

# PRESS RELEASE

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## SWEDEN SETS ITS SIGHTS ON ACCESSIBLE UK TOURISM

**An exciting range of independent accessible package holidays to the UK aimed at disabled or mobility impaired customers in Sweden has been launched today by 'Funkisresor', a new Swedish travel company based in Stockholm.**

The holidays will offer the opportunity for Swedish clients who depend on good levels of access to enjoy the same destinations, experiences and attractions available to the rest of the population along with their friends and family.

London and Edinburgh will provide the initial destinations for the company's program as both cities are popular choices for Swedish visitors and are easily accessed via short flights from Sweden. The cities have made significant efforts as regards access provision of late and offer a good range of accessible activities and transport options.

In order to develop these holidays Funkisresor has collaborated with specialist British travel company 'Accessible Sweden' which specialises in accessible travel and holiday planning. "Together we have selected hotels, transfer services and activities that offer great levels of access for all customers" says Anna Nersing, the main force behind the development of Funkisresor in Sweden.

"Our featured accommodation is centrally located and offers accessible rooms with wide doors, spacious roll in showers and step free access to the main public areas. We have completed meticulous audits on both accommodation and activities measuring everything from the width of doors to the ramps on the public buses in addition to photographing toilets, restaurant entrances, walking paths and alternative routes".

Miss Nersing is keen to highlight the independent holiday opportunities which are offered by the Funkisresor packages. "Specialised group travel with other members of the disabled or mobility impaired market is usually the only option available for Swedish clients seeking to enjoy accessible travel opportunities" says Miss Nersing. "With the advent of Funkisresor however, this market now have the possibility to enjoy independent AND accessible holiday packages with their nearest and dearest. Everybody can experience the most popular sights and activities together, without having to worry about limited access or how to get around".

Mr Jan Pelli, Managing director of 'Samtrans', the parent company behind Funkisresor, has high hopes for the company and it's ability to provide much needed accessible travel alternatives for the Swedish market. "During our day-to-day business with Samtrans we have often heard our customers talk about the difficulties of going on holiday with their loved ones" says Mr Pelli. "We are therefore very excited to offer these new and exciting alternatives for accessible travel. We have a wealth of experience working alongside people with special access needs and are confident that we are able to offer the best possible service to all of our clients".

In addition to the main holiday packages, Funkisresor will also offer extra holiday services. This includes booking services for theatre seats, excursion tickets and dinner reservations as well as pre holiday information meetings which can be organised at clients homes, over the phone or at the main office in Stockholm.

### **Parent Company Information - Samtrans:**

'Funkisresor' travel services have been developed by the Swedish accessible transport company 'Samtrans', which is based in the capital city of Stockholm. Working with both government contracts and private organisations Samtrans provides the majority of accessible services to schools, workplaces and day care centres in the Stockholm area. The company had an annual turnover of 343 million Swedish Krona in 2009 and perform an average of 1.2 million trips annually. They are responsible for 500 employees and 400 vehicles and have strong partnerships with many of the disabled organisations and transport companies across Sweden and Norway.

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