reinforce Spain as an accessible tourist destination



Turespaña presents at the WTM in London the campaign "Spain, a Country for All" to reinforce Spain as an accessible and inclusive tourist destination. The Spain Tourism Institute (Turespaña) has unveiled at the World Travel Market (WTM) fair in London its new international campaign, "Spain, a Country for All", whose objective is to consolidate Spain as a global benchmark in accessible and inclusive tourism.

The proposal introduces a different way of presenting the national tourism offering, focusing communication on the sounds, the smells, and the textures of destinations, in order to convey the travel experience also to people with visual disabilities.

The protagonists of the campaign are Matthew and Paul, a couple of content creators from the United States, one of whom has a visual disability, who visit places such as Madrid and Altea to show how it is possible to explore Spain through the senses. The Spanish Paralympic fencer Gema Hassen-Bey also takes part in the project.

As an extension of this action, Turespaña has incorporated on its spain.info portal a compilation of nearly 100 experiences distributed across the 17 autonomous communities and across Ceuta and Melilla, designed together with ONCE. These proposals make it possible to learn about different destinations through hearing, touch, smell, and taste.

The initiative has the support of ONCE and the certification of Ilunion Accesibilidad, which has reviewed and validated the subtitles, alternative texts, and audio descriptions of all audiovisual pieces.

With this campaign, Turespaña explicitly integrates accessibility into its international promotion strategy and into its purpose of projecting the image of Spain as a tourist destination that is open and adapted for all people.

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The action will last four weeks and will be disseminated in international markets such as the United States, the United Kingdom, Canada, Germany, Australia, the Netherlands, and Portugal, among others, through different audiovisual contents that will be broadcast mainly on social networks.

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