Annual Report

2013

30 July 2014 (Corrected, 30 Sept 2014 - Final)

Working together to make tourism in Europe
Accessible for All

ENAT: DRAFT Annual Report January – December 2013

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

ENAT Secretariat
c/o EWORX S.A.
Jean Moreas St. 22
GR-15231 Halandri,
Athens
Greece.

Telephone: (0030) 210 6148380
Fax: (0030) 210 6148381
Email: enat@accessibletourism.org

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 31.12.2013 stood at 82 members. These included:
- 20 Full Members
- 9 Honorary Associate Members
- 53 Associate Members (paid-up members in 2013).

Total   82

The Full Members:

ENAT Board members and Seconders
- Consorzio Sociale COIN, Italy, Annagrazia Laura (President)
  - To be decided
- Fundación ONCE, Spain (Vice-President) Jesús Hernández Galán
  - Fundación ONCE, Spain, Mercé Luz
- EWORX S.A., Greece (Vice-President) Spyros Michailidis
  - EWORX S.A. Greece, Tilia Boussios.
- ENTER vzw., Belgium (Secretary), Mieke Broeders
  - ENTER vzw., Belgium, Soele Kerckhofs
- ANLH asbl, Belgium (Treasurer), Cléon Angelo
  - ANLH asbl, Belgium, Stéphanie Herman,
- IVOR AMBROSE Technical Services, Greece (Managing Director), I. Ambrose
  - Katerina Papamichail, Greece
- Disability NOW, Greece, Eleni Strati
  - Disability Now, Greece, Anna Evangelinou
- Work Research Centre, Ireland, Richard Wynne
  - To be decided
- IBFT, Austria, Angelika Laburda
  - IBFT, Austria, Simon Laburda
- Access Sweden, Sweden Lilian Müller
  - Vellinge Municipality, Sweden, Nils-Arvid Andersson
- Accessible Portugal, Ana Garcia
  - 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)
- CPD TURISMABILE, Italy (May 2010, Adm. May 2011), Chiara Ilia
- ISiTT, Italy (May 2010, Adm. May 2011), Nadia Bravo
- Institute Carlo Besta, Italy (May 2010, Adm. May 2011), Paulo Cornelio
- Veneto Region, Italy (May 2010, Adm. May 2011) Anna Breda.
- Tourism for All, UK (from May 2011), Jenny Littman
- Red Estable, Spain (from May 2013), Diego J. González Velasco
- Village for All, Italy (from May 2013), Roberto Vitali
- PREDIF, Spain (from May 2013)

The 9 Honorary Members:
- Marina Diotallevi, UN World Tourism Organisation **(MoU)**
- Dr. Scott Rains, USA
- Mr. Bill Ishmael, UK
- Imma Bonet, Design for All Foundation, Spain **(MoU)**
- Mr. Mohammed Al-Tarawneh, UN Committee, Convention on Rights of Persons with Disabilities
- GAATES – Global Alliance on Accessible Technologies and Environments **(MoU)**
- BITS – Bureau International de Tourisme Social. (OITS), Charles Bélanger **(MoU)**
- Sustainable Travel International **(MoU)**
- Mr. Peter De Wilde, Tourism Flanders, Belgium.

In addition to the Members, the *European Commission Unit for Integration of People with Disabilities, DG Employment, Social Affairs and Equal Opportunities* received **Observer Status** with ENAT in 2008. This status was continued in 2009-10, and transferred to *European Commission Unit for Rights of People with Disabilities, DG JUSTICE* in 2011.

A large majority of ENAT Members are private businesses in the tourism and travel sector. Others include public authorities, publicly-owned attractions, social cooperatives, foundations, national and international non-governmental organisations, education and training institutes, consultants and other professional service providers.

The List of Associate Members is shown in Annex 1.

It should be noted that the number of ENAT Members shown in the ENAT online Directory is approximately <u>265</u>, which is substantially more than the 82 paid-up and Honorary members. The discrepancy in numbers is simply because many members have been unable to pay or have ceased to pay in 2013, either for economic or other reasons. Members whose subscriptions are in arrears are being asked to pay the membership fee or cancel their membership in 2014.

2. ENAT Strategy and Activities

2.1 ENAT Strategy and Workplan 2010 to 2014

The activities conducted by ENAT in 2013 were a continuation of the 2010 – 2014 Draft Workplan, which was approved in 2010.

The ENAT Strategy and Workplan 2011 to 2014 was discussed at the ENAT Board Meeting in Brussels on 29 June 2013 and updated during the course of 2013.

2.2 Network Activities

2.2.1 ENAT National Co-ordinators' Activities

*Main activities of National Coordinators, ENAT Board Members and Seconders are listed below. (See also **Section 3, "Events"**).*

Austria (IBFT)
- Angelika Laburda participated in STEEP working group meetings, Austrian and EU events, speaking and representing ENAT.
- Participated in EU Supply Study (Country Report).

Belgium Flanders (ENTER)
- Presentation of ENAT activities at ministerial, corporate and research meetings in Belgium. Mieke Broeders represented ENAT in STEEP project meetings.
- Participated in EU Supply Study (Country Report).
- ENAT Project team member: T-GuIDE – Leonardo project, 2013-2015.

Belgium Wallonia (ANLH)
- Management of ENAT accounts and membership payments throughout 2013.
- Participation in STEEP project Meetings, Brussels.
- Participated in EU Supply Study (Country Report) and EU Skills Study expert group.

