Annual Report

2011

Working together to make tourism in Europe
Accessible for All

ENAT: Annual Report 2011

Further information about ENAT is available on the Web at:
www.accessibletourism.org

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This report was written by Ivor Ambrose, Managing Director, with contributions from the ENAT Members.

ENAT's Mission Statement

The mission of the European Network for Accessible Tourism is to make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world.

- ENAT aims to achieve this by bringing together sector actors to share their experience, learn from each other and collaborate.

- ENAT promotes wider awareness and understanding of the need for accessibility in all areas of travel and tourism throughout Europe.

- ENAT supports the development and spread of good policies and practices.

- ENAT works to develop knowledge and expertise on accessibility issues in the European tourism field.

- ENAT provides a platform for those who support accessibility in tourism, and a representative voice towards European and national institutions and organisations whose actions have a direct influence on the tourism sector.

Table of Contents

1. Membership

Total membership of ENAT asbl on 31.12.2011 stood at 174 members. These included:
- 17 Full Members,
- 7 Honorary Associate Members
- 150 Associate Members.

Total   174

The Full Members:

ENAT Board members and Seconders
- Lilian Müller, Access Sweden, Sweden (President)
  ○ Nils-Arvid Andersson, Vellinge Municipality, Sweden
- Jesús Hernández Galán, Fundación ONCE, Spain (Vice-President)
  ○ Mercé Luz, Fundación ONCE, Spain
- Spyros Michailidis, EWORX S.A., Greece (Vice-President)
  ○ Tilia Boussios, EWORX S.A. Greece.
- Mieke Broeders, ENTER vzw., Belgium (Secretary)
  ○ Soele Kerckhofs, ENTER vzw., Belgium
- Cléon Angelo, ANLH asbl, Belgium (Treasurer)
  ○ Stéphanie Hermans, ANLH asbl, Belgium
- Ivor Ambrose, Greece (Managing Director)
  ○ Katerina Papamichail, Greece
- Eleni Strati, Disability Now, Greece
  ○ Anna Evangelinou, Disability Now, Greece
- Richard Wynne, Work Research Centre, Ireland,
  ○ To be decided
- Angelika Laburda, IBFT, Austria,
  ○ Simon Laburda, IBFT, Austria
- Annagrazia Laura, Consorzio Sociale COIN, Italy (from May 2010)
  ○ To be decided

Other Full Members (showing dates of approval and admission as Full members)
- TURSAB, Turkish Association of Travel Agents (May 2009, Adm. May 2010)
- Aitziber Zubillaga, GRUPO ADAPTA, Spain (May 2010, Adm. May 2011)
- Alberto Manzo, CPD TURISMABILE, Italy (May 2010, Adm. May 2011)
- Ana Garcia, Accessible Portugal, Portugal (May 2010, Adm. May 2011)
- Nadia Bravo, ISiTT, Italy (May 2010, Adm. May 2011)
- Paulo Cornelio, Institute Carlo Besta, Italy (May 2010, Adm. May 2011)
- Costantino Gallo, Agenzia regionale socio sanitaria del Veneto, Italy (May 2010, Adm. May 2011)

The 7 Honorary Members:
- Marina Diotallevi, UN World Tourism Organisation
- Dr. Scott Rains, USA
- Mr. Bill Ishmael, UK
- Imma Bonet, Design for All Foundation, Spain

- Mr. Mohammed Al-Tarawneh, UN Committee, Convention on Rights of Persons with Disabilities
- Betty Dion, GAATES – Global Alliance on Accessible Technologies and Environments
- Charlotte Hermans, BITS – Bureau International de Tourisme Social. (OITS)

In addition to the Members, the *European Commission Unit for EU Integration of People with Disabilities, DG Employment, Social Affairs and Equal Opportunities* received **Observer Status** with ENAT in 2008. This status was continued in 2009 and 2010, and transferred to *European Commission Unit for EU Integration of People with Disabilities, DG JUSTICE* in 2011.

Of the 150 Associate Members, 71 were from Sweden. 69 of the Swedish members were ENAT Associate Members under the group membership agreements with the national *Access Sweden.*

The group membership agreement is available to any national or regional organisation that wishes to enrol its members in ENAT. In addition to the membership fee, an annual lump sum is paid as a subscription fee covering all the members, thus saving money for the individual subscriber and giving the full benefits of ENAT membership to each member. This subscription scheme is therefore recommended for national NGOs and larger membership organisations.

A large majority of ENAT Members are private businesses. Others include public authorities, publicly-owned attractions, social cooperatives, foundations, national and international non-governmental organisations, education and training institutes and providers of consultancy and other professional services.

The following tables present the lists of Members and countries at 31.12.2010.

