

## Accessibility and Liberty, Finland

### Case studies/good practices

#### Hotel establishments - examples for the accessibility

Here are some tips and checklist for the accessibility accommodations.

- Accessible parking - near to the accessible entrance and clearly marked with a wheelchair symbol.
- doors easily open automatically or with one hand
- stairs with the handrails and on both sides of the stairs. There is a dark contrast stripe on the front edge of the steps.
- lifts
- ramps
- part of the reception desk low enough to reach from the wheelchair
- rooms - for example;
  - at least 80 cm free floor space on each side of bed.
  - door widths into room and bathroom of at least 80 cm.
  - vibrating alarm clock and fire alarm available on request.
  - hooks at various heights, accessible from a wheelchair.
- bathrooms - enough free space beside the toilet seat, hooks and mirror accessible from a wheelchair

[The website of the accommodation](#) has information about the accessibility of the facilities and accessibility of the service. Use pictures!

The staff takes into account customers who need assistance and assist them if necessary.

Assistance and guide dogs are welcome.

[Read more](#) about the Scandic hotels and accessibility



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## Case studies/best practices/examples - Transport, Airport

- assistance service to persons with an intellectual disability, a visual impairment, hearing loss or reduced mobility as well as to the elderly and other passengers with limited mobility. You can receive assistance for getting around the airport around the clock.
- call points for the assistance service upon arrival (train station and parking)
- dedicated security control line
- accessible toilet
- silent rooms
- hearing loops

[Learn more](#) about the Helsinki-Vantaa airport

[Learn more](#) about the EU REGULATION concerning the rights of disabled persons and persons with reduced mobility when travelling by air.

Invisible disabilities can wear a green lanyard adorned with sunflowers as a way to discreetly indicate they may need a bit more help or time when travelling. These conditions include autism, ADHD, chronic pain, dementia, epilepsy, multiple sclerosis, brain injuries, low vision, hearing loss, and anxiety disorders.

They might want early boarding or use of the silent rooms.

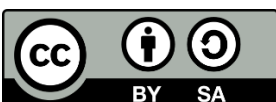


## Case studies/best practices/examples - Finland

### Places to visit (restaurants, museums etc), Destinations, Accessibility in nature

#### National parks are Finland's natural treasures

*National parks* are over 1,000-hectare protected areas, which are also natural sights open to everyone. Their primary purpose is to ensure the diversity of Finnish nature. The natural features and landscape in national parks are typical of Finland, but the parks are also a nationally and internationally valuable part of our nature. Within the parks there are national landscapes as well as cultural heritage sites. There are 41 national parks in Finland. They are all managed by Metsähallitus, Parks & Wildlife Finland.



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[Read more](#) about the National Parks in Finland.

*The national parks* are extensive nature conservation areas with the crucial task of ensuring biodiversity and giving people the opportunity to relax and enjoy nature. The parks have marked hiking routes, nature trails and campfire sites. Visitors can also stay overnight in the national parks at designated camping sites or shelters and huts.

[Read more](#)

### Access to Nature for All

In Search on Map, choose Desination's features > Accessible Destinations, and you will easily find the Metsähallitus destinations that have hiking services that meet the needs of all kinds of hikers and nature lovers, including families with young children, the elderly and the physically challenged.

Metsähallitus maintains tens of accessible and easy nature destinations that are suitable for those moving with aid or for those who are seeking easy trails. Different sorts of illnesses, injuries, traveling with small children or, for example, challenges that come along with old age don't need to be obstacles for enjoying the outdoors and gaining unique nature experiences.

Accessible trails typically have an *accessible dry toilet or WC* and *campfire site*, and many places also have an accessible bird tower or viewing platform for observing nature. If you use a mobility aid to get around, you will need an assistant for most trails. Visitors may also use the services of partner companies, such as nature tourism operators, at many nature sites. Almost all visitor centers and other customer service points are accessible buildings.

[Read more](#) about the accessible nature trails

### Case studies/best practices/examples - Finland, Communication and Marketing

“If you don't design for accessibility, it's like saying to every fifth person who walks in your door, 'I don't really want your business.’” – Bert Floyd, Team Lead of Assistive Technologies, TD Bank, Canada



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Accessibility is about designing an experience to meet everyone's needs, including those with disabilities. In marketing, those experiences happen anywhere users can interact with your brand, such as websites, emails or even trade shows, to name a few. Without designing for inclusion, your marketing simply can't fully serve the more than one billion people worldwide who have disabilities.

#### Tips for accessible travel marketing communications

- Promote experiences, not accessibility
- Put all the accessibility information on the homepage under one heading
- Make your digital services accessible ( You can check if your website is accessible to people with disabilities using for example this link <https://www.webaccessibility.com/> or use your browsers tool.)
- Appeal to your target group by including representatives of that group enjoying travel services in your visual communications
- Use photos