Greece (Disability Now and EWORX S.A.)
- Contributed articles to ENAT website (Greek edition).
- EWORX maintained and developed the ENAT website throughout 2013.
- Ivor Ambrose represented ENAT in various international events and projects (see Events, below)
- Spyros Michailidis, Tilia Boussios, John Cherouvim EWORX represented ENAT in the STEEP project.
- Katerina Papamichail participated in EU Supply Study (Country Report) and EU Skills Study expert group.
- Eleni Strati participated in EU Skills Study (Case Studies).

Ireland (WRC)
- Representing ENAT in the Republic of Ireland.
- Participated in EU Supply Study (Country Report).

Italy (COIN)
- Annagrazia Laura presented ENAT activities at corporate and research meetings in Italy, in STEEP project meetings and international events (see Events section).
- Participated in EU Supply Study and Skills Study (Country Report and COIN Case Study and expert group).

Portugal (Accessible Portugal)
During the year of 2013, an effort was made to promote accessible tourism for all, in Portugal, on behalf of ENAT. In several invitations, in different environments, the aim, the work and purposes of ENAT were disseminated and promoted. Ana Garcia represented ENAT on the following occasions:

- 5/3 At IPL – Instituto Politécnico de Leiria, in Escola Superior de Turismo e do Mar.
  http://www.estm.ipleiria.pt/

- 12/3, an initiative of the NTO (turismo de Portugal), Heritage Accessible for All. Guimaraes Paços dos Duques de Bragança
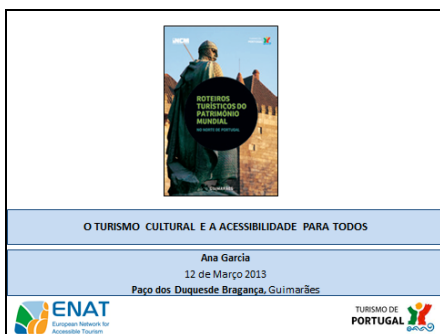
- 17 and 18/5 – took place in Spain, but the representative of ENAT was from Portugal. Gran Canaria "Accessible Tourism Fair" participation on the fair, in several workshops, interviews and a presentation focusing the opportunity for business

- 5/ 6 IPCA – Instituto Politécnico de Cávado e Ave, in the city of Barcelos, organized a conference dedicated to stakeholders and students of the tourism sector.

- 5 and 6/7 INCLUDiT, an International Conference for Inclusion, where Ivor Ambrose participated sending a video, Katerina Papamichail sending her presentation and myself (Ana Garcia).

- This initiative proposal was to stimulate a dialogue amongst researchers from different domains so as to take on a multidisciplinary approach to themes such as identity, discrimination, multiculturalism, disability, physical and mental health, among others. It is still our aim to make this a forum for sharing best practices and stimulating new ideas.

- 15/9 AG had a meeting at Turismo de Portugal (TP), the National Tourism Organization to establish a possible collaboration between T.P. and ENAT by a protocol or a similar agreement.

- 3/10 - 50 years of OITS Blankenberge – Accessible Portugal made a presentation as an ENAT member

- 6/11, the New University of Lisbon (Universidade Nova de Lisboa), in the project "Farming for Health, invited Ana Garcia to speak about accessible tourism related with the subject of the project. It was a very good opportunity to promote ENAT, Ana Garcia made the presentation on behalf of ENAT.

- 5 December, Ana Garcia represented ENAT in the Working Group: Senior group initiative "Europe, the best tourism destination for seniors". EC DG Enter – Tourism Policy Unit.

- Ana Garcia participated in EU Supply Study (Country Report) and EU Skills Study expert group.

Spain (F.ONCE)
- IV International Congress on Accessible Tourism for All, Avila, Spain – organiser See: http://www.discapnet.es/Castellano/areastematicas/Accesibilidad/turismoparatodos/EN/congreso2013/Paginas/Congreso-2013.aspx
- Presentation of ENAT activities at corporate meetings in Spain.
- F. ONCE also attended several national and international events, promoting ENAT, (See Events section).
- Via Libre participated in EU Supply Study (Country Report) and EU Skills Study expert group
- Via Libre and F. ONCE contributed to the UNWTO-F.ONCE-ENAT collaborative project in 2013, delivering the final version of the *UNWTO Accessible Tourism Recommendations*, adopted by UN General Assembly in October 2013. Work also continued on the *UNWTO Accessible Tourism Handbook*, to be published in 2014.

Sweden (Access Sweden)
- Participated in EU Supply Study (Country Report)
- Represented ENAT at tourism sector meetings in Sweden.

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 2013 membership fees and project income contributed to ENAT's budget.

Project income was used exclusively to pay the respective project costs (experts' fees, subcontracting, travel, per diems and related expenditure). No equipment was bought by ENAT.

The *ENAT Financial Report 2013* is available to ENAT Members in a separate document.

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.

One new Honorary Member was invited in 2012 and confirmed at the AGA in 2013, Mr. Peter De Wilde, CEO of Tourism Flanders, then Acting President of the European Travel Commission (now President of ETC).

2.4.1 Open Call for New National Coordinators

The Open Call for new national coordinators, published in summer 2008 remained open in 2013, 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.

No new ENAT National Coordinators were appointed in 2013.

2.4.2 ENAT Contact Points

No new ENAT Contact points were appointed in 2013.
Contact Points are shown on the ENAT website at:
http://www.accessibletourism.org/?i=enat.en.enatnationalcoordinators

2.4.3 Full Membership Candidates

New Full Members to be approved

Four requests for Full Membership, received in 2013, were approved at the ENAT General Assembly, on 30th June 2014.

- **Polibienestar** Research Institute for Social Wellbeing at the University of Valencia, Spain.