Table 1. ENAT Honorary Members, 2011
(7 members)

No.	Name	Organisation	Country
73	Diotallevi Marina	World Tourism Organisation (UNWTO)	Spain
260	Ishmael Bill	Private	United Kingdom
511	Rains Scott	The Rolling Rains Report	United States
551	Bonet Imma	Design for All Foundation	Spain
685	Dion Betty	Global Alliance on Accessible Technologies and Environments (GAATES)	Canada
686	Al-Tarawneh Mohammed	United Nations	Jordan
715	Hermans Charlotte	BITS - Bureau International de Tourisme Social	Belgium

Table 2. Full Members and Associate Members, 2010
(17 Full members and 150 Associate members = 167 Members**)**

No.	Name	Organisation	Country
3	Argyro Kazaki	EWORX S.A.	Greece
39	Spyros Michailidis	EWORX S.A.	Greece
72	Evangelia Mantzikou	EWORX S.A.	Greece
90	Tilia Boussios	EWORX S.A.	Greece
93	Evi Kostakou	EWORX S.A.	Greece
4	Ambrose Ivor	IVOR AMBROSE Technical Services	Greece

No.	Name	Organisation	Country
27	Littman Jenny	Tourism for All	United Kingdom
377	Brian Seaman	Tourism for All	United Kingdom
36	Yucel Sunay	TURSAB - The Association of Turkish Travel Agencies	Turkey
621	Gunnur Ozalp	TURSAB	Turkey
622	Hakan Himmetoglu	TURSAB	Turkey
623	Gamze Cicek	TURSAB	Turkey
624	Ela Atakan	TURSAB	Turkey
42	Papamichail Katerina	Individual	Greece
46	Herman Stephanie	ANLH	Belgium
98	Cléon Angelo	ANLH	Belgium
57	Lilian Müller	Access Sweden	Sweden
58	Sanchez Maria Jose	Vía Libre (Fundosa Accesibilidad, S.A.)	Spain
517	Pilar Soret	Via Libre (Fundosa Accesibilidad, S.A.)	Spain
110	Angelika Laburda	IBFT - Infoplattform Barrierefreier Tourismus	Austria
528	Simon Laburda	IBFT - Infoplattform Barrierefreier Tourismus	Austria
115	Richard Wynne	Work Research Centre	Ireland
743	Jeffares Isabelle	Work Research Centre	Ireland
143	Neumann Peter	NeumannConsult	Germany
145	Juan Francisco Maranon	Tusodi CIA – Ecuador for All	Ecuador
153	Boerjesson Klara	West Sweden Tourist Board	Sweden
155	Olsen Aina	The Delta Centre, Norwegian Directorate for Health	Norway
176	Annagrazia Laura	COIN Soc. Coop. Sociale Integrata	Italy
645	Maurizio Panzironi	COIN - Tandem	Italy
269	Allegra Paolo	Architectural Bureau "Allegra & Partners "	Italy
271	Muller Dieter	Turism för alla i Sverige ek för	Sweden
300	Zubillaga Aitziber	GRUPO ADAPTA	Spain
358	Berglund Magnus	Scandic Hotels AB	Sweden
381	Alepis Sophocles	Paraplegics Association of Greece	Greece
398	Vicens Carolina	Mallorca for All	Spain
408	Navarro Susana	Adaptamos Group	Spain
416	Isabella Steffan	Studio Steffan	Italy
403	Mercé Luz	Fundacion ONCE	Spain
423	Hernandez Galan Jesus	Fundacion ONCE	Spain
479	Sonia Garcia Fraile	Fundacion ONCE	Spain
451	Lisney Eleanor	Connect Culture	United Kingdom
452	Nils-Arvid Anderson	Vellinge Municipality	Sweden
741	Wargren Maria	Vellinge Municipality	Sweden
471	Stefan. Krusche	Individual	Germany
474	Zwart Hans	Friesland College, Hospitality & Tourism	Netherlands
482	Manzo Alberto	Turismabile	Italy
519	Bert van Driel (deceased, 2010)		Belgium
534	Lenz Anja	Blue Bird Reisen	Austria
579	Culture and Leisure Swiss Paraplegics Association	Schweizer Paraplegiker-Vereinigung	Switzerland
587	Jordi Secall	Agencia Catalana Turismo	Spain
604	King Sheila	Australia For All Alliance Inc	Australia
609		Viajes 2000	Spain
650	Cornelio Paolo	Neurological Institute Carlo Besta IRCCS Foundation	Italy

