



## **Annual Report**

**2017**



**NTOs' Learning Group at the Louvre, Paris, November 2017**

**European Network for Accessible Tourism  
a.s.b.l.**

**Working Together to Make Tourism in Europe Accessible for All**

## ENAT Annual Report January – December 2017

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

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### **Cover Photo:**

**NTOs' Learning Group at the Louvre, Paris, November 2017 hosted by VisitParisRegion**

### **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 National, European and International institutions and organisations whose actions have a direct influence on the tourism sector.

Further information about ENAT is available on the Web at:  
[www.accessibletourism.org](http://www.accessibletourism.org)

## Table of Contents

1. Membership .....	4
2. ENAT Strategy and Activities.....	5
2.1 ENAT Strategy and Workplan 2016 to 2020 .....	5
2.2 Network Activities .....	5
2.2.1 ENAT National Co-ordinators' and Full Members' Activities .....	5
2.3 ENAT Fund-raising, Sponsorship and Recruitment.....	10
2.4 Recruitment.....	11
2.4.2 Full Membership Candidates .....	11
3. ENAT Publicity and Outreach .....	11
6.1 ENAT Web Portal Development .....	11
3.1.1 Regional websites .....	12
3.1.2 e-Bulletin .....	12
3.1.3 On-line Resource Centre .....	12
3.2 ENAT Print Publications .....	15
3.2.1 Publicity Leaflets .....	15
3.2.2 ENAT Code of Good Conduct Commitment Label .....	15
3.3 List of Events attended by ENAT representatives in 2017 .....	16
4. Working Groups and Projects .....	20
4.1 ENAT Policy Group .....	20
4.2 Accessible Tourism Projects & Good Practices .....	20
4.3 ENAT Quality Label – Pilot Phase, 2016 - 2017 .....	21
4.4 Project Applications presented in 2017.....	21
4.5 Projects .....	22
4.5.1 Pantou.org (Continued in 2017 from 2015) .....	22
4.5.2 ACCESS ANGELS .....	22
4.5.3 APP TOUR YOU (2015 - 2017).....	23
4.5.4 BRENDAIT (2015 - 2017).....	23
4.5.5 ENAT – Turismo de Portugal Framework Agreement (2014 – 2017) .....	23
4.5.6 Tourism for All in Lebanon (Commenced 2016).....	24
4.5.7 ELEVATOR (Continued from 2015) .....	24
4.5.8 NEWSCAT.....	24
4.5.9 T-GuiDE – Tourist Guide Training for People with Intellectual and Learning Difficulties in Europe .....	25
4.5.10 ATTIMO Accessible Transnational Thematic Itineraries and InterModality.....	25
4.5.11 ALL – Across Lombards Lands .....	25
4.6 UNWTO – ENAT – F.ONCE Collaboration Agreement .....	25
4.7 World Network/Organisation of Accessible Tourism .....	26
ANNEX 1. List of ENAT Members, December 2017 .....	27

## 1. Membership

Total membership of ENAT asbl on 31.12.2017 stood at **75 members**. These included:

- 16 Full Members
- 7 Honorary Associate Members
- 52 Associate Members (paid-up members in 2017).

Lists of Full, Honorary and Associate Members are shown in [Annex 1](#).

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

### ENAT Board Members and Seconders as of 31.12.2017

#### **Executive Board**

President:	Anna Grazia Laura, COIN, Italy
Vice-President:	Jesús Hernández Galán, Fundación ONCE, Spain
Vice-President:	Spyros Michailidis, EWORX S.A., Greece
Treasurer:	Mieke Broeders, ENTER vzw. Belgium
Managing Director:	Ivor Ambrose, IVOR AMBROSE Technical Services, UK

#### **Non-Executive Board Members**

Director:	Tatiana Aléman Selva, Plataforma Representativa Estatal de Personas con Discapacidad Física (PREDIF), Spain
Director:	Ana Garcia, Accessible Portugal, Portugal
Director:	Paudie Healy, Universal Access, Ireland
Director:	Marco Pizzio, Associazione Italiana Scelrosi Multipla Onlus, (AISM), Italy
Director:	Lilian Müller, Access Sweden, Sweden
Secretary:	Katerina Papamichail, Greece

Since 2008 *The European Commission Unit for Integration of People with Disabilities* has had the status of Observer with ENAT.

Since 2013 *The European Commission Tourism Unit, (DG GROW)*, has been included as an ENAT Observer.

#### Current MoU's

In 2017, Memoranda of Understanding were in force with the following organisations:

- UNWTO – United Nations World Tourism Organisation (with Fundación ONCE)
- Design for All Foundation
- EARTH – European Alliance for Responsible Tourism and Hospitality
- EASPD – European Association of Service Providers for People with Disabilities
- GAATES – Global Alliance on Accessible Technologies and Environments
- Lonely Planet
- Turismo de Portugal (National Tourism Authority of Portugal)
- Failte Ireland (National Tourism Authority of the Republic of Ireland)

## 2. ENAT Strategy and Activities

### 2.1 ENAT Strategy and Workplan 2016 to 2020

The activities conducted by ENAT in 2017 are part of the Strategy and Workplan that was developed for the period 2016 – 2020 at the ENAT Board Meeting held in June 2016.

This Annual Report presents a synopsis of the work of ENAT and some of its Full Members in 2017.

### 2.2 Network Activities

#### 2.2.1 ENAT National Co-ordinators' and Full Members' Activities

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

#### **Belgium Flanders (INTER)**

- Presentations of ENAT activities and representation of ENAT at ministerial, corporate and research meetings in Belgium.

#### **Belgium Wallonia (ANLH)**

- Administration of ENAT's Head Office functions.

#### **France (Tourisme et Handicaps)**

- The Association *Tourisme et Handicaps* joined ENAT in 2014. It has a wide range of activities throughout France and in overseas territories.
- No report was received for 2017.

#### **Germany (German Federation for The Blind and Partially Sighted (DBSV))**

By Ruediger Leidner, ENAT Board.

#### **Activities regarding accessible tourism in 2017**

##### **PRM-Dialogue**

Already in 2015 the German Aviation Association invited representatives of airports, airlines, disability organisations and organisations of older people to discuss accessibility issues of passengers with disabilities. DBSV was invited to this „PRM-Dialogue“ which took place since then about twice a year.

In 2017 a working group began to prepare a brochure that lists the questions that people with disabilities should clarify before booking a flight. It will be published in 2018.

##### **Accessible Tourism Day during the ITB Convention Berlin**

As active member of „Tourism For All Germany“ (NatKo) DBSV is involved in the organisation of the Accessible Tourism Day which takes place every year during the ITB Convention Berlin (2017 already the sixth time).

The feedback to these conferences which have been attended by about 200 people every year (mostly professionals of the tourism industry present as exhibitors on the ITB Convention) has been very positive over the years. ENAT was also invited several times to take part in the conference.

### **Standardized German Labelling system for accessible tourism products/establishments**

The information and labelling system commissioned by the Federal Ministry For Economic Affairs and Energy to mark accessible tourism products showed growing acceptance in the tourism industry. In 2017 more than 2.500 tourism establishments were audited and received a certificate, in most cases with regard to travellers with walking impairments. About 40 % of these establishments are accommodation establishments – even including one hotel in Italy. It should not be neglected that even if a certificate refers to a certain type of disability reliable information on accessibility is audited and presented for all seven target groups. DBSV is involved in this project as board member of NatKo and as member of the project advisory committee.

In 2017 the programming of a database was commissioned that will be available in the internet in 2018. Since Germany Travel is involved in the project, the user interface will be available in German and English.

### **Greece**

By Spyros Michailidis, CEO, EWORX S.A.

- EWORX S.A. continued to offer its support and maintenance services to the ENAT Website [www.accessibletourism.org](http://www.accessibletourism.org)
- EWORX developers, supporting ENAT, contributed to the second development phase of the Accessible Tourism Directory at <https://Pantou.org> under contract to the European Commission Tourism Unit and conducting research on the availability of accessible tourism services in Europe.
- EWORX continued to maintain the T-Guide project website: [www.t-guide.eu](http://www.t-guide.eu) and hosting the e-learning platform, [www.accesstraining.eu](http://www.accesstraining.eu)
- EWORX continued to host and support the website of the EU-funded Vocational Training project, [www.etcaats.eu](http://www.etcaats.eu) which contains resources on e-Learning for accessible tourism.
- EWORX hosts and maintains the “Minisite” for the EU-funded ELEVATOR project, coordinated by Kazuist, Czech Republic, in which ENAT is a partner: [www.accessibletourism.org/elevator](http://www.accessibletourism.org/elevator)

### **Ireland**

By Paudie Healy, Universal Access

Universal Access has lead and managed the development of the *ENAT World Tourism for All Quality Programme* from 2016 and has been piloting the label in Ireland 2016/2017. Twelve hotels were selected in the pilot and ten hotels have been tested with the full pilot. Some of those hotels that have completed the full programme will now be accredited with the World Quality Label at the World Launch on 26<sup>th</sup> June 2018.

Universal Access has presented information and statistics at several on-going meetings on accessible tourism with the National tourism agency Failte Ireland Presented to the Minister of State for Tourism and Sport Brendan Griffin on the opportunity for the country.

Partnered ENAT in training all senior management in Failte Ireland on accessible tourism and general awareness of the opportunity for the country.

Had meetings with the National disability Authority, The Centre for Universal design Ireland, Chambers Ireland, IBEC, ISME, (National representatives of Ireland Businesses) through the employers disability information organisation.

## ENAT Annual Report 2017

Participated in other countries' accessible tourism conferences and events as an invited guest speaker

Universal Access has brought in several new members to ENAT.

Has made contributions and participated in all of ENAT's Board Meetings

Universal Access have started to develop two municipal destinations and showing them the way forward to develop a fully inclusive destination for-all.

1 – Dun Laoghaire – Rathdown

Trained all municipality executive management departments senior management on key elements for developing an accessible destination to all.

Did an audit of several street routes in the main town

Produced a 120 page audit report with key learning's on good practise and a live action plan for their implementation going forward.

Developed and managed their accessible tourism conference from concept to full delivery.

2 – Kerry County Council.

Trained all municipality executive management departments senior management on key elements for developing an accessible destination

Did an audit of several street routes in one of their main towns

Currently producing an audit report with key learning's on good practise and actions they need to look at going forward.

Sourced and put together a destination for-all committee made up of public, private, ngo,s, state agencies to develop their town as a destination for all. We have developed a road map for them and I have chaired the first four meetings of this destination committee to ease them in to the project.

Did an audit of their main marketing website to WCAG AA standards and we are managing the fixes by the website developer taken from the report to make it WCAG AA compliant.

Currently producing a destination marketing plan for them.

Universal Access has a range of new businesses also now in the World Programme and has a waiting list of more wanting to join the programme

Universal Access also developed a full training programme on Disability Awareness, Diversity, Equality and Inclusion – a Training Programme in accessible tourism for the public and private sector which was accredited by the Irish Institute of Training and Development in Ireland and by ENAT for the World Tourism for all Quality Programme. This programme was short listed for a National Award.

In the last 12 months Universal Access has also given on-going contributions at meetings on the following National committees;

- National Standards Authority of Ireland built environment committee
- National Standards Authority of Ireland M420 public procurement of accessibility in the built environment committee
- National Standards Authority of Ireland Accessible Tourism committee

National Standards Authority of Ireland Accessible Design committee

### Italy

- Annagrazia Laura (COIN) represented ENAT at corporate and research meetings in Italy, in project meetings and international events (see also [Events section in this report](#)).
- COIN/TANDEM led and/or collaborated as partners in the EU-funded projects in which ENAT also participated: APP TOUR YOU, ATTIMO and ALL – Across Lombards Lands. (See [Projects Section](#) in this report).

### Portugal (Accessible Portugal)

Ana Garcia and Sara Duarte represented ENAT at corporate and research meetings, and collaborated in the BRENDAIT EU-Funded project and international events.

- **In 2017 – Final Conference of the BRENDAIT project**  
Continuation of the BRENDAIT Project (See [Projects Section](#) in this report).



**BRENDAIT**  
Building a Regional Network for the Development of  
Accessible and Inclusive Tourism

### Spain

- Fundación ONCE and PREDIF represented ENAT at tourism sector meetings in Spain.
- Fundación ONCE participated in FITUR 2017 with presentations on Accessible Tourism.
- Fundación ONCE conducted research for the Spanish Observatory on Accessible Tourism (published in 2017).
- Fundación ONCE collaborated with AMADEUS, promoting its study on accessible travel (published in 2017).
- The Generalitat of Catalunya, Tourism Agency participated in Accessible Tourism actions and events in 2016.
- Barcelona Tourism Office participated in Accessible Tourism actions and events in 2016.
- Red Estable participated in accessible tourism events in Spain and Latin America in 2016.