ENAT Member since 27 July 2012 (no. 989)
Contact person: Prof. Jorge Garcés
http://www.polibienestar.org/ The Institute has conducted research in the area of accessible tourism, ageing population, disabilities and social care for many years. Among other studies, it has worked with ANLH and other ENAT members in an EU project, *LIVINGALL* (2009). See also list of EU projects at:
http://www.polibienestar.org/ftp/e2506201490103European%20projects%20JUNIO%202014.pdf
- AGA DECISION: **Approved**

- **Catalan Tourist Board**
  ENAT Member since 30 June 2009 (no. 587)
  Contact person: Jordi Secal, Director of Institutional Relations.
  - AGA DECISION: **Approved**

- **Turismo de Barcelona**
  ENAT Member since 17 November 2011 (no. 909)
  Contact person: Joana Homs
  - AGA DECISION: **Approved**

- **Tourisme et Handicap, France**
  ENAT Member since 18 December 2013 (no. 1107)
  Contact person: Annette Mason
  (In February 2014 the ENAT Member **Tourisme et Handicaps** took over the editing of the French language edition of the ENAT Website).
  - AGA DECISION: **Approved**

3. ENAT Publicity and Outreach

3.1 ENAT Web Portal Development

In 2013 the ENAT portal continued to provide the features and services which were developed originally 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).

ENAT also disseminates its information via various social media channels:

- Facebook webpage https://www.facebook.com/accessibletourism
- Twitter page http://twitter.com/#!/EUaccesstourism
- LinkedIn Accessible Tourism Group:
  http://www.linkedin.com/groups?gid=4003674&trk=hb_side_g
- ENAT e-Bulletin (direct email to Members and subscribers)

ENAT Facebook followers in 2013: over 1000
ENAT Twitter followers in 2013: about 500
LinkedIn Group Members in 2013: about 700 (up from 400 in 2012).
ENAT E-Bulletin: over 1000 email subscribers.

3.1.1 Regional websites

The ENAT portal appears in English, French, Dutch and Greek editions.

During 2013 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. (In February 2014 the ENAT Member **Tourisme et Handicaps** took over the editing of the French language edition of the ENAT Website).

A Dutch edition of the ENAT website was launched in 2013. It is maintained by Content Manager, Veroniek Maat, Accessible Travel NL.

3.1.2 e-Bulletin

A semi-automated emailing system, adopted in 2009 (www.mailchimp.com), continued in use in 2013, sending e-Bulletins to over 1000 subscribers.

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.

During 2013, ENAT sent out **6 e-Bulletins** to subscribers. The bulletins can be viewed at this page http://www.accessibletourism.org/?i=enat.en.newsletter

Bulletins were opened on average by 25 – 30% of subscribers. This opening rate is about 10% above the industry average for NGOs, according to MailChimp (the mailing system used by ENAT) .

3.1.3 On-line Resource Centre

The ENAT website constitutes the digital resource centre of the network. It is available in English with News, Publications, Links, Projects, Good Practices, Forum articles, etc. See: http://www.accessibletourism.org/?i=enat.en.resources

All pages can be translated immediately by the in-built **"Google Translate"** feature.

The main English web pages included over 1500 unique articles by the end of December 2013, an increase of about 110 items since 31 December 2012.

Web search: "Accessible Tourism"

Again in 2013, as in previous years, using "Google" search for the phrase *"accessible tourism"* consistently lists www.accessibletourism.org as the **first placed website** (out of approx 60 Million results. Images published by ENAT are also highly placed, making it the most "visible" global site on the Web addressing this subject.

The following image taken from "Google Analytics" show a summary of site visitor usage from January to December 2013. The second image shows the site usage for 2013 compared with the same 12-month period in 2012.

See next pages

Audience Overview

Jan 1, 2013 - Dec 31, 2013

Email   Export ▾   Add to Dashboard   Shortcut

○ All Sessions
100.00%

○ + Add Segment

Overview

Sessions ▾ vs. Select a metric

Hourly | Day | Week | Month

● Sessions

2,000

1,000

April 2013   July 2013   October 2013

■ New Visitor ■ Returning Visitor

Sessions	Users	Pageviews
51,547	33,957	137,745

Pages / Session	Avg. Session Duration	Bounce Rate
2.67	00:02:30	66.48%

% New Sessions
64.78%

30.4%

69.6%
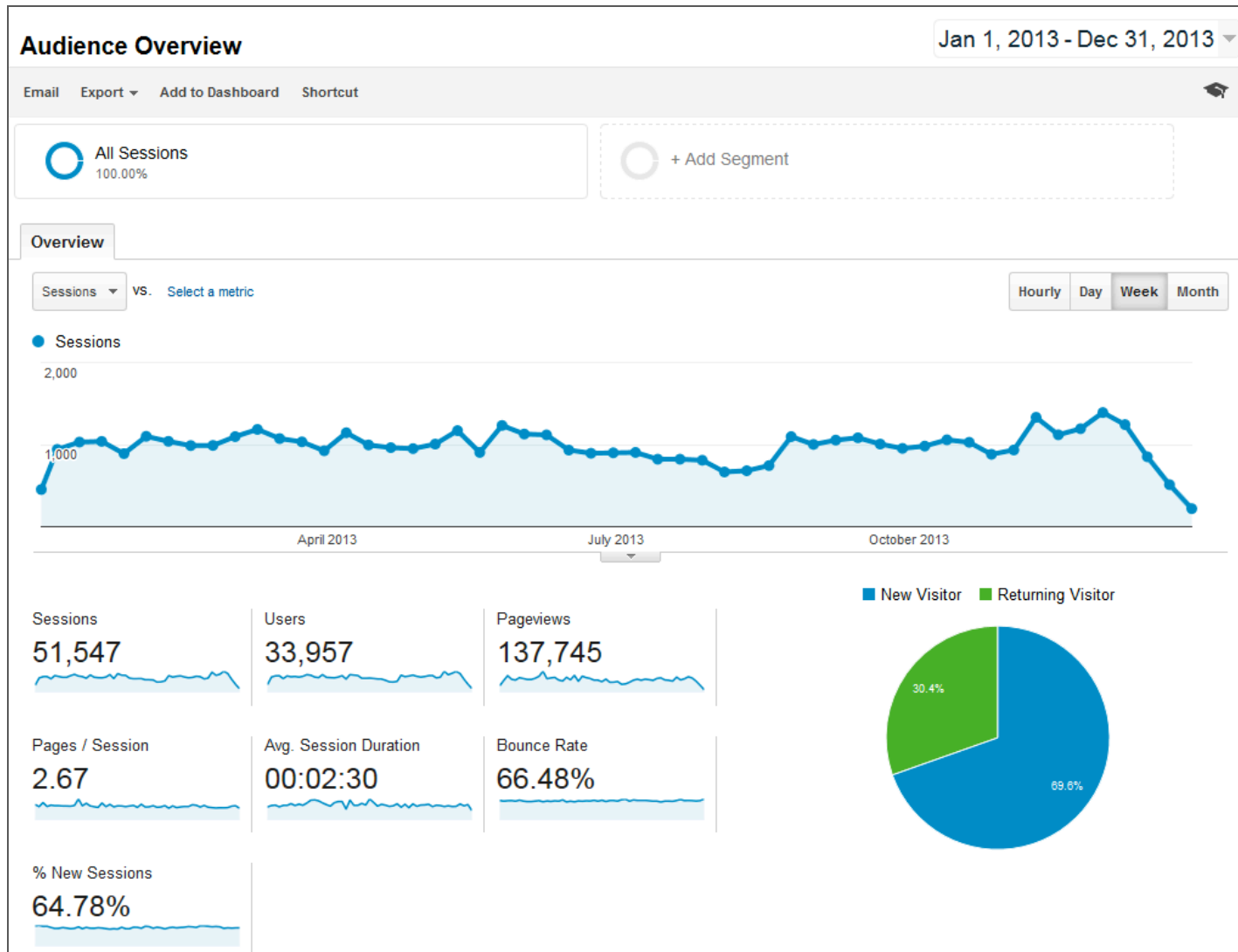
www.accessibletourism.org Web stats comparing January – December: 2012 and the same period in 2013
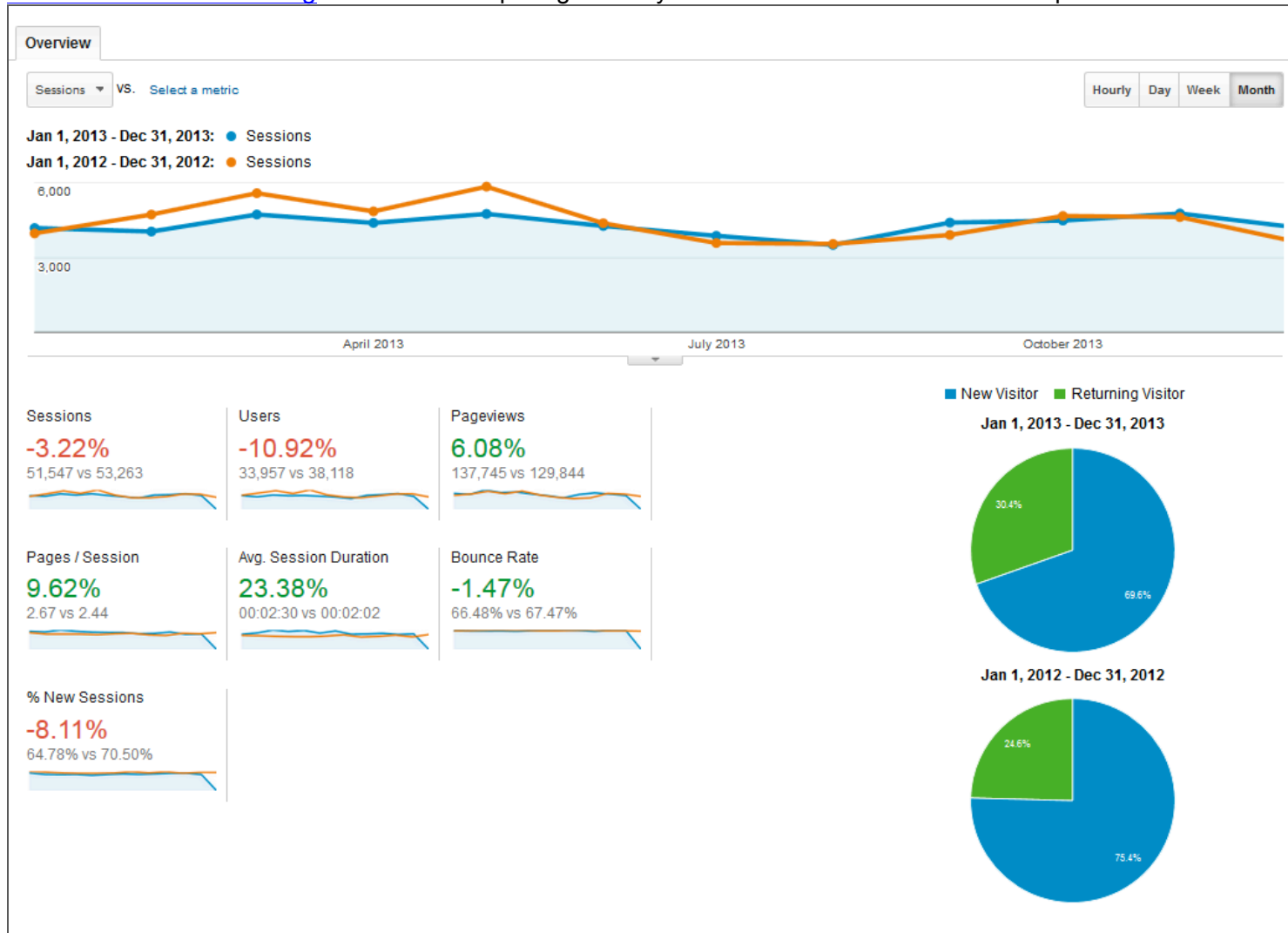
New Visitor ■ Returning Visitor

Jan 1, 2013 - Dec 31, 2013

30.4%

69.6%
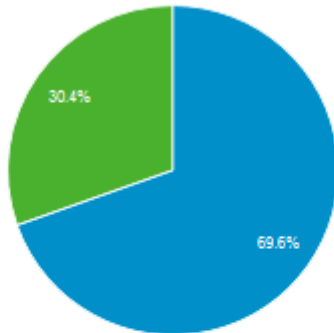
Jan 1, 2012 - Dec 31, 2012

24.6%

75.4%
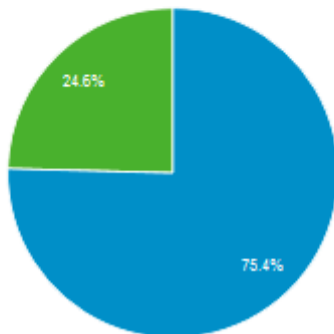
- The analytical report shows total sessions in 2013 at 51, 547 (was 53, 263 in 2012). This is a reduction of 3.22%.

- Number of users fell by 10.92%.

- Total number of page views increased by 6.08% to 137,745.

- Pages per visit increased by 9.62% (to 2.67 pages).

- Average duration of visits increased by 23.38% (to 2.3 minutes).

- Percentage of new visits fell by 8.11% to 64.78%.

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, German and (**in 2013, Turkish was added**).
http://www.accessibletourism.org/?i=enat.en.publicity.685

Printed flyers were also produced in 2013 in English, Spanish and Italian.

At its own expense, ENAT provided Congress bags printed with the ENAT and ONCE logos and ENAT printed luggage tags for the **III International Congress on Tourism for All,** Avila, June 2013, organised by Fundacion ONCE.

3.2.2 ENAT Code of Good Conduct Commitment Label

The ENAT Code of Good Conduct, launched in 2009, has been signed by about 80 ENAT Members by the end of 2013.

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

3.3 List of Events attended by ENAT representatives in 2013

(Please refer to the ENAT Events calendar for additional information:
http://www.accessibletourism.org/?i=enat.en.events)

Wednesday, 30 January - 3rd February 2013
 FITUR Tourism Trade Fair, Madrid, Spain, Fundacion ONCE for ENAT

Wednesday, 6 – 7 February 2013
 eAccessplus Project Meeting, Madrid (Partners only)

Wednesday, 13 – 17 February 2013
 BIT Trade Fair, Milan, Italy

Wednesday, 20 February 2013
 STEEP project steering meeting (Partners only)

Thursday, 21 February 2013
 STEEP Disability WG

Friday, 22 February 2013, Brussels
 European Tourism Indicator System for Sustainable Management of Destinations,
ENAT reps: Anna Grazia Laura, Katerina Papamichail.

Monday, 4 – 7 March 2013
 "Inclusion Through Accessibility" - Project meeting and training sessions, Tbilisi,
Georgia. ENAT Project Team: Ivor Ambrose, Katerina Papamichail, Chris Veitch and
ENAT Member in Georgia: Parsa NGO.

Thursday, 21 – 24 March 2013
 Gitando, Fiera di Vicenza, Organised by Village 4 All, ENAT): Roberto Vitali and staff
 Buy Italy For All, GITANDO - Vicenza Fair

Friday, 22 March 2013
 Gitando, Fiera di Vicenza
 International Meeting Accessible Tourism GITANDO. - ENAT speakers

Friday, 19 – 20 April 2013
 Saló Internacional del Turisme de Barcelona, Spain

Monday, 22 – 24 April 2013
 "Bulgaria for All" project visit, ENAT-Athens

Wednesday, 8 May 2013
 ENAT's 5th Birthday!! (No event).

Thursday, 9 May 2013
 EDEN Destinations event, Estonia

Friday, 10 May 2013
 EDEN Destinations event, Latvia, Mieke Broeders and Margaret Tokarska, for ENAT

Tuesday, 14 May 2013
 STEEP Workshop, Brussels

Friday, 17 May 2013
Crossroads of Europe: Toulouse

Friday, 17 May 2013
Gran Canaria Accessible Tourism, Ana Garcia for ENAT

Wednesday, 12 June 2013
Launch event www.ecalypso.eu Brussels

Friday, 14 June 2013
Piemonte Accessible Tourism Conference

Thursday, 20 June 2013
Calypso Business Dating, Brussels

Tuesday, 25 – 29 June 2013
ONCE Foundation "Accessible Tourism For All" International Congress, Ávila, Spain

Wednesday, 17 July 2013
Accessible Tourism International Conference, Georgia. ENAT Project Team and Parsa NGO

Friday, 19 July 2013
Accessible Tourism Workshop, Batumi, ENAT ITA Project Team and Parsa NGO

Tuesday, 24 September 2013
Guía de Vías Verdes Accesibles, Madrid

Tuesday, 1 – 4 October 2013
RTD7 Conference: Responsible Tourism in Destinations. Barcelona-Catalunya. ENAT was represented by Jesus Hernandez (invited speaker).

Tuesday, 1 – 3 October 2013
European Social Tourism Forum, Blankenberge, 2013 (Various ENAT Members speaking)
European Travel Commission, e-Marketing workshop, Brussels (members only). Chris Veitch for ENAT

Thursday, 10 October 2013
REATECH Fair and Congress, Milano

Wednesday, 16 – 18 October 2013
T-Guide Project Meeting, Poland - partners only (ENTER vzw for ENAT)

Monday, 21 -22 October 2013
NECSTouR Taskforce, Paris (project team only) Ivor Ambrose for ENAT, by Skype link

Monday, 4 – 7 November 2013
World Travel Market, London (ENAT speakers including VisitEngland Ross Calladine and Chris Veitch at Accessible Tourism workshop)

Tuesday, 12 – 14 November 2013
T-Guide project, Lichfield, UK meeting (project partners)

Monday, 2 December 2013
EARTH Conference, Brussels

Tuesday, 3 December 2013
European Day of People with Disabilities, with ENAT Speakers

Wednesday, 4 December 2013
European Tourism Day, Brussels, ENAT speakers

Thursday, 5 December 2013
EC Workshop Senior Tourism, Anna Grazia Laura, Ana Garcia and Jesus Hernandez

Friday, 6 December 2013
Convegno, Italia Per Tutti, attended by Anna Grazia Laura for ENAT

Wednesday, 11 – 13 December 2013
Middle East North Africa - ENAT. 1st Tourism for All Conference and Expo, Aqaba, Red Sea, Jordan.
Invited ENAT speakers: Anna Grazia Laura, Roberto Vitali, Ibrahim Abu-Helil, Ivor Ambrose, Katerina Papamichail, Rustem Yuksel, Delfin Jimenez, João Pereira, Ahmed El-Rida.

4. Working Groups and Projects

4.1 ENAT Policy Group

During 2013, 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 2013. (See list of **Events, section 3**, above).
- ENAT has given advice and held discussions with European Commission DG Enterprise Tourism and Cultural Instruments Unit on the planning for the "European Preparatory Action on Accessible Tourism for All, 2013 – 2014" and "EDEN Destinations 2012-2013".
- ENAT submitted written statements regarding EU consultations on Quality Labels in Tourism, Tourism policy.
- ENAT submitted comments on a draft of the Irish Standard on Universal Design of Customer Information in Tourism (published May 2013).
- ENAT was invited and took part in planning meetings arranged by the European Commission DG Enterprise Tourism and Cultural Instruments Unit on the subject of IT and Tourism and Senior Tourism.
- ENAT prepared an MoU with EASPD in 2013 which was signed in February 2014

- ENAT has prepared an MoU with NECSTouR during 2013, which has been approved by the ENAT AGA, June 2014 for signature.
- In 2013 ENAT prepared and signed an MoU with the Jordanian Tourist Board (JTB) agreeing to the establishment of a MENA-ENAT Regional Office in the headquarters of JTB in the capital Amman. The MENA-ENAT office will be run by ENAT Member Ibrahim Abu-Helil, commencing in 2014.

ENAT Good Practice Documentation

The ENAT Secretariat has collected and published four new "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

Also nine Forum articles by ENAT Members were published in 2013, see:
http://www.accessibletourism.org/?i=enat.en.forums

4.3 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 (CWA).

Further meetings were held with CEN and the European Commission on several occasions throughout 2011 and 2013. 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.

A number of key stakeholders were also invited to comment on the draft proposal and strong support was given by HOTREC, ANEC, SCANDIC Hotels, Tourism Flanders and others.

In 2013 the formal request for funding was submitted by CEN to the European Commission. Funding support was not forthcoming although the Commisison gave a positive signal that the subject "deserves funding". A revised proposal should be submitted in 2014.

4.4 ENAT Business Support

4.4.1 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. Approximately 80 companies had signed the Code up to the end of 2013.
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

4.4.2 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 254 ENAT Members (past and present) 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 for members to "opt in" to this service by making their profile "visible to All" via the member login page.

The ENAT management wishes to draw attention to the fact that Members whose fees are not paid by 31 August 2014 will be deleted from the ENAT Directory after this date.

4.5 Projects

ENAT Members have successfully obtained external funding through a number of open calls for proposals and EU tenders.

Six transnational projects with ENAT participation were running in 2013.

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 contributing to the eAccess+ network ENAT aims to eliminate barriers for tourists with a disability to participate and use tourism facilities.

The network has developed a collaborative portal known as "The Hub" which presents best practices, guidelines, events, networking opportunities and many useful resources for those who are interested in learning about accessibility on the Web and in new technologies. Visit: http://hub.eaccessplus.eu/wiki/Main_Page

Further information:
http://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices.1038

STEEP – Social Tourism European Exchanges Platform

The STEEP project commenced on 1 April 2013 and will ran until July 2013. It aims at creating and developing a web-based platform as a mechanism intended to facilitate transnational tourism particularly during the low season, and within the different Calypso target groups.
The platform was available at www.ecalypso.eu from mid-2013.

The project also aims to increase the competitiveness of tourism SME's by facilitating business opportunities between intermediaries acting on behalf of clients.
More specifically, this project aims to develop and implement a platform linking the demand and the supply for accommodation and tourism products particularly (but not exclusively) within four segments, namely youth, families facing difficult social and/or financial circumstances, seniors and people with disabilities.

ENAT participated in establishing and managing the disability working group to identify specifications and user requirements for the Web portal.

ENAT's Web specialists have assessed the accessibility of the *beta* versions of the eCalypso web portal and delivered a review of the final version in 2013.

ENAT formed a Disability Working Group with ENAT experts and representatives of disability organisations in order to examine the information needs of disabled holidaymakers and inform the eCalypso developers about their requirements.

Further information:
http://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices.1311

ITA – INCLUSION THROUGH ACCESSIBILITY Project

This one year project which commenced on 1st November 2012 was funded through the Europe Aid programme. The ITA project will contribute to developing a new direction in the tourism sphere in Georgia. It aims to benefit, in particular, persons with disabilities and elderly citizens and contribute to the economic development of Georgia by involving directly civil society organisations, small and medium-sized enterprises and public sector bodies in training, development and dissemination activities.

One of the main goals of the project was the realization of the advocacy campaign on adaptation of the tourist infrastructure (physical environment, means of transportation and relevant services).

The ITA project disseminated and elaborated the principles of the human rights of people with disabilities and, furthermore, put in place sustainable organisational structures to support the realisation of accessible tourism in specific destinations for the identified target groups.

The project established new working relationships between diverse sections of society and the business community and set new standards for tourism management in Georgia, based on international accessible tourism best practices.

ENAT's participated in two main actions: delivery of two "Train the Trainers" workshops in Tbilisi and Batumi, respectively, and presentations at the 1st Georgian International Conference of Accessible Tourism in Tbilisi in July 2013.

Further information:
http://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices.1428

T-GuiDE – Tourist Guides for People with Intellectual and Learning Difficulties in Europe

T-GuIDE is an initiative of nine organisations supported by the European Union's Lifelong Learning Programme, "Leonardo Da Vinci". The initiative addresses two of today's major societal challenges in Europe: to increase opportunities in the job market and to increase social inclusion.

The aim is to produce an EU training model and Manual for training Tourist Guides in guiding people who have learning difficulties or other intellectual impairments.

The project started on 1st November 2012 and will continue for 30 months.

Further information:

www.t-guide.eu

The financial aspects of the running projects are dealt with in the ENAT Financial Report.

EU Study: Mapping the Supply and Performance Check of Accessible Tourism Services in Europe (European Commission tender)
The European Commission (Directorate General Enterprise and Industry, Unit E2 – Tourism and Cultural Instruments) commissioned a study to assess the presence and the performance of accessible tourism services and facilities along the tourism supply chain, examining best practices and tools to foster tourism accessibility.
The study analysed supply chains and performance in all the EU Member States and proposed recommendations and priorities for actions to increase and improve the supply of accessible tourism services.
The 12-month study, which started in February 2013, is being carried out by a partnership comprised of EWORX S.A. (Greece), Valdani Vicari Associati (VVA, Milan) and the European Network for Accessible Tourism (ENAT, Brussels).

Further information:
http://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices.1414

EU Study: Mapping the Skills and Training Needs to Improve Accessibility in Tourism Services (European Commission tender)
This 12-month research study, which started in January 2013, was carried out by Valdani Vicari Associati (VVA, Milan) and the European Network for Accessible Tourism and 3S Research, Vienna. It aimed to map the staff skills needs to improve accessibility and safety in the tourism services and analyse the availability of corresponding training in EU Member States or transferable (from other regions of the world).

A collection of best practices in 'training for accessibility' addressing the different tourism services was also presented through a selection of case studies developed with the help of ENAT members .

Further information:
http://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices.1408

4.6 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.

In 2013, the main results of the tri-partite collaboration were:

(1) Delivery of the *Recommendations on Accessible Tourism for All.* The final document was approved at the UNWTO General Assembly in October 2013.

(2) The Accessible Tourism Manual for NTOs and Best Practices Collection (2 books) have been initiated and revised drafts of the documents were developed in 2013. The books will be published by UNWTO in 2014 for global distribution.

(3) The collaborating partners developed a call text for a Business Case and have approached possible **candidate business schools** that may prepare this work. No decision was reached on a suitable candidate in 2013. Candidates are invited to express their interest to any of the three partner organisations.

(4) Is ongoing through FUNDOSA GROUP's activities. No report was available in 2013.

4.7 New Project Proposals

In addition to the new projects acquired in 2013 as listed in the foregoing section, proposals were prepared by ENAT during 2012-13 for a number of other projects. Here are listed both the unsuccessful and the successful project proposals:

Proposals submitted by ENAT:
- Open Call: Leonardo Lifelong Learning, two projects **–** One project was **successful:** project **EWB, Europe Without Barriers**, led by ENAT associate member, the Italian Multiple Sclerosis Association, commencing 1 October 2014.
- Open Call: Leonardo Lifelong Learning project. *Tourist Environment Accessibility for Disability (TEAD)* **– successful**, ENAT is a non-funded dissemination partner in this project, commenced 2012.