No.	Name	Organisation	Country
651	Ostruszkova Ilona	KAZUIST, spol. s r.o.	Czech Republic
670	Tecchio Silvia	CPD - Consulta per le persone in difficoltà	Italy
689	Calladine Ross	VisitEngland	United Kingdom
694	Janczewski Dirk (deceased, 2010)	bft - barrier-free-tourism.eu	Germany
696	Bravo Nadia	Istituto Italiano per il Turismo per Tutti	Italy
698	Rhodda Sandra	Access Tourism New Zealand	New Zealand
705	Smikac Hartmut	Private	Germany
717	Calvillo Mazarro Manuel	FEJIDIF	Spain
725	Ana Lynce Amaral	INATEL Foundation	Portugal
730	Abselam Hamed Sohra	FEDERACION PROVINCIAL DE ASOCIACIONES DE PERSONAS CON DISCAPACIDAD FISICA Y ORGÁNICA (FEJIDIF)	Spain
732	Walsh Caroline	AMCAI and University of Kent	United Kingdom
737	RUIZ FERDINAND	INSTITUTO DE PROMOCIÓN TURÍSTICA DE CASTILLA-LA MANCHA	Spain
738	Ana Garcia	Accessible Portugal	Portugal
740	Vaslamatzis Nikos	EWORX S.A.	Greece
750	Strati Eleni	Disability NOW	Greece
298	Anna Evangelinou	Disability NOW	Greece
756	Forrester Bill	Travability	Australia
758	Palmer Diana	IDEAS NSW	Australia
763	Dupont Florie	Toegankelijkheidsbureau vzw	Belgium
764	Gallo Costantino	Agenzia regionale socio sanitaria del Veneto	Italy
766	Fenneken Spaan	Toegankelijkheidsbureau	Belgium
754	Chrysis Michaelides	European Social Forum of Cyprus	Cyprus
797	Veroniek Maat	Access Tourism Netherlands	Netherlands
794		Fond. Calvia	Spain
803	Rafael Teixeira de Castro	Individual	Brazil
806	G Paredes Alvarez	Viajeros sin Limite	Spain
789	Danny Silva	Snowpolis	Finland
790		Assoc. Salvador	Portugal
802	Selvakumar	Individual	Sweden
805	Nicolas Marchal	Marchal Travel Concept	Switzerland
810	Dimitar Dimitrov	Ne Spiray	Serbia
811	Greet Vandenrijt	Toerisme Vlaanderen	Belgium
822	Pieter Ghijsels	Toerisme Vlaanderen	Belgium
819	Christel Clausen	Handitours	Denmark
823	M Haubart Madsen	Skagerrak Tours	Hungary
826	Marios Chanakas	Cyprus Tourism Organisation	Cyprus
825	Kari Neeme	HTS Travel Accessible Estonia	Estonia
829	Keith Bright	Individual	UK
834		Fundacion Handisport	Spain
836	Damien Birambeau	Individual	France
839	Chin Tseling	Accessible Taiwan	Taiwan
835	Amanda Warrender	Accessible Tourism Association	Turkey
844	Maria Bondar	Liberty Ltd. Travel Company for Disabled	Russia
845	Margaret Tokarska	Accessible Poland	Poland
850	Lyne Menard	Kéroul	Canada

(98 members)
plus
Swedish Associate Members (Group members of Access Sweden / EQUALITY)

	Affiliation	Organisation or Name	Country
	EQUALITY	Askersunds kommun (Turistbyrån, Grönön)	Sweden
	Access Sweden	Askersunds Skärgårdstrafik	Sweden
	EQUALITY	Assistansia	Sweden
	EQUALITY	Astrid Lindgrens Värld	Sweden
	Access Sweden	Biosfärområdet Vattenriket Kristianstad	Sweden
	EQUALITY	BK Trippel	Sweden
	Access Sweden	Borgholms Kommun (Borgholms slott)	Sweden
	EQUALITY	Brink, Marie	Sweden
	EQUALITY	Café Tannerfors Slussar	Sweden
	EQUALITY	Comfort Hotel Malmö	Sweden
	EQUALITY	Eslövs kommun (Hälsans Stig)	Sweden
	EQUALITY	Falsterbo Kursgård	Sweden
	Access Sweden	Familia Köpcentrum	Sweden
	EQUALITY	Friede, Torbjörn	Sweden
	EQUALITY	Furuboda	Sweden
	Access Sweden	Halltorps Gästgiveri	Sweden
	EQUALITY	Handikappoolen i Gnosjö	Sweden
	EQUALITY	Hilton Slussen	Sweden
	EQUALITY	Hotel Gothia Towers	Sweden
	EQUALITY	Hotel Liseberg Heden	Sweden
	EQUALITY	Hotel Åhusstrand	Sweden
	EQUALITY	Hotell Erikslund	Sweden
	EQUALITY	Hotell Mörby	Sweden
	Access Sweden	Hotell Norra Vättern	Sweden
	Access Sweden	Hotell och Restaurangfacket, Sverige	Sweden
	EQUALITY	Isaksson, Rasmus	Sweden
	EQUALITY	Junibacken	Sweden
	EQUALITY	Jägersbo	Sweden
	EQUALITY	Kolmårdens Djurpark	Sweden
	EQUALITY	Konsum Askersund	Sweden
	EQUALITY	Landskapet JO	Sweden
	EQUALITY	Landskrona kommun (Tycho Brahe muséet)	Sweden
	EQUALITY	Livslyckans Vandrarhem Karlsborg	Sweden
	EQUALITY	Lunds Domkyrka	Sweden
	EQUALITY	Länsstyrelsen Kalmar (ottenby Naturreservat)	Sweden
	Access Sweden	Malmfältens folkhögskola	Sweden
	Access Sweden	Müller, Dieter	Sweden
	EQUALITY	Müller, Lilian	Sweden
	EQUALITY	Nynäsgården	Sweden
	EQUALITY	PerOlof gården	Sweden
	Access Sweden	Quality Hotel Halmstad	Sweden
	EQUALITY	Radszka, Adolf	Sweden
	EQUALITY	Ransbergs Herrgård	Sweden
	EQUALITY	Riksantikvarieämbetet (Glimmingehus, Gamla Uppsala Museum)	Sweden

	Affiliation	Organisation or Name	Country
	EQUALITY	Scandic Segevång	Sweden
	EQUALITY	Scandic Skellefteå (Expolaris kongressanläggning)	Sweden
	EQUALITY	Skånes Djurpark	Sweden
	Access Sweden	Sonjas Camping	Sweden
	EQUALITY	Stallyckan /Jeanette Kobilsek	Sweden
	EQUALITY	Stiftelsen Skånska Strövområden	Sweden
	Access Sweden	Stiftsgården Rättvik	Sweden
	EQUALITY	Svenska EQUALITYUALITY	Sweden
	EQUALITY	Svenska Mässan	Sweden
	EQUALITY	Säfsen Resort AB	Sweden
	EQUALITY	Södervärns Sjukvårdsbutik	Sweden
	EQUALITY	Toppengallerian	Sweden
	EQUALITY	Tosselilla Sommarland	Sweden
	Access Sweden	Trafikverket (Banmuséerna Ängelholm och Gävle)	Sweden
	EQUALITY	Turism för alla i Sverige	Sweden
	Access Sweden	Utsikten Hotell & Konferens, Nynäshamn	Sweden
	EQUALITY	Vellinge kommun	Sweden
	EQUALITY	Väla Centrum	Sweden
	EQUALITY	Västernorrlands läns landsting (Österåsens hälsohem)	Sweden
	EQUALITY	Växjö Konserthus	Sweden
	EQUALITY	Åre Continental Inn	Sweden
	EQUALITY	Ängavallen	Sweden
	EQUALITY	Äppelrums Lantgård	Sweden

(69 Group Members)

2. ENAT Strategy and Activities

2.1 ENAT Strategy and Workplan 2010 to 2014

The activities conducted by ENAT in 2011 were a continuation of the 2010 – 2014 Draft Workplan, which was provisionally approved in 2010.

The ENAT Strategy and Workplan 2011 to 2014 was discussed at the ENAT Board Meeting in Brussels on 18 May 2011 and updated during the course of 2011.

2.2 Network Activities

2.2.1 ENAT National Co-ordinators' Activities

Main activities of National Coordinators and Board Members are listed below. (See also Section 4, "Events").

Austria (IBFT)
- Angelika Laburda attended international and EU events, speaking and representing ENAT.
- Gitando Tourism Fair, Vicenza March.

Belgium Flanders (ENTER)
- Presentation of ENAT activities at corporate and research meetings in Belgium.
- Completed Leonardo project, ETCAATS *(European Training Certificate. Access for All in the Tourism Sector),* with ENAT and EU partners*.*
- Judging on behalf of ENAT in the EU Greenways Awards 2011.
- Participated in EU CrossCultour Expo & Tourism Conference, September. Brussels

Belgium Wallonia (ANLH)
- Completed Leonardo project, ETCAATS *(European Training Certificate. Access for All in the Tourism Sector),* with ENAT and EU partners*.*
- Management of ENAT accounts and membership payments throughout 2011.

Greece (Disability Now)
- Contributed articles to ENAT website (Greek edition).
- Disability Now and EWORX completed Leonardo project, ETCAATS *(European Training Certificate. Access for All in the Tourism Sector),* with ENAT and EU partners*.*
- EWORX maintained and developed ENAT website throughout 2011.
- EWORX participated in IFITT Innsbruck conference on behalf of ENAT co-presenting the work of the eAccessplus (EC eInclusion) project.
- Ivor Ambrose represented ENAT speaking at the 3rd Economist Conference on CSR, Athens, September.
- Ivor Ambrose represented ENAT in international events (see EVENTS, below).

Ireland (WRC)
- Presentation of ENAT activities at corporate and research meetings in Ireland.
- Completed Leonardo project, ETCAATS *(European Training Certificate. Access for All in the Tourism Sector),* with ENAT and EU partners*.*

Italy (COIN)
- Annagrazia Laura presented ENAT activities at corporate and research meetings in Italy.
- Completed Leonardo project, *ITTI* (in which ENAT participates as a dissemination partner).

Spain (F.ONCE)
- Presentation of ENAT activities at corporate meetings in Spain.
- F. ONCE also attended several national and international events, promoting ENAT.

Sweden (ACCESS SWEDEN, Lilian Müller)
- With Vellinge Municipality, completed Leonardo project, ETCAATS *(European Training Certificate. Access for All in the Tourism Sector),* with ENAT and EU partners.
- Attended several international events, speaking on behalf of ENAT. (See section 4: **EVENTS**.)

2.3   ENAT Fund-raising, Sponsorship and Recruitment

The sources of funding for the ENAT association are:
- Membership fees
- Sponsorship and donations
- Income from consulting work conducted by members on behalf of the association
- Project funding.

In 2011 membership fees and project income contributed to ENAT's budget.

The **ENAT Financial Report 2011** is shown in a separate document.

Plans for fund-raising are included in the draft ENAT Strategy and Workplan 2012 – 2014.

2.4   Recruitment

One of the key functions of ENAT is to act as a point of reference, not only for its members, but also for organisations around the world that are working towards a common vision of accessible tourism for all. The ENAT Board considers proposals for Honorary Membership to be given to persons and organisations that share ENAT's objectives and can make a positive contribution to carrying out ENAT's mission.

No Honorary Members were nominated or appointed in 2011.

2.4.1 Open Call for New National Coordinators

The Open Call for new national coordinators, published in summer 2008 remained open in 2010, at:

http://www.accessibletourism.org/?i=enat.en.applytobecomeanenatnationalcoordinator

In order to ensure that National Coordinators have the support of members in their country or region, the ENAT Board decided in 2009 that new Coordinators (candidates) should, as a matter of principle, seek the support of their peers through a fair and democratic ballot of all ENAT members in their country or region. The arrangement of this procedure would be left to the members themselves to carry out.

Furthermore, it was decided by the ENAT Board that the Board will only confirm the status of a National Coordinator AFTER such a ballot has been reported to the Board, confirming that support is given to the winning candidate. In exceptional circumstances, on the recommendation of the ENAT members in a given country or region, the ENAT Board may decide to appoint more than one ENAT National Coordinator.

2.4.2 ENAT Contact Points

In 2011 the ENAT Secretariat received requests by a number of ENAT members to act as *"National Contact Points"*. These persons have volunteered to take on responsibilities including answering enquiries and ENAT network-building in their respective countries, language areas or regions:

1. ENAT Member Margareta Tokarska, Accessible Poland Tours as ENAT Contact Point for Poland
2. ENAT Member Veroniek Maat, Accessible Travel Netherlands as ENAT Contact Point for The Netherlands
3. ENAT Member Kazuist as ENAT Contact Point for Czech Republic
4. ENAT Member Ahmed El Rida as ENAT Contact Point for Libya
5. ENAT Member Ibrahim Abu-Helil, Jordan, as ENAT Representative to the Arab Tourism Organisation and the Middle East North Africa Region.

These members were given administrative approval by the ENAT Secretariat, based on their record of active networking in their countries/regions/sectors.

2.4.3 Full Membership Candidates

Several Associate Members made a formal request to become Full ENAT Members in 2010-11.

1. ENAT Member "Red Estable", Spain as Full Member of ENAT (2nd request)
2. ENAT Member "Village for All", Italy, as Full Member of ENAT
3. PREDIF, Spain.

These requests are to be decided at the 2012 Annual General Assembly.

3. ENAT Publicity and Outreach

3.1 ENAT Web Portal Development

In 2011 the ENAT portal continued to provide the features and services which were developed in 2006 - 2008 by EWORX S.A. Some additional (back-office) features and improvements were implemented in connection with upgrades of the "TOOLIP" Web Content Management System (CMS).

A Facebook webpage (https://www.facebook.com/accessibletourism)
a Twitter page (http://twitter.com/#!/EUaccesstourism, and
a LinkedIn Accessible Tourism Group

were maintained in 2011 order to spread the name of ENAT and report our activities more widely.
Facebook followers in 2011 : 400
Twitter followers in 2011 : about 120
LinkedIn Group Members in 2011: about 75.

3.1.1 Regional websites

The ENAT portal appears in English, French and Greek editions.
During 2010 the English ENAT site was updated regularly; on average at least once a week. The French and Greek editions were updated less frequently. These latter editions need a more active editorial policy and more regular updating.

3.1.2 e-Bulletin

A semi-automated emailing system, adopted in 2009 (www.mailchimp.com), continued in use in 2011.
This system allows e-Bulletins to be distributed via direct emailing to ENAT Members and stakeholders. Using Mailchimp, content is aggregated in an email containing links to original articles on the ENAT website. The system monitors how many recipients open their emails and which links are 'clicked'. This has proved useful for eliminating non-active emails and identifying what kind of content is most likely to be read. The system is free of charge for lists of less than 2,000 subscribers.

During 2011 ENAT sent 7 e-Bulletins to about 900 subscribers.

Bulletins were opened on average by 26 – 30% of subscribers (which is about 10% above the industry average for NGOs, according to Mailchimp).

3.1.3 On-line Resource Centre

Is available in English with News, Publications, Links, Projects, Good Practices, etc.
See: http://www.accessibletourism.org/?i=enat.en.resources

Some site statistics are shown below, comparing 2010 with 2011:

Item	2010	2011	% change
Site visitors	45,296	46,915	+ 3.57%
Unique visitors	33,166	34,986	+ 5.49%
Page views	128,060	117,919	- 7.92%
Pages per visit	2.83	2.51	- 11.10%
Ave. visit duration	00:02:57	00:02:10	- 26.60%
New visits	72.42	73.45	+ 1.42%

The main English web pages numbered over 1245 items (unique articles) by the end of 2011, with about 170 pages added since the end of 2010.

As reported in previous years, "passive" usage of the website *(i.e. reading and downloading documents)* is fairly strong. However, "active" usage *(ENAT members adding their own content)* is still very weak. The Website CMS allows ENAT Members to upload their own content using pre-loaded templates but this has only been used very rarely by National Coordinators and a few Associate Members.

The web pages also allow ENAT members to post Comments on published items. However, this function is also hardly used. ENAT articles that are linked to Social Media sites (Facebook, Twitter and LinkedIn) generate many more "likes" and user comments.

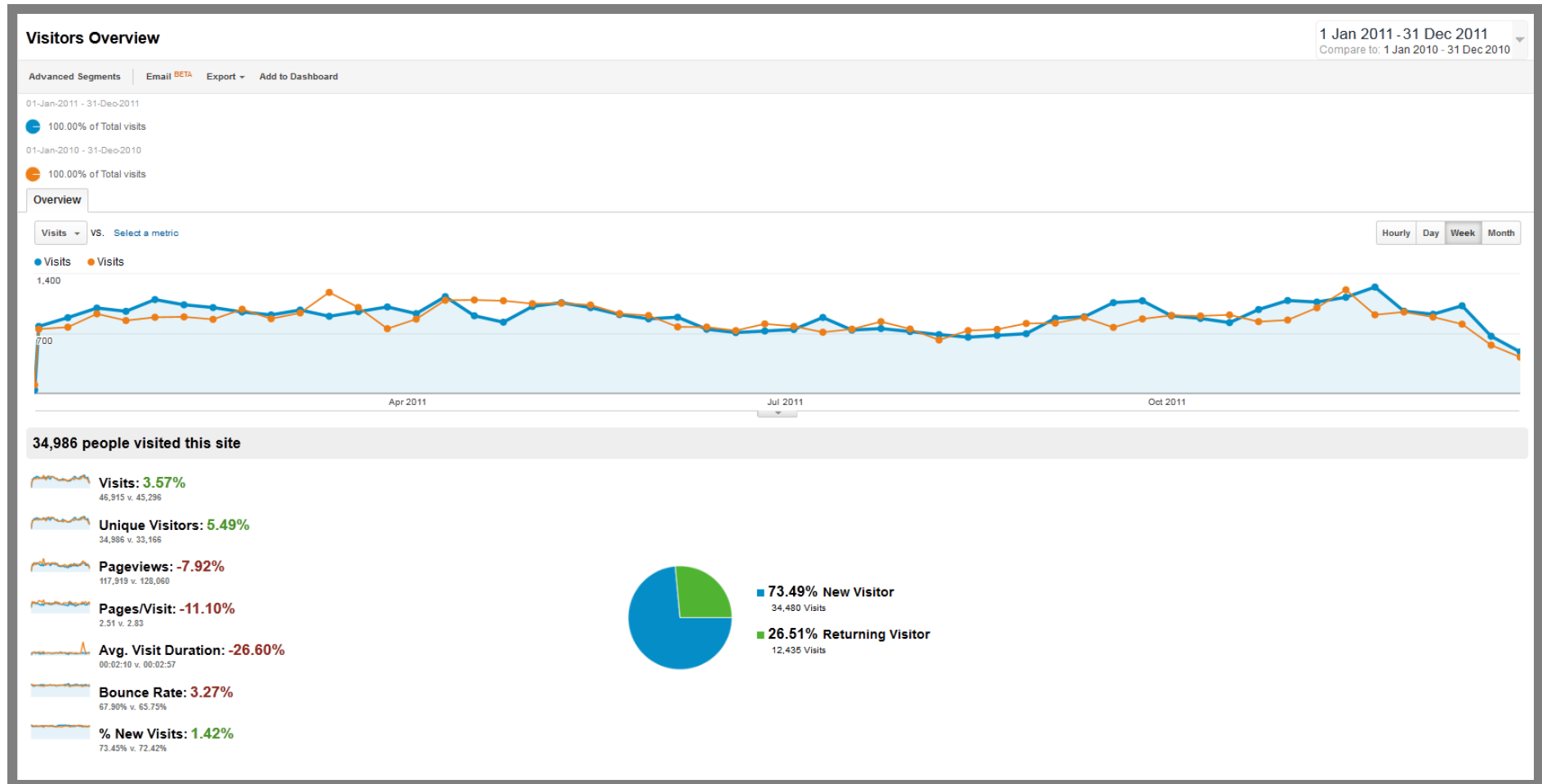**Web search: "Accessible Tourism"**

Again in 2011, as in previous years, using "Google" search for the phrase *"accessible tourism"* consistently lists www.accessibletourism.org as the first placed website, and images published by ENAT are also highly placed, making it the most "visible" global site on the Web addressing this subject.

The following extract from"Google Analytics" shows a summary of site visitor usage from January to December 2011, compared with 2010.

www.accessibletourism.org Web stats comparing 2010 and 2011

3.2 ENAT Print Publications

3.2.1 Publicity Leaflets

ENAT Flyers are available for downloading from the ENAT website in English, Greek, Swedish, Italian, Spanish and German.
http://www.accessibletourism.org/?i=enat.en.publicity.685

3.2.2 ENAT Code of Good Conduct Commitment Label

The ENAT Code of Good Conduct, launched in 2009, has been signed by about 60 ENAT Members.

Businesses and organisations that sign up to the Code receive a commitment label and certificate recognising their efforts to promote accessible travel and tourism.

- The ENAT Code of Good Conduct is *the first and only international labelling scheme for the promotion of ethical business standards in Accessible Tourism for All.*
- The Code consists of 8 guiding principles which businesses and organisations follow, so as to make travel and tourism accessible for all visitors who experience access difficulties. These customers may need better access and services due to disability, long-standing health problems, age-related conditions or other temporary or permanent personal conditions which restrict their access.
- The guiding principles of the Code are based on the objectives of ENAT, (as contained in the Association's statutes), and also on sound and ethical business practices which enhance accessibility, sustainability and the quality of customer service.

Details of the Code of Good Conduct commitment label and how to obtain it are published on the ENAT website at: http://www.accessibletourism.org/?i=enat.en.enat-code-of-good-conduct

Members who have signed the Code are not (yet) distinguished in the on-line Members Directory from other members. This should be addressed in the 2012 upgrade of the ENAT website, making signatories clearly visible to the general public who visit the site.

Certificate
ENAT Code of Good Conduct

The European Network for Accessible Tourism (ENAT) Code of Good Conduct is an international commitment label and certification scheme for businesses and organisations, recognising their efforts to make travel and tourism accessible for all.

Name of Organisation: _____

Country: _____

ENAT Member number: _____

First year of registration: _____

Our Commitment:

✓ **Recognition of equal rights:** We recognise that all people have the right to enjoy tourism, whatever their background or abilities, and we work to promote this right in our activities.

✓ **Personal attention:** We welcome all customers and make it our priority to meet their individual needs.

✓ **Removing and preventing access barriers:** We are committed to planning and carrying out improvements to our infrastructure, products, services and information, using a 'design-for-all' approach, in order to remove or minimise access barriers and contribute to sustainable and accessible tourism for all.

✓ **Improving our knowledge, competences and skills:** We follow recognised "good practices" and guidance for tourism accessibility provided by ENAT, and we are committed to continual staff training which takes into account respect for human diversity and disability awareness, ensuring that all customers are welcomed and served appropriately.

✓ **Monitoring:** Our organisation ensures that customer services are monitored and access is improved as far as possible, within our financial means.

✓ **Our suppliers:** Wherever possible, we work with suppliers who also recognise and respect the principles contained in the ENAT Code of Good Conduct.

✓ **Complaints handling:** Our organisation has a complaints procedure available to customers so that they may report their possible dissatisfaction with our advertising, information, facilities or services. All complaints are handled promptly and fully.

✓ **Management responsibility:** We regard good access for all visitors as part of our wider Social Responsibility. Our management team includes a resource person who is responsible for accessibility matters and who can be contacted by staff and clients.

Name: _____ Position: _____

Email: _____ Telephone: _____

Signature: _____ **Date:** _____

The ENAT Code of Good Conduct Label and Certification Scheme is exclusive to Members of the European Network for Accessible Tourism. For more information, visit: www.accessibletourism.org

European Network for Accessible Tourism
ENAT 2009
www.accessibletourism.org
CODE OF GOOD CONDUCT

4. Events Programme

ENAT Board Members have represented ENAT during 2010 at major national and international events, as follows:

Table. List of Events in 2011 with ENAT participation

Event, link, date and place	ENAT Speaker or Representative
Conference in Mariehamn, Åland (January) for tourism entrepreneurs, destination organisation, etc. Gave a speech and disseminated information about ENAT and our projects. (3 days)	Lilian Müller
IFITT – ENTER 2011 Conference Innsbruck, eAccessplus project dissemination	Ivor Ambrose, Spyros Michailidis
Design for all Foundation, Barcelona (february) Participated as ENAT representative in annual meeting, and annual event, ENAT dissemination. (2 days)	Lilian Müller
Intourism, seminar Moscow (March) Hold a speech at the big tourism fair/seminar about accessible tourism, dissemination.	Lilian Müller
ICAT 2011, Taiwan (April) Hold a speech at the seminar, participated in meetings, dissemination e t c (6 dayds)	Lilian Müller
Final meeting Athena, Ostrawa, (May) speech and advisory, ENAT dissemination (3 days)	Lilian Müller
ENAT High-level Seminar for Destination Managers, Brussels, held at Tourism Flanders with 16 participants.(May)	ENAT speakers/trainers
Brussels, Meetings with CEN (Preparation of Workshop Agreement project) (May, December)	Lilian Müller, Ivor Ambrose, Katerina Papamichail
League of Historical and Accessible Cities, Torino Conference. (June) Presentations by ENAT Members.	Ivor Ambrose, Katerina Papamichail
Brussels, European Commission Tourism Unit (September). (Private) policy and strategy discussion meeting	Ivor Ambrose, Mieke Broeders
CEN-AENOR Working Group on EC Mandate 420 "Accessibility Standards for the Built Environment, from February to September 2010. Final Report Meeting, Brussels. (September)	Ivor Ambrose
Jaén Spanish Domestic Tourism Fair – Conference in Accessible Tourism (October)	Ivor Ambrose
Meeting, UNWTO, Madrid (Sep). Signing UNWTO – ENAT – F.ONCE agreement (3 days)	Lilian Müller

Event, link, date and place	ENAT Speaker or Representative
Conference: "EUSKADI FOR ALL" Vitoria, Basque Region November	Ivor Ambrose
Jornadas de Accesibilidad y Patrimonio, Ávila, Spain (November)	Via Libre / Fund. ONCE members
World Travel Market 2011, London. Invited Seminar on Accessible Tourism arranged by ENAT with 10 presentations. (November)	Veroniek Maat, Chris Veitch, Andrew Daines, Brian Seaman and others
Leonardo project meeting, Poland (Dec) Speech, advisory, ENAT dissemination. Preparation LdV project (3 days)	Lilian Müller
National Conference on Accessible Tourism, Analya, Turkey (December)	ENAT Members: Roberto Vitali, Village for All and J'Accede, France.

4.1 National Workshops

Throughout the year, ENAT National Workshops and meetings with tourism businesses and projects took place in: Austria, Belgium, Czech Republic, Greece, Ireland, Italy, Portugal, Spain, Sweden, Turkey, United Kingdom.

4.2 ENAT Participation in Events organised by 3rd parties

ENAT Board Members and Associate members have participated in numerous events organised by third parties during 2011. Some of these events are list in the table above and are shown on the Events page of the ENAT website at: http://www.accessibletourism.org/?i=enat.en.events

5. Working Groups and Projects

5.1 ENAT Policy Group

During 2010, a number of issues related to ENAT's policies for accessible tourism development were taken up in discussions by the ENAT Board and Board Members, and with several outside parties.