**In 2017 PREDIF** has participated in different forums, tourist congresses and conferences with specific presentations:

- FITUR, International Tourism Fair. IFEMA; Madrid, January, 18<sup>th</sup> to 22<sup>nd</sup>
- Conference "Assistance to people with physical disability in emergency situations" (Torrejón de Ardoz Air Base-Madrid, February, 13<sup>th</sup>)
- Conference on inclusive rural development, organised by CERMI (Spanish Union of Disability Associations) (Madrid, February, 8<sup>th</sup>)
- 1st World Conference on Smart Destinations (Murcia, February, 15<sup>th</sup> -17<sup>th</sup>)
- Conference "Needs of people with physical disabilities" and "Tur4all, the application of Accessible Tourism". Museum of Human Evolution (Burgos, March, 29<sup>th</sup> and 30<sup>th</sup>)



- SIBTUR, International Symposium of Best Practices in Tourism (São Pedro do Sul, Portugal, April 26<sup>th</sup>)
- Seminar Sustainable, Accessible and Inclusive Tourism: Challenge for the Azores Islands destination. City Hall of Ribeira Grande ESHTTE - School of Hospitality and Tourism of Estoril. (Azores, May 8<sup>th</sup>).
- International Conference on Sustainability and Competitiveness in Tourist Destinations (Arona, June 15<sup>th</sup> and 16<sup>th</sup>)
- III Congress of Accessible Tourism: Social Innovation for Development (Santo Domingo, June)
- II Forum of Sustainable Tourism of the Province of Valladolid (Valladolid, July 13<sup>th</sup>, 2017)
- International Technology and Tourism for all Congress. ONCE Foundation (Malaga, from September 27<sup>th</sup> to 29<sup>th</sup>).
- Congress of Inland Tourism. Tourism of Extremadura (Plasencia, October 25<sup>th</sup>-27<sup>th</sup>)
- XIII Regional CERMI (Spanish Union of Disability Associations) Congress "Disability and Accessible Tourism" (Castellón de la Plana, October 26 and 27).
- Conference on "Accessible and Inclusive Tourism". Carlos III University of Madrid (Madrid, October 27<sup>th</sup> and November 2<sup>nd</sup>).
- International Conference on Accessible Tourism All Madrid4all (Madrid, December 4<sup>th</sup>)

**PREDIF carried out diagnoses of Accessibility of tourist resources:**

- Project "The way of St. James in Navarra, accessible for all". Ministry of Education, Culture and Sports and General Direction of Tourism of Navarra
- Tourist Accessibility Programme of Gijón. Gijón with Quality
- Project "Accessibility in the airports of the Dominican Republic". Civil Aviation Board
- Project "Accessible Tourism Guide of Benidorm". City Council of Benidorm
- Accessible Tourism Strategic Plan for Castilla y León 2017-2019. Junta de Castilla y León
- "Madrid Accessible in 7 days" guide. City Council of Madrid
- "All Madrid4All" Project: Fam / blog trip, Fiesta TUR4all and International Conference on Accessible Tourism. City Council of Madrid and Madrid Regional Government
- Handbooks of best practices of accessible tourism and online training course. Valencia Regional Agency for Tourism
- Updating and inclusion of new tourism resources on the web page and App of World Heritage Cities. Group of Spanish World Heritage Cities
- European project GW4all (Greenways for all).
- Diagnosis of accessibility of local tourist resources of Collado Mediano. City Council of Collado Mediano(Region of Madrid)
- Accessibility audits for the Bequal label
- Study of tourist accessibility of the Region of Madrid and action plan. Madrid regional government
- Mallorca: destination TUR4all. Vodafone Foundation Spain
- TUR4all Platform (website and mobile application). Vodafone Foundation Spain

**PREDIF Courses and training sessions on Accessible Tourism and Accessibility:**

In 2017, 709 people took part in our training courses.

With the support of the Royal Board on Disability, 2 face-to-face and 1 blended courses.

- Vitoria: November 6 and 7 at the European Conference Center.
- Murcia: November 7 and 8 at the Tourist Qualification Center of Murcia
- Madrid: blended from October 4 to November 16 at the Faculty of Commerce and Tourism of the UCM (Universidad Complutense de Madrid). It included an online course of 75 hours of training and 16 classroom teaching hours.

With the support of the EOI Business School in Madrid:

- Huerca-Overa (Cádiz): March 13<sup>th</sup> and 14<sup>th</sup>
- Lucena (Córdoba): April 20<sup>th</sup> and 21<sup>st</sup>
- Levante Almeriense (Almería): July 13<sup>th</sup> and 14<sup>th</sup>
- Almería: September 6<sup>th</sup> and 7<sup>th</sup>
- Huerca-Overa (Cádiz): September 28<sup>th</sup> and 29<sup>th</sup>

With the support of the Provincial Council of Palencia:

- Training course on "Accessible Tourism and Customer Service with disabilities and other needs" March 22<sup>nd</sup> and 23<sup>rd</sup>, Palencia

With the support of the University of Jaén:

- Course on "Accessible Tourism and customer service with disabilities and other needs". (University of Jaén, May 4<sup>th</sup> and 5<sup>th</sup>).

With the support of the Disability Assistance Office of the Spanish Army:

- Conference "Assistance to people with physical disability in emergency situations" (Torrejón de Ardoz Air Base - Madrid, February 13<sup>th</sup>).

**Sweden (Access Sweden)**

- Represented ENAT at tourism sector meetings in Sweden.

**United Kingdom**

- Ivor Ambrose continued as Managing Director of ENAT, managing the international Secretariat and participating in projects and events in Europe.

**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 2017, membership fees and project income contributed to ENAT's budget.

Project income was used exclusively to pay the project costs (experts' fees, subcontracting, travel, per diems and related expenditure) and travel subsidies for Board members to official meetings.

No equipment or fixed property was bought by ENAT in 2017.

**The ENAT Financial Report 2017 is available to ENAT Full 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.

### 2.4.2 Full Membership Candidates

One application was received for Full ENAT Membership in 2017 from JPS Tours. The applicant was approved at a Board meeting in 2018.

We look forward to receiving applications in 2018 from Active Associate Members and strongly encourage them to step forward to support the work of ENAT and reap the full benefits of membership.

## 3. ENAT Publicity and Outreach

### 6.1 ENAT Web Portal Development

In 2017 the ENAT portal continued to provide the features and services which were developed originally in 2006 - 2008 by EWORX S.A.

**The ENAT website celebrated its 10<sup>th</sup> Anniversary in May 2017. (Is this a record)? The occasion was celebrated with a cake at EWORX S.A., Athens - its birthplace.**



In 2017, as part of the continuous improvement of the site, some additional (back-office) features 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](http://www.linkedin.com/groups?gid=4003674&trk=hb_side_g)
- ENAT e-Bulletin (direct email to Members and subscribers)

- Accessible Tourism News (e-newspaper): <http://paper.li/f-1315995457>

**Social Media followers, (- numbers recorded in June 2018):**

- **ENAT Facebook** followers. Likes: 2,400 (up from 2,100 in June 2016)
- **ENAT Accessible Tourism Group**, Members: 356 members
- **ENAT Twitter** followers: 1,237
- **ENAT LinkedIn Group** members: 2,323 (up from 1490 in June 2016).
- **ENAT E-Bulletin** subscribers and related ENAT mailing accounts: over 2,400

In 2017 ENAT also managed or contributed as co-editor to additional social media channels for the following EU-funded projects:

- Access Angels. <https://www.facebook.com/accessangelsproject/>
- Across Lombards Lands. <https://www.facebook.com/ALL-Across-the-Lombards-Lands-1612259612133567/>
- ATTIMO Travellers. <https://www.facebook.com/Attimotravellers/>
- Pantou – The Accessible Tourism Directory. <https://www.facebook.com/accessibletourismeurope/>

### 3.1.1 Regional websites

The ENAT portal is now only updated in the English, Editions.

### 3.1.2 e-Bulletin

A semi-automated emailing system, adopted in 2009 ([www.mailchimp.com](http://www.mailchimp.com)), continued in use in 2017, sending e-Bulletins to over 1,300 subscribers.

During 2017, ENAT sent out **6 e-Bulletins** and one reminder to subscribers. The bulletins can be viewed at this page <http://www.accessibletourism.org/?i=enat.en.newsletter>

The e-Bulletins were opened on average by 25% to 66% of subscribers. The “opening rate” industry average for NGOs, according to MailChimp is around 21%.

### 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.



Through the generous support of **ReadSpeaker** since 2015, the ENAT Webpages (English edition) are made accessible to people who may not be able to read the text or who are less familiar with English as a foreign language. Just click on the "Listen" button at the top of the page. No software installation is necessary - it just works. You can adjust the reading speed and text highlighting according to your preference

The main English language web pages at [www.accessibletourism.org](http://www.accessibletourism.org) included **2,042 unique articles** by the end of December 2017. This is an increase of about **45 items** since 31 December 2016.

**Web search by Google for: “Accessible Tourism”**

Again in 2017, as in previous years, using “Google” search for the phrase “*accessible tourism*” consistently lists [www.accessibletourism.org](http://www.accessibletourism.org) on the **first page**. Several sub-pages of the ENAT website and our Pantou Directory <https://pantou.org> are also listed in the top 10, making it, without doubt, the most “visible” global site addressing this subject.

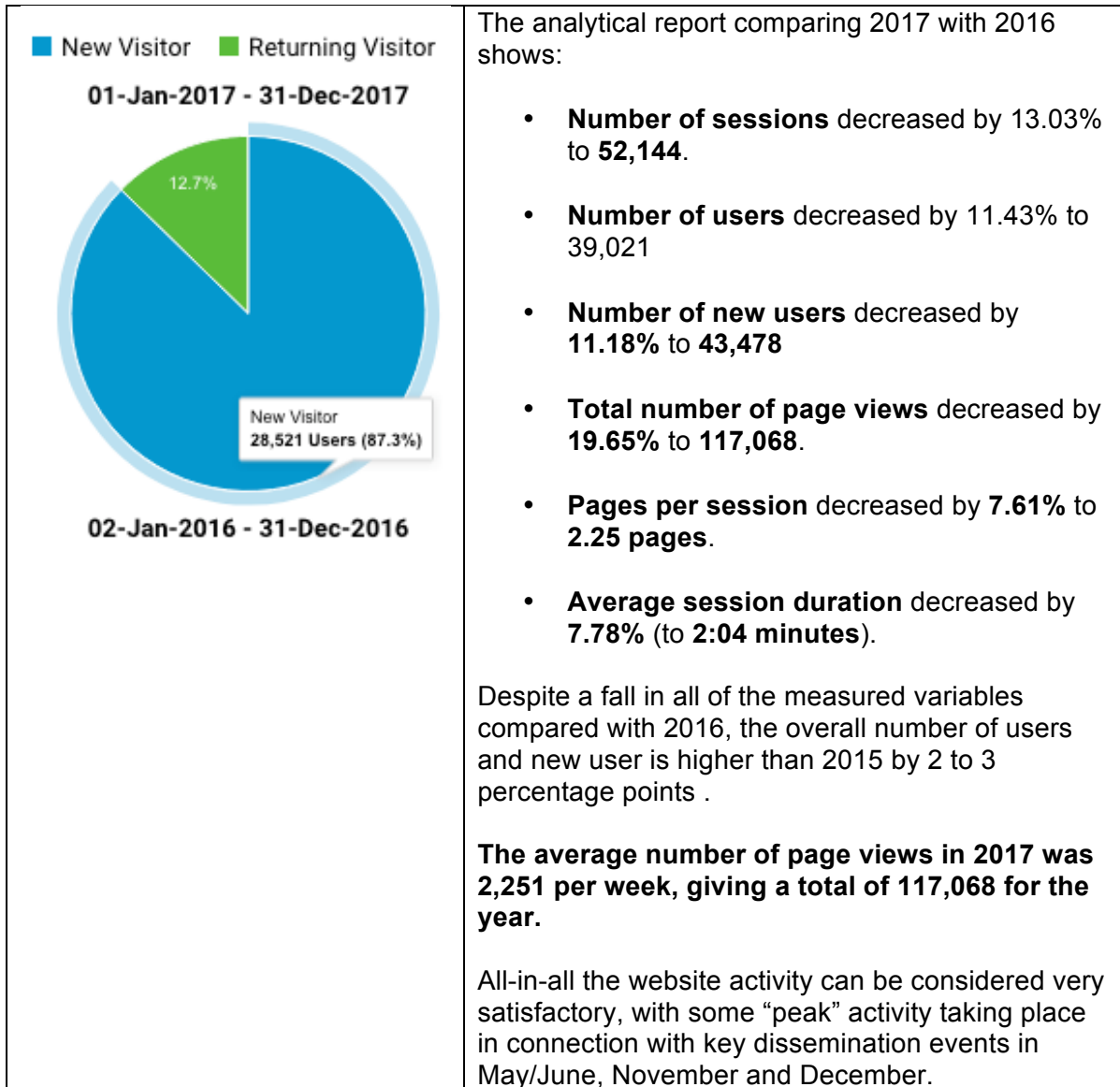
The following image taken from “Google Analytics” shows a summary of site visitor usage from January to December 2017, compared with the same 12-month period in 2016.

**See next page.**

# ENAT Annual Report 2017

[www.accessibletourism.org](http://www.accessibletourism.org) Web stats comparing January – December: 2017 and the same period in 2016 (Google Analytics)





### 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 Turkish.

<http://www.accessibletourism.org/?i=enat.en.publicity.685>

**ENAT Printed flyers** were not produced in 2017

#### 3.2.2 ENAT Code of Good Conduct Commitment Label

The ENAT Code of Good Conduct, launched in 2009, has been signed by over 100 ENAT Members by the end of 2017.

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 2017

The ENAT online Events Calendar (Google Calendar) provides information on the events attended or organised by ENAT Members in 2017:

<http://www.accessibletourism.org/?i=enat.en.events> )

The following list provides an overview of some events in 2017 where ENAT Board Members and Full Members have participated. Names of guest speakers are shown after the title of the event. Further information may be found on the ENAT Website.

<b>Date</b>	<b>Event</b>
26/01/2017	Beirut: Accessible Tourism for All in Lebanon, AFKAR/EUROPE AID project conference organised by Lebanese Union of Persons with Physical Disabilities
25-27/2/17	Global Healthcare Travel Forum, Amman Jordan. Anna Grazia Laura gave a Keynote Speech at the conference on "Globalization of Medical Tourism"
2/03/17	Coimbra, Portugal. A conference organised by Turismo do Centro de Portugal, with the support of the BRENDAIT project partners, invites tourism professionals to discover how to improve the product and reap the rewards of the accessible tourism market.
27/04/17	Krakow, Poland. 27-28 April 2017. Having recently adopted the 2030 Sustainable Development Goals (SDGs), the United Nations declared 2017 the International Year of Sustainable Tourism for Development. This Congress comes at a challenging time where tourism keeps booming although the protection of human rights, the natural resources and social cohesion need to be considered seriously in all spheres of development.
16/05/17	Brussels. APP TOUR YOU Conference on Accessible Tourism eLearning & Training
18=19/5/2017	1st International Congress of Active Tourism for All, Costa Brava San Antoni de Calonge. Anna Grazia laura gave a presentation on Accessible Destinations: An Asset for Inclusive Tourism



## ENAT Annual Report 2017

- 13 June 2017 Tourism conference “La montagna per tutti”, 13th June 2017 – Agliè – Turin, Anna Grazia Laura gave a presentation on Inclusive Tourism.
- 26/06/17 Brussels. ENAT AGA at the premises of VisitFlanders, Grasmarkt 61, 1000 Brussels, Belgium.
- 27/06/17 Brussels, Learning and training in ‘Tourism for All’ are under the spotlight at this EU conference organised by the APP TOUR YOU partnership. All tourism sector actors and stakeholders are welcome to learn about the on-line open learning course developed by APP TOUR YOU. With input from the European Commission, tourist boards, businesses, trainers and accessible tourism experts.
- 7/9/2017 Seoul International Fair & Sustainable Tourism Forum 2017 Fair & Sustainable City Agenda: New Urban Tourism. Anna Grazia Laura gave a presentation on Advancing Accessible Tourism in Urban Destinations.
- 27/09/17 Málaga, Spain, 27 to 29 September: DRT4ALL Design, Research Networks and Technology for All and Tourism for All are merged again into a single congress under the theme of "Accessibility for All 4.0". Organised by Fundación ONCE and Partners, including ENAT.
- 27/09/17 27 September 2017, Thessaloniki. On the occasion of United Nations World Tourism Day, The Archaeological Museum of Thessaloniki organises a Soirée with presentations addressing visitors, businesses, cultural and government agencies - informing about the huge tourism market that remains untapped in Greece.
- 27/09/17 Brussels, EU Conference: 'A European strategy to enhance the competitiveness of the tourism industry, a key driver for job creation'.
- 06/10/17 Vicenza, Italy. Presenting innovative best practices in the development of European tourism itineraries for the market of visitors with specific access requirements.. This is the final conference of EU COSME Project ATTIMO, aiming at generating new business in cultural and food tourism in Austrian and Italian Regions.
- 15/11/17 Spoleto, Italy. Accessible itineraries and tour packages in the territories of the ancient Duchy of Spoleto, Italy and in Slovenia. Final conference of the European project, Across Lombards Lands (A.L.L.) for tourism enterprises and cultural heritage professionals.
- 21/11/17 Paris, France. 20 to 21 November 2017. ENAT, in association with VisitParis Region, is organising a Learning Event where National and Regional Tourist organisations can come together for 2 days to share their experiences and learn from each other about developing and marketing accessible tourism. (Members only)
- 24/11/2017 24 November to 4 December 2017, Madrid, Spain. “All Madrid for All” consists of three events in one that will be held at the end of 2017, coinciding International Day of Persons with Disabilities on the 3<sup>rd</sup> December.
- 4/12/2017 Madrid. International Accessible Tourism Conference, organised by PREDIF and others.
- 5/12/2017 Mallorca. Conference “Ileas Balears – A destination of all. Organised by Handisport Foundation

**Selected highlights:**

ENAT President Annagrazia Laura presented ENAT activities at corporate and research meetings in Italy, in project meetings and international events (see also [Events section](#)).

1. Global Healthcare Travel Forum

“Globalization of Medical Tourism”, Amman, Jordan 25<sup>th</sup> – 27<sup>th</sup> February 2017



2. 1st International Congress of Active Tourism for All, Costa Brava San Antoni de Calonge . 18-19 May 2017

3.



4. Tourism conference “La montagna per tutti”, 13th June 2017 – Agliè –Turin



5. International Congress on Technology and Tourism for All 2017  
Malaga 27<sup>th</sup> – 29<sup>th</sup> September 2017

Opening Session.

6. Seoul International Fair & Sustainable Tourism Forum 2017 Fair & Sustainable City Agenda: New Urban Tourism



**Emiliano Deferrari**, Seconded to the President, participated in the following meetings, networking events and project activities on behalf of ENAT in 2017:

- 12/01/2017, Brussels ETC – TOURISM MANIFESTO Preparation meeting
- (Statements on the needs to cover the needs of accessibility in the manifesto).
- 02/06/2017, Varna (BG) - International conference of Service Providers for People with Disabilities (Speaker, presenting ENAT).
- 19/7/2017, Brussels - Preparation meeting at the EU Commission for the preparation of the European Tourism Day 2017 topics around the future of EU tourism
- 27/11/2017, Brussels - OTIE, Islands working group, Observatory of Tourism in Islands
- 28/11/2018, Brussels -European Tourism Day (EU Commission)
- 5/12/2017, Palma de Mallorca - Baleares, an Island for all (workshop)

## 4. Working Groups and Projects

### 4.1 ENAT Policy Group

During 2017, 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 2017. (See list of **Events, section 3**, above).
- ENAT continued its work as an official liaison organisation of ISO in the **ISO Working Group 14 on "Accessible Tourism for All"**, established under ISO Technical Committee 228 Tourism Services, to help develop the new global Standard on Tourism for All.
- ENAT continued its work as liaison organisation with CEN-CENELEC, contributing to the Standards work of the **Mandate M/420 (Phase 2) on Public Procurement of the Accessible Built Environment**. In this work, ENAT Associate Member, Katerina Papamichail is a member of the Expert Team appointed by CEN to prepare the European Standard.

### 4.2 Accessible Tourism Projects & Good Practices

The ENAT Secretariat continued to collect and publish "Projects and Good Practices" on the ENAT website, reaching a total of almost 140. These include 11 new Projects submitted by ENAT members in 2017. Each project or good practice has its own profile page where the project aims and objectives, partners and contact details are shown. (Not all projects are carried out exclusively by ENAT members).

For further details, see:

[http://www.accessibletourism.org/?i=enat.en.enat\\_projects\\_and\\_good\\_practices](http://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices)

In 2017 just one **ENAT Forum** article was published by ENAT Member Jean Yves Prodel on Universal Design in Hotels.

See: <http://www.accessibletourism.org/?i=enat.en.forums.2002>

Meanwhile over at <https://Pantou.org> five original Blog posts were published on various topics.

ENAT Members are welcome to submit Forum Articles or Blogs to raise issues for discussion, publicise their work or publish new information of interest to the Membership.

### **4.3 ENAT Quality Label – Pilot Phase, 2016 - 2017**

During 2017 the ENAT Board Working Group has been engaged in preparing a business plan and criteria for an *International Quality Label for Accessible Tourism*, currently referred to as the “ENAT Quality Label”.

The Pilot Phase to test and develop the label with hotels in County Kerry, Ireland commenced in May 2016, led by *Universal Access*, Killarney.

The Pilot phase of the Programme was continued in 2017 thanks to the coordination and commitment of Paudie Healy, Universal Access, with training, access audits and policy/marketing development in several hotels in Killarney. The Programme was tested with hotels of different types and sizes, following the plan to engage, eventually, with all parts of the tourism value chain. In 2016-17 Universal Access completed training of around 400 hotel managers and staff and prepared Access audits and draft policies and Access Statements for the participating hotels .

As the programme developed, the Board made a number of strategic decisions concerning the organisation of the new programme:

- Only Full ENAT Members can apply to become “Licence Holders” for their region or country. They will act as recruiters, consultants, trainers and access auditors in the roll-out of the Quality Programme worldwide;
- The Accessible Tourism Directory, Pantou.org will be used as the online platform for displaying new accredited businesses, taking advantage of our existing website and helping businesses to gain more visibility;
- The “Pantou Access Statement” is used as a guideline for hotels/businesses when developing their Access Guide, which is an integral part of the Quality Programme;
- The ENAT Code of Good Conduct is included as a foundation stone for enterprises to build their accessibility “policy”.
- New criteria would be developed for other types of tourist venues in order to check their services and facilities.

### **4.4 Project Applications presented in 2017**

ENAT was involved as a Leader or Partner in several project applications which were submitted to EU funding programmes in 2016/17 and commenced in 2017.

1. TAD – The Ability Advisor (ERASMUS+ project – Vocational Training for persons wishing to work in the tourism sector)
2. VisitFlanders – Short-term consultation in relation to Destination Development
3. EU Parliament Study on Transportation Needs of People with disabilities and PRMs (Coordinated by CERTH, Greece)
4. Failte Ireland – Senior Management Training in Accessible Tourism.

ENAT can provide “Partner Search” services to its members who are making new proposals, using our large network of members and contacts.

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](mailto:enat@accessibletourism.org)

## 4.5 Projects

ENAT Members have successfully obtained external funding for several projects and tenders, which were running since 2016 or came on stream in 2017.

Successful proposals submitted by consortia including ENAT, ongoing in 2017:

1. Pantou.org (COSME – Purchase Order, European Commission), 2016-17.
2. Access Angels, (ERASMUS+ Vocational Training) commenced 2016
3. APP TOUR YOU (ERASMUS+ Vocational Training) 2015 – 2017
4. BRENDAIT (COSME – Accessible Itineraries) 2015 – 2017
5. ENAT – Turismo de Portugal Framework Agreement 2014-2017
6. Tourism for All in Lebanon (Europe Aid) Commenced 2016.
7. ELEVATOR (ERASMUS+ Vocational Training project).
8. NEWS CAT (ERASMUS+ Vocational Training) 2016 - 2018
9. ATTIMO (COSME Accessible Itineraries) Commenced 2016)
10. Across Lombards Lands (ALL) ((COSME Accessible Itineraries) 2016 – 2017
11. TAD – The Ability Advisor commenced in 2017.

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

### 4.5.1 Pantou.org (Continued in 2017 from 2015)

As part of the EU Supply Study, partners ENAT, VVA and EWORX created *the European Accessible Tourism Directory* at <https://pantou.org> in 2013.

In 2015 the site, which is supported by the European Commission, continued collecting data on accessible services in Europe, based on a fully developed classification structure for *tourism services, customer types* (reflecting access requirements) and *Accessibility Information Schemes*.

From April to December 2015 the Pantou website was supported by EWORX S.A., in the absence of EU funding. A new contract with the EU Commission (“Purchase Order”) was signed by EWORX on behalf of EWORX and ENAT for *The Improvement and Enhancement of Pantou.org* to run from December 2015 to December 2016. The contract actually ran until April 2017.

By the end of 2017 over 750 suppliers had been registered in the Pantou Directory. The Pantou Directory continues in 2018.

ENAT personnel: Ivor Ambrose, Katerina Papamichail and EWORX S.A.

### 4.5.2 ACCESS ANGELS

Access Angels: “Guardian Angels of Accessible Travellers in Rural Areas”. Access Angels aims to train youth volunteers to act as assistants to visitors with access requirements in rural areas in Europe.

Start: October 2016, Finish: September 2018

[Project page on ENAT website](#)

[Project Website](#)

ENAT personnel: Margaret Tokarska and Lilian Muller.

#### *4.5.3 APP TOUR YOU (2015 - 2017)*

APP TOUR YOU - Accessible Tourism Training and Information for Small and Medium-sized Enterprises, ([www.apptouryou.eu](http://www.apptouryou.eu)) is a European Union funded project under the [Erasmus plus programme](#), strategic partnerships for Vocational and Educational Training (VET). It experiments with new models of training on accessible tourism and information targeted to SMEs and entrepreneurs in the field of tourism. Through a blended learning experience for motivated entrepreneurs to become tutors of other peers, an APP for self-learning and a Massive Open Online Course (MOOC), the wide range of trainees involved will learn the basics of accessible tourism and how to gather and communicate correctly information on the accessibility features of their premises, activities and services.

At the end of the project the trainees will have acquired new skills, built a net of peers in the tourism business and they will have the chance to publish their information on the European Directory of Accessible Tourism at [www.pantou.org](http://www.pantou.org).

ENAT and EWORX personnel collaborated in this project.

#### *4.5.4 BRENDAIT (2015 - 2017)*

BRENDAIT - Building a Regional Network for the Development of Accessible and Inclusive Tourism.

This project, funded by the EU COSME programme, focused on building a strategy in order to improve accessible tourism conditions at a regional level. It is related to 2020 Tourism Action Plan goals, within the project "Making Portugal an Accessible Destination for All".

The consulting company Perfil Lda, Turismo Centro de Portugal, ESHTe, AHP and ENAT were the key-players involved.

ENAT participated in the BRENDAIT Final Conference in Coimbra, February 2017.

ENAT personnel: Ivor Ambrose.

#### *4.5.5 ENAT – Turismo de Portugal Framework Agreement (2014 – 2017)*

In November 2014 ENAT signed a Framework Agreement with the Portuguese National Tourist Board (Turismo de Portugal - TdP) to hold a number of training workshops with TdP section managers and regional officials in Lisbon and Algarve. Following this successful initiative, ENAT was asked to prepare an "Accessible Destination Management Handbook" as a tool for the seven regional DMOs in Portugal.

ENAT's consulting work was directly funded by TdP under the government's multi-annual Accessible Tourism Action Plan dedicated to accessible tourism development, and its successor, the programme, "All for All", which commenced in September 2016. This programme also included market surveys, a collection of "Good Practices" and support funding for private and public sector tourism operators to enhance accessible tourism provision throughout Portugal and in all parts of the tourism value chain.

The ENAT Handbook was published in March 2017, providing a practical guide for managers of tourism destinations, including cities, towns and natural environments in Portugal, showing how to develop and manage the destination, so as to win a greater share of the national and international accessible tourism market and promote a “Warm Welcome” to all visitors. The Handbook contains information and advice developed by experts from ENAT, building on the experience and examples of good practices both in Portugal and other European countries. It explains strategies, tools and methods, and refers to specific actions for creating a destination that meets the diverse expectations and demands of the accessible tourism market. It is designed to take the Destination Manager through a series of steps, using a “modular” framework with several specific actions, depending upon which stage of development the destination has reached.

Under the Framework Agreement, ENAT also provides TdP with the opportunity to present its work on accessible tourism in several international tourism meetings and congresses, raising the profile of the country as an accessible tourism destination. ENAT personnel: Ivor Ambrose, Ana Garcia, Chris Veitch, Katerina Papamichail.

#### 4.5.6 *Tourism for All in Lebanon (Commenced 2016)*

Tourism for All in Lebanon: a new approach towards an inclusive socio-economic development for persons with disabilities. Europe Aid funded project under the Lebanese Government AFKAR III Programme, 'Reinforcing human rights and democracy in Lebanon - Active citizenship'.

A conference with ENAT participation was held in Beirut in January 2017 and initial deliverables were produced and submitted by the project team but the project was unavoidably curtailed due to the political unrest in the country during the latter part of the year.

Start: July 2016, Finish: June 2018 (Extended to November 2018)

Project Coordinator: Lebanese Physically Handicapped Union (LPHU)

Website: [Lebanon Tourism 4 All](#)

ENAT personnel: Ivor Ambrose, Emiliano Deferrari, Anna Grazia Laura, Marco Pizzio

#### 4.5.7 *ELEVATOR (Continued from 2015)*

*"ELEVATOR: Efficient movement to higher quality staff and services in tourism for all"*

The ELEVATOR project focuses on adult education and business development (business competencies) in the field of accessible tourism for all.

The name of the project "Elevator" represents the effort to raise the quality of human resources and services in tourism to a higher, more competitive level.

Tourism for all is an integral part of sustainable, high-quality tourism and in terms of expected trends in tourism and society also a necessary condition for maintaining its competitiveness. It is based on three important values: independence, equity and dignity. Meetings were held in Rome and Ljubljana in 2017 with deliverables being developed for publication and the eventual final project conference planned in Czech Republic in 2018.

Project Coordinator: [Kazuist, spol. s r.o. Czech Republic](#)

Start: September 2015, Finish: August 2018

[Project Website](#)

#### 4.5.8 *NEWSCAT*

**Newscat: New Skills for Customized Accessible Tourism.** The project will provide tools and methodologies to improve the skills and competences of tourist guides and other professionals in the tourist sector to deal with new demands and requirements



of clients, clients with specific access requirements, such as people with disabilities and seniors. A project meeting took place in Varna, Bulgaria in 2017.

Start: September 2016, Finish: July 2019

ENAT personnel: Emiliano Deferrari, Ivor Ambrose

[Project page on ENAT website](#)

[Project Website at EASPD](#)

#### *4.5.9 T-GuiDE – Tourist Guide Training for People with Intellectual and Learning Difficulties in Europe*

ENAT and FEG (Federation of European Tourist Guide Associations) signed a Partnership Agreement in December 2015 and in 2016 to develop and deliver the first FEG-ENAT Accredited T-Guide Training Course which took place in London, UK in Spring 2016. Since then FEG has arranged courses in Vienna, Prague, Stirling and in Ireland, which have led to the successful accreditation of over 20 Tourist Guides so far.

ENAT Personnel: Chris Veitch, Katerina Papamichail, Ivor Ambrose

Further details are given on the T-Guide Website: <https://www.t-guide.eu/?i=t-guide>

#### *4.5.10 ATTIMO Accessible Transnational Thematic Itineraries and InterModality*

Project ATTIMO combines the idea of outdoor activities for all and cultural heritage tourism. Its main aim is developing cultural and leisure itineraries, focusing on accessibility and intermodality, building on an existing tourism offer in the area of Berici Hills, Italy and South and West Styria, Austria, combining outdoor trails and cycle routes.

Project Coordinator: **TANDEM**, Società cooperativa sociale integrate (ITALY)

Start: June 2016, Finish: December 2017

ENAT personnel: Ivor Ambrose, Katerina Papamichail.

[Project Page on ENAT website](#)

[Project website](#)

#### *4.5.11 ALL – Across Lombards Lands*

The project is about creating and promoting a transnational accessible tourist product based on a common European heritage represented by the Lombards (or Longobards) who, in their migration from northern to southern Europe, played a major role in the spiritual and cultural development of Europe in its transition between Classicism and the Middle Ages.

Project Coordinator: Incipit Consulting Società Cooperativa (Italy)

Start: July 2016, Finish: January 2018

ENAT personnel: Ivor Ambrose, Katerina Papamichail, Anna Grazia Laura.

[Project page on ENAT website](#)

[Project website](#)

## **4.6 UNWTO – ENAT – F.ONCE Collaboration Agreement**

Under the collaboration agreement, in 2017 the partners have disseminated a guidance document outlining the basic and transversal recommendations of the UNWTO on accessible tourism. These recommendations aim to ensure that people with disabilities will have access to the physical environment, transportation systems and information and communication channels, as well as a wide range of public

facilities and services. See: *Accessible Tourism for All: An Opportunity within Our Reach* (UNWTO website).

The renewed collaboration agreement between the three organisations serves as a concrete step towards realising the actions specified in the [Declaration, "One World for Everyone"](#), signed by delegates including ONCE and ENAT, and witnessed by UNWTO at the ["Destinations for All World Summit" in Montreal, October 2014](#),

ENAT warmly thanks Fundación ONCE and UNWTO for their continued collaboration on matters concerning the development and promotion of Accessible Tourism for All at the global level.

UNWTO was approached by the Blue Flag International non-profit association in 2017 which led to a new MoU being drafted between Blue Flag International and ENAT to commence in 2018, with Jesus Hernandez (Fundación ONCE) acting as Expert.

#### **4.7 World Network/Organisation of Accessible Tourism**

In 2017 the ENAT Board continued to discuss the possibility of establishing an online cooperation platform allowing different partners and organisations, including regional associations, conferences, enterprises, national and regional tourist boards, NGOs, advocacy groups, professional bodies, projects and individuals to join and share their information. It is envisaged that the platform will form the basis for *coordination, cooperation, dissemination and development initiatives* across existing geographical, cultural, organisational and linguistic boundaries, that currently inhibit the spread of good practices and the very necessary improvement of accessibility standards in tourism.

Other funding opportunities are being sought to support the global community. ENAT Members and partners are welcome to propose possible sources of funds or funding models for developing the World Network.

## ANNEX 1. List of ENAT Members, December 2017

### Full Members (16)

<a href="#">Access Sweden</a>	Sweden
<a href="#">Accessible Portugal</a>	Portugal
<a href="#">Agència Catalana de Turisme</a>	Spain
<a href="#">AISM Associazione Italiana Sclerosi Multipla Onlus</a>	Italy
<a href="#">ANLH asbl.</a>	Belgium
<a href="#">Barcelona Turisme</a>	Spain
<a href="#">TANDEM, Italy</a>	Italy
<a href="#">Deutscher Blinden- und Sehbehindertenverband e.V. (DBSV)</a>	Germany
<a href="#">EWORX S.A.</a>	Greece
<a href="#">Fundacion ONCE</a>	Spain
<a href="#">INTER vzw.,</a>	Belgium
<a href="#">IVOR AMBROSE Technical Services</a>	United Kingdom
<a href="#">PREDIF (Plataforma Representativa Estatal de Dicapacitados Fisicos)</a>	Spain
<a href="#">Red Estable</a>	Spain
<a href="#">Universal Access</a>	Ireland
<a href="#">Work Research Centre</a>	Ireland

### Honorary Members (7)

Angelika Laburda	Austria
BITS – Bureau International de Tourisme Social. (OITS-ISTO)	Belgium
Mr. Peter De Wilde, VisitFlanders	Belgium
Mr. Mohammed Al-Tarawneh, UN Committee, Convention on Rights of Persons with Disabilities	Jordan
Design for All Foundation	Spain
UN World Tourism Organisation	Spain
Mr. Bill Ishmael	UK

### Associate Members (52)

Organisation or Name	Country
Travel Xperience	Andorra
Ruttravel	Argentina
Travability	Australia
Grenzenlos Barrierefrei-reisen	Austria
Access-i	Belgium
Destination Everywhere	Belgium
JPS Tours	Belgium
Schildermans, Sacha	Belgium
Visit.Brussels	Belgium
VisitFlanders	Belgium
Ting Liu	China
Accessible tours, South America for All	Ecuador
Ecuador for All	Ecuador

## ENAT Annual Report 2017

Suutari, Päivi	Finland
Polymorphe Design	France
Papamichail, Katerina	Greece
Cox & Kings / Enable Travel	India
The Absolute Journey	India
Cluskey, Stephen	Ireland
Failte Ireland	Ireland
Craig Nolan, IntoAccess	Ireland
MyAccessHub	Ireland
Universal Access	Ireland
Cosy For You a.r.l Onlus	Italy
DeDonato, Paola	Italy
DIBLASI, ANTONELLA	Italy
Di Pasquale, Marcella	Italy
Pizzio, Marco	Italy
TANDEM, Societa Cooperativa Sociale Integrata Italy	Italy
TASTING TRAVEL	Italy
Tricentenaire asbl, Service 321 Vakanz	Luxembourg
Image Maker Entertainment	Nigeria
Life and Well-being - West Portugal Lda.	Portugal
Real Abadia Congress & Spa Hotel	Portugal
Sano Touring	Romania
	Russian Federation
Angel Taxi & Tours	
Premiki Institute for counselling, promotion and development of accessible tourism, social enterprise	Slovenia
Barcelona Special Traveler	Spain
Madrid Destino, Cultura, Turismo y Negocio, S.A.	Spain
Martinez, Irina	Spain
Patronat de Turisme Costa Brava Girona	Spain
PLATAFORMA REPRESENTATIVA ESTATAL DE DISCAPACITADOS FÍSICOS, PREDIF	
Turisme de Barcelona	Spain
Ohrn, PerAnders	Sweden
Scandic Hotels AB	Sweden
Suisse Tourisme Handicap	Switzerland
Department of Foreign Relations and Tourism, Izmir Metropolitan Municipality	
SARDAGI, A. Nejat	Turkey
Partners in Access	Turkey
Veitch, Chris	UK
Spin the Globe	UK
Tapooz Travel	USA
	USA