For further information about the status of current applications and proposals or to participate in new proposals, ENAT Members are invited to write to Managing Director Ivor Ambrose at enat@accessibletourism.org

ANNEX 1. List of ENAT Members, 2013

Table 1. ENAT Honorary Members, as of December 2013

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	Mukhtar Al Shibani / Betty Dion	Global Alliance on Accessible Technologies and Environments (GAATES)	Canada
686	Al-Tarawneh Mohammed	United Nations	Jordan
715	Charles Bélanger	BITS – Bureau International de Tourisme Social	Belgium
-	Peter De Wilde	Tourism Flanders	Belgium
-		Sustainable Travel International	Canada

ENAT Full Members, 31.12.2013

no.	Organisation	Country	First Name	Last Name
4	IVOR AMBROSE T.S.	Greece	Ivor	Ambrose
39	EWORX S.A.	Greece	Spyros	Michailidis
57	Access Sweden	Sweden	Lilian	Muller
98	ANLH	Belgium	Cleon	Angelo
115	WRC	Ireland	Richard	Wynne
128	ENTER / TGB vzw	Belgium	Mieke	Broeders
176	COIN	Italy	Annagrazia	Laura
423	Fundacion ONCE	Spain	Jesus	HernandezGalan
452	Vellinge Municipality	Sweden	Nils-Arvid	Andersson
621	TURSAB	Turkey	Gunnur	Ozalp
650	Istituto Carlo Besta	Italy	Paolo	Cornelio
696	ISITT	Italy	Nadia	Bravo
738	Accessible Portugal	Portugal	Ana	Garcia
738	IBFT	Austria	Ana	Garcia
750	Disability NOW	Greece	Nikos	Voulgaropoulos
868	Red Estable	Spain	Diego Javier	Gonzalez Velasco
885	Predif	Spain	Tatiana	Aleman Selva
900	Village for All	Italy	Roberto	Vitali
951	TOURISM GATE CONSULTING LIMITED	Jordan	Ibrahim	Abu-Helil
958	CPD Consulta	Italy	Chiara	Elia
998	Veneto Region	Italy	Anna	Breda
27	Tourism for All	UK	Jenny	Littman (retired)

ENAT Associate Members in good standing. (Fees paid for 2013).

42	Papamichail	Greece	Katerina	Papamichail
143	Neumann	Germany	Peter	Neumann
447	Attyseer for planning & engineering(accessibility consultant)	Libya	Ahmed	El-Rida
587	Catalan Tourism Board **(including members 926 and 1078)**	Spain	Jordi	Secal
689	British Tourist Auth. VisitEngland	UK	Ross	Calladine
705	Hartmut Smikac	Germany	Hartmut	Smikac
797	Accessible Travel	Netherlands	Veroniek	Maat
802	Selvakumar	Italy	Selvakumar	Ramachandran
811	Tourism Flanders	Belgium	Greet	Vandenrijt
819	Handitours Aps	Denmark	Christel	Stejlborg
826	Cyprus NTO	Cyprus		
845	Internet Travel Agency For Disabled People	Poland	Margaret	Tokarska
863	Tourist Organization of Belgrade	Serbia	Ljilljana	Alajbegovic
864	Sardagi	Turkey	Nejat	Sardagi
871	PATRONATO DE TURISMO DEL AYUNTAMIENTO DE ARONA	Spain	Noemi	Diaz Delgado
895	Tricentenaire	Luxembourg	Danielle	Petesch
905	PARSA NGO	Georgia	Besarion	Giorgiovani
909	Turisme de Barcelona	Spain	Joana	Homs
911	Access Greece	Greece	Anastasia	Kalou
913	Multiple Sclerosis Society Italy	Italy	Marco	Pizzio
926	Agència Catalana de Turisme	Spain	Ariadna	Ribas Marino
934	Veitch	UK	Chris	Veitch
944	Carvalhinho	Portugal	Jose Ernesto	Carvalhinho
951	Tourism Gate Consulting Ltd.	Jordan	Ibrahim	Abu-Helil
952	Invago	Poland	Joanna	Lang
993	Gonzalez	Spain	Maria-Jesus	González Jiménez
1003	Alanya City	Turkey	Alanya	City
1014	Chabu Mwansa Access Project	Zambia		
1015	Allegra	Italy	Paulo	Allegra
1019	ΚΟΙΝ.ΣΕ.Π ΑΣΚΛΗΠΕΙΑΔΕΣ	Greece	Emmanouil	Zidianakis
1027	Nobarrier by Alderan Srl	Italy	Stefania	Marson
1031	Bell-lloc accessibilitat		Laura	Aguilar
1041	Love	USA	Amy	Love
1042	Aquamarine Kiev	Ukraine	Oksana	Kunchenko
1043	Fife Cottages O'Rourke	Scotland	Debbie	MacCullum
1045	Observatory on Tourism in the European Islands-OTIE	Italy	Giovanni	Ruggieri
1053	The Levanters	Jordan	Abu	Hilal
1058	Mallorca for All	Spain	Carolina	Vicens

1066	Kultürlich - Kulturen im Kontext,	Germany	Mathilde	Brandis
1078	Agència Catalana de Turisme	Spain	Jordi	Linares Roig
1080	Fond G Amato	Italy	Giuseppa	Caudullo
1089	SCIA	Australia	Ian	Stevens
1092	Amphitrite Social Enterprise	Greece	George	Krikelas
1100	Bernadette Lo Bianco	Italy	Bernadette	Lo Bianco
1105	Culturfriends Wavcomfort Lda.	Portugal	Ralph	Wokan
1107	Association Tourisme et Handicaps	France	Annette	Masson
1109	Jordan tours & Travel	Jordan	Eid	AlNawafleh
1110	MT di Zoni Gianluca	Italy	Gianluca	Di Zoni
1114	Pronto DMC - PRONTOTOUR GROUP	Turkey	Thomas	Paternoster
1115	Bezbatour Travel Agency	Czech Republic	Michal	Prager
1118	Parques de Sintra Monte da Lua, SA	Portugal	Antonio	Ressano Garcia Lamas
1119	Waterlily Specialized Tourism	Portugal		
1130	The 6th Sense - social enterprises Ltd	Israel	Nadine	Bdil

Total: 53 paid-up Associate Members

End of Document