- Members of ENAT led workshops, conference sessions and gave presentations on numerous subjects related to accessible tourism policy throughout the year.
- ENAT (Ivor Ambrose, Cléon Angelo (ANLH) and Kathleen Polders (ENTER vzw.) participated in activities of the CEN-AENOR Working Group on EC Mandate 420 "Accessibility Standards for the Built Environment, concluding in September 2011. The Final Report of Phase 1 was (finally) approved by the Commission on 12th April 2012.

5.2 ENAT Good Practice Documentation

The ENAT Secretariat has collected and published Good Practices and Projects on the ENAT website, submitted by members, throughout the year. See:

http://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices

5.3 ENAT - CEN Workshop Agreement on Accessible Tourism Services

In December 2010 CEN organised a Seminar on Tourism Standards where ENAT was invited to present its views and proposals for a CEN Workshop Agreement.

Further meetings were held with CEN and the European Commission in 2011. The draft title of the activity was changed to "Universal Design of Accessible Tourism Services" and a revised CWA Business Plan was circulated to the Commission and CEN for discussion. As a result, EC financial support is foreseen for this action in 2012.

5.4 ENAT Business Support

5.4.1 ENAT Code of Good Conduct for Accessible Tourism

The *ENAT Code of Good Conduct and labelling scheme* has been conceived as a way for enterprises and organisations to show, publicly, their commitment to a set of accessible tourism principles.
The Code of Good Conduct scheme is open to ENAT Members (Full and Associate) only. Details of the Code of Good Conduct commitment label are published on the ENAT website at:
http://www.accessibletourism.org/?i=enat.en.enat-code-of-good-conduct

5.4.2 ENAT Consulting Group

The Directory of ENAT members was developed in 2009 and opened (in 2010) as an online search page at:
http://www.accessibletourism.org/?i=enat.en.member-search

The search page confirms the identity of ENAT members and gives site visitors access to their contact details and profiles, including a description of their business or consulting expertise and interests.

Not all ENAT Members are listed in the (Public) Directory as it is necessary to "opt in" to this service by making their profile "visible to All" via the member login page.

5.5 European Projects

ENAT Members have successfully obtained external funding through a number of open calls for proposals in 2008 and 2009.

Two transnational projects with ENAT Participation were completed in 2011.

ATHENA - "Accessible Tourism – Humans, Education, New Approaches" Lead Partner: KAZUIST, spol.s.r.o., Czech Republic
Project duration: 2009 to 2011. Project link on ENAT website
http://www.accessibletourism.org/?i=enat.en.athena-project-czech-republic
Project Home page:
http://www.project-athena.cz/   (Currently only in Czech language)

ETCAATS - "European Training Certificate - Access for All in the Tourism Sector"
Lead Partner: Vellinge Kommun, Sweden
Project duration: 2009 to 2011 Project page on ENAT website:
http://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices.700
Project Home page: http://www.etcaats.eu
E-learning course for tourism enterprises and employees: www.accesstraining.eu

ITTI - "Improving Accessibility Through Training In Tourism"
Lead partner: ŠENT Slovenian Association for Mental Health, Slovenia
Project duration: 2009 to 2011
Project page on ENAT website:
http://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices.776
Project Home page: www.accessible-itti.eu

eAccess + The project was funded and commenced on 1st October 2010 for 3 years. The project is led by the University of Linz, Austria. http://www.eaccessplus.eu/
ENAT - as a partner of eAccess+, takes on the responsibility of engaging with the Travel and Tourism sector, working with its organisations and stakeholders to increase knowledge and share good practices in three main areas:

- Development of accessible websites and e-solutions for the tourism and travel industry
- Accessible convergent communications and accessible digital audio-visual systems for use in the tourism sector
- Self-service terminals (SSTs) and mobile devices for banking and financial services, public transport, tourism and cultural heritage.

'eAccessibility' aims to ensure that everyone is included and is able to use e-Services. By establishing the new eAccess+ network ENAT wants to support the opportunity to eliminate barriers for tourists with a disability to participate and use tourism facilities.

5.6 UNWTO – ENAT – F.ONCE Collaboration Agreement

The collaboration agreement signed in September 2011 has initially established 4 projects, to be implemented from 2011 – 2015 (4 years). These are:

1. Update of UNWTO 2005 Resolution on accessible tourism for all
2. Accessible Tourism Manual for NTOs and Best Practices Collection (2 books) – by a restricted call for tender
3. Accessible Tourism Business Case – by a call to Business Colleges for a study using the Harvard Business Case methodology.
4. Insertion of disabled employees/trainees in UNWTO and tourism labour market, to be developed with FUNDOSA Group (ONCE) partners.

Additional projects can be introduced.

A Joint Commission has been established to establish specific agreements for each project and monitor progress. The members of the Joint Commission are:

Marina Diotallevi, UNWTO
Jesús Hernández Galán, Fundación ONCE
Ivor Ambrose, ENAT.

5.7 New Project Proposals

In autumn 2011 ENAT joined a proposal with the International Social Tourism Organisation (ISTO-ISTO) and others to provide a Web Platform for cross-border Social Tourism in Europe.
The "STEEP" (*Social Tourism European Exchange Portal*) proposal was accepted by European Commission's DG Enterprise Tourism Unit and work will start on 1st April 2012, lasting 15 months. Several ENAT Board Members will work on the project, ensuring that accessibility and disability issues are fully addressed.

End of Document