

IT-platform for planning and booking accessible travel

RUSSIA/GLOBE MEDIA – GLOBE4ALL

In 2018 Globe Media – a Russian start-up company based in Saint Petersburg – launched [Globe4all.net](https://globe4all.net), an accessible info and booking IT-platform supporting tourists with special needs in Russia, and at the same time educating guides and the whole tourism sector on how to make themselves more accessible. In the first half of 2021, despite the pandemic, more than 100 tours and 127 guide services had been booked, and Globe4All had built a community of more than 10,000 users.

Problem targeted

Travellers with disabilities often cannot find accessible travel services, while the travel industry often lacks the knowledge to cater to tourists with disabilities.

Solution, innovation, and impact

Globe4all provides travellers with disabilities with travel advice, such as which destinations are accessible and how to get there, and publishes inspirational content about accessible travel. This content is available in Russian and English and includes product reviews, interviews, and stories. Globe4all is also an online marketplace, allowing travellers to search for and book accessible travel services such as tours, excursions, transfers, and rentals. Tourism profes-



Enthusiastic mountaineers – Globe4all demonstrates what accessible tourism looks like.

“We make travel simple for people with special needs.”

Renat Anpilogov, Founder, Globe4all

sionals with disabilities and travel companies use the platform to offer their services.

In addition, Globe4all provides business training for persons with disabilities to become tourist guides and educates the travel industry on becoming more accessible by showing best practices and giving recommendations for accessible infrastructure. Trainings take place online or during team visits in Russian cities. Between 2018 and 2021, Globe4all published 372 accessible travel services and registered 127 tour guides, of whom 10 per cent have disabilities.

Outlook, transferability, and funding

The platform is funded by two revenue streams: advertising on the Globe4all website and social networks and a 10 to 30 per cent commission on services booked through the platform. Globe Media plans to expand Globe4all to international markets, starting with the EU, and to work more with travellers with intellectual disabilities.

The company will also offer new products and services, such as virtual reality excursions, a mobile app, and a multilingual support service. By 2024 the company aims to have had 11,000 tourists with disabilities travelling through Globe4all.

FACTS & FIGURES

Start: 2018

- In spite of COVID-19, between August 2020 and August 2021, 100+ travellers with disabilities have used the service.
- 1,300 stories about accessible tourism have been published in Russian and English.
- *A practice from the Business Sector.*



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