



UN Tourism Advances Accessibility with focus on Ukraine

Madrid, Spain, 18 November 2025 – UN Tourism has reaffirmed its commitment to accessibility, advancing national strategies while also highlighting the achievements of Ukrainian destinations to become more inclusive.

With Ukraine's State Agency for Tourism Development, UN tourism hosted the International Webinar on Accessible Tourism for All: Focus on Ukraine, welcoming experts from the European Network for Accessible Tourism (ENAT), as well as from Spain, Portugal, and Bosnia and Herzegovina. The webinar emphasized accessibility both as a fundamental right and a major economic opportunity for destinations and companies to expand their market outreach and reduce seasonality.

Speakers from Ukraine highlighted the country's progress in advancing national strategies aligned with the UN Convention on the Rights of Persons with Disabilities (CRPD), including the National Implementation Action Plan (2025) and the National Strategy for a Barrier-Free Environment – Horizon 2030. Experts also focused on the importance of universal design, inclusive built environments, and accessible tourism services. They showcased accessibility success stories, including the city of Lviv and Etnochary Ceramics of Podillia, as well the challenges related to making creative industries, heritage sites, natural settings, transportation and public services more inclusive.

UN Tourism Executive Director Zoritsa Urosevic said: "Accessibility is not about them and us; it's about all people. Tourism should be for everyone."

Natalya Tabaka, Head of SATD Ukraine, said: "The issue of accessibility in Ukraine has become particularly acute over the past four years. We strive to ensure that people with disabilities in our country feel equal, know that their needs are taken care of, and understand that they have access to everything, everywhere."

The webinar highlighted UN Tourism's 20-year commitment to accessibility, with three key milestones: the 2021 ISO Standard on Accessible Tourism for All, the 2023 San Marino Action Agenda to Advance Accessible Tourism, and an upcoming survey of Member States on accessibility.