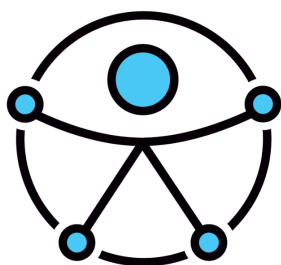




Annual Report

2018



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

Working Together to Make Tourism in Europe Accessible for All
and to Promote Accessible Tourism Around the World

ENAT Annual Report, December 2018

Registered Address:

ENAT asbl.
Rue du Commerce 72,
1040 Bruxelles, Belgium.

Email: enat@accessibletourism.org

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

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Cover Photos:

Top Row: UN symbol of accessibility, Josie Pepper robot, Munich airport, Wheelchair user with tablet (TUR4All).

Bottom Row: City of Ljubljana tactile model of city centre, SCANDIC Hotels mobility scooter, ENAT 10 years birthday cake.

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

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1. Membership

Total membership of ENAT asbl on 31.12.2018 stood at **93 members**. These included:

- 18 Full Members
- 8 Honorary Associate Members
- 67 Associate Members.

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, 31.12.2018

Executive Board

President: Anna Grazia Laura, 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: Ruediger Leidner, Deutscher Blinden- und Sehbehindertenverband e.V. (DBSV), Germany
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 2018, Memoranda of Understanding were in force with the following organisations:

- UNWTO – United Nations World Tourism Organisation (with Fundación ONCE)
- International Social Tourism Organisation (ISTO-OITS), including EARTH – European Alliance for Responsible Tourism and Hospitality
- Design for All Foundation
- EASPD – European Association of Service Providers for People with Disabilities
- 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 2018 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 2018.

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 Flanders and Brussels (VisitFlanders)

- VisitFlanders has supported ENAT by hosting the Annual General Assembly and ENAT Board Meetings.
- Provided support for Belgian accessible tourism providers, registering with Pantou.org – the Accessible Tourism Directory
- Continuing support for accessible tourism business development, research, dissemination and marketing in Belgium and at international level.
- Support for World Destinations for All Summit, Brussels, October 2018.

Belgium Wallonia and Bruxelles (ANLH)

- Administration of ENAT's Head Office functions, from May 2008 to August 2018.
- ENAT moved its headquarters to Rue du Commerce 72, 1040 Brussels in September 2018.
- Support for World Destinations for All Summit, Brussels, October 2018.

ENAT offers its deepest thanks to ANLH for hosting the association and providing administrative support at its premises in Stockel for over 10 years, from the founding of the association in May 2008. We are very grateful for the secretarial and accountancy support services we have received, the many offers of free meeting space, and the advice and practical support of ANLH staff, including: Cléon Angelo, Stéphanie Herman, Claudia Ventrella, Ana Velasco, Marcela de Wijngaert, Christophe Bokuma and others

Belgium: ENAT activities of Emiliano Deferrari, seconder to the ENAT President

24/01/2018, Brussels: European Tourism Development Roundtable, organised within the European Intergroup for Tourism and Culture of EU Parliament.

12/02/2018, Brussels: Societal Advisory Board, JPI More Years Better Lives.

28/02/2018, Brussels: Tourism Manifesto restricted meeting with new UNWTO Secretary General Zurab Pololikashvili.

28/02/2018, Brussels: EU-CHINA Tourism year, Celebration at EU Parliament, signing of the MOU between Parliament and UNWTO.

20/04/2018, Brussels: ISTO-OITS working group on Accessible Tourism.

03/05/2018, Brussels: Stakeholders' Meeting for the launch of the DiscoverEU initiative, DG EAC.

24/05/2018, Brussels: Internal meeting with staff and directors of DG EAC on ENAT's suggestions on the accessibility aspects of the DiscoverEU initiative.

06/09/2018, Brussels: Final conference of EU Erasmus + project TOUR4ALL at European Economic and Social Committee. I represented ENAT to show our criticism on the outcomes/products of the project and in defence of the registered TUR4ALL trademark by ENAT Member, PREDIF.

21/09/2018, Trento, Italy: Speaker at Conference "Il Turismo accessibile in montagna" (Accessible Tourism in the Mountains), organized by Trentino School of Management.

3/10/2018, Brussels: Discover EU internal meeting with staff and directors of DG EAC on ENAT's suggestions on the accessibility aspects of the DiscoverEU initiative.

17/10/2018, Brussels: Stakeholders' Meeting for the launch of the second round of DiscoverEU initiative, DG EAC

7/11/2018, Brussels: European Tourism Day, European Commission

22/11/2018 Antwerp: European Travel Commission - Tourism Talks with key note speakers Anna Pollock, Rafat Ali and Robert Govers.

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

By Ruediger Leidner, ENAT Board.

Persons with Reduced Mobility (PRM)-Dialogue

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 set up a brochure that lists the questions that people with disabilities should clarify before booking a flight. Its publication - envisaged for the year 2018 - was postponed to 2019.

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 (2018 already the seventh time). The main topics in 2018 were "Activity Holidays" and "Rural Tourism".

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 was presented by Ruediger Leidner at the Second UN Conference "Destinations For All" on October 2nd in Brussels.

The number of tourism establishments that received a certificate in 2017 - about 2.500 (comprising 40 % of German accommodation establishments) - could not be further extended in 2018.

DBSV is involved in this project as board member of NatKo and as member of the project advisory committee.

The audited and certified establishments are presented in a database in English at <https://www.germany.travel/en/ms/barrier-free-travel/experience-barrier-free-travel-in-germany.html>.

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
- EWORX developers, supporting ENAT, continue to maintain and develop Pantou – the Accessible Tourism Directory <https://Pantou.org>
- EWORX continued to maintain the T-Guide project website: www.t-guide.eu and hosting the e-learning platform, www.accesstraining.eu
- EWORX continued to host and support the website of the EU-funded Vocational Training project, 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
- EWORX participates in the “RARE AND ROLL” project, 2018-19, led by ENAT Member, Ms. Xun Ji, (China). The project is supported by Booking Cares Fund (Booking.com). EWORX is responsible for developing a Chinese edition of the website, Pantou.org to promote accessible tourism services in China and to encourage overseas travel by Chinese citizens with disabilities and/or specific access requirements to accessible destinations. Spyros Michailidis took part in the International Conference on Accessibility, organised by Tsinghua University, Institute for Accessibility Development, in Beijing, October 2018 and meetings with Booking.com in Beijing.

Ireland

Paudie Healy, Universal Access

- Presentations of ENAT activities at ministerial, corporate and research meetings on accessible tourism in Ireland.
- Paudie participates in Irish Standards Committees, including:
 - National Standards Authority of Ireland M420 public procurement of accessibility in the built environment committee
 - National Standards Authority of Ireland Accessible Tourism committee
- Advisor to the National Tourism Authority Failte Ireland for the development of the National Accessible Tourism Strategy.

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- As ENAT national licence holder, Universal Access continued the roll-out of the World Tourism for All Quality Programme in Ireland, recruiting additional hotels in Killarney and organising business meetings for tourism providers in Kerry.

Italy

Annagrazia Laura (President) represented ENAT at corporate and research meetings in Italy, in project meetings and international events (see also Events section in this report).

1. Invitation to the EU- China Tourism Year in Venice, January 2018



2. Pistoia . January 2018

CONVEGNO FINALE PROGETTO SCR TOSCANA 2017

ALLA SCOPERTA DELLA TOSCANA ACCESSIBILE:
l'esperienza di AISM nel progetto di servizio civile regionale

**Turismo Accessibile: i dati e
le potenzialità di sviluppo economico**

Annagrazia Laura



Pistoia 12 gennaio 2018



3. Intercultural Molise Open day - 10 May 2018 – Borgo Tufi, Castel del Giudice (IS)



InterculturalMolise Open Day

«Accessibilità nel turismo:
presente e futuro del mercato»

Annagrazia Laura



Borgo Tufi 10 maggio 2018

4. XLVI Congresso nazionale SIMFER – Ancona September 2018

XLVI Congresso Nazionale SIMFER

QUALITÀ DI VITA E PARTECIPAZIONE DELLE PERSONE CON GRAVE DISABILITÀ

Turismo per tutti

Annagrazia Laura



5. Vienna – December 2018 – 2nd Convention Health Benefit

Opening session address on Investment for health:

Uncover hidden opportunities!

Training events

1. Genoa February 2018



PROJECT WAT WOMEN, ACCESSIBILITY & TOURISM



Topic: Accessible tourism.

2. Lecce 24-26 May 2018 – QneST “Quality Network on Sustainable Tourism” Project, ADRION Program . Axix II SO 2.1

EU Funded projects

Anna Grazia Laura participated in Europe Aid action in Lebanon “Tourism for all project in Lebanon: A new approach towards an inclusive socio economic development for person with disabilities”. A study visit as well as the final conference were organised in October 2018. During the visit the final release of the project products were examined and discussed. A handbook for Tourist Guides on how to guide and assist tourists with disabilities during sightseeing and tours around Lebanon was prepared in English.

She attended the blended learning, organised by the Access Angels project in Murcia, La Manga del Mar Menor, Spain. She gave lectures were on the Tourism for All concepts and market possibilities.

As part of the ENAT European Project Working Group there has been an involvement in the evaluation of the requests for partnership addressed to ENAT, in the activities related to the submission of project proposals, partners search and assignment of approved projects to the most relevant ENAT human resources.

EU working groups

Annagrazia Laura represents ENAT in the EU JPI “More Years Better lives” research forum on the ageing population.

Portugal (Accessible Portugal)

- Presentations of ENAT activities at ministerial, corporate and research meetings on accessible tourism in Portugal.
- Gave training courses in Azores, working together with Cresaçor (ENAT Member).
- Continued the national accessible tourism programme, All4All, with Turismo de Portugal.
- Development of Tur4All accessibility information scheme, in collaboration with PREDIF, Spain and Turismo de Portugal.
- Participated in preparatory meeting in Madrid for roll-out of the ENAT World Tourism for All Quality Programme in Portugal.

Spain

Fundación ONCE and PREDIF represented ENAT at tourism sector meetings in Spain. Fundación ONCE participated in FITUR 2018 with presentations on Accessible Tourism.

Red Estable participated in accessible tourism events in Spain and Latin America in 2018.

Fundación ONCE

- Hosted preparatory meeting in Madrid for roll-out of the ENAT World Tourism for All Quality Programme in Portugal.

ILUNION Consulting also reports on its activities in 2018, below

Observatory on Universal Accessibility in Tourism in Spain

During 2018 Fundación ONCE disseminated the report on the “Observatory on Universal Accessibility in Tourism in Spain”. Through the Observatory Fundación ONCE has carried out an analysis of the supply and demand of tourism for all people, as well as a diagnosis of the state of accessibility in tourism infrastructures, products and services. The purpose is to serve as a tool when planning aspects for improvements based on the current situation.

The document allows us to know the needs and interests of the users, the perception and vision of companies and the public administrations on accessible tourism. This cross-sectional view allows us to look beyond and realize that accessibility is not only an issue that is necessary for the group of persons with disabilities (which represents no less than 10% of the Spanish population), but also benefits a much larger group.

This document was presented at FITUR, January 2018 and in Málaga, October 2018.

ISO/DIS 21902 Tourism and related services. Accessible Tourism for All. Requirements and Recommendations.

During 2018, work progressed on the preparation and approval of this ISO standard on accessible tourism in collaboration with UNE (the only standardization body in Spain), ISO, with the World Tourism Organization (UNWTO). We work through the working group WG 14 of ISO TC 228 of Accessible Tourism and UNE / CTN 170 GT 5.

In 2018, the project has therefore gone through a crucial phase and work has intensified, with meetings taking place in Lisbon (Portugal) (03.2018), Buenos Aires (Argentina) (05.2018) and Limassol (Cyprus) (10.2018) . Two additional virtual meetings were held on November 19 and 30, 2018.

[The Standard has been registered for DIS stage in 2019. The ballot will open on 2019-07-11 and will close on 2019-10-03. The next meeting of ISO TC 228/WG 14 Accessible tourism will take place in Malaga (Spain) on 21 and 22 October 2019, right before the III International Congress on Technology and Tourism for Diversity (<http://www.ttd-congress.com/en>) that will be held in the same place from 23 to 25 October 2019.]

ILUNION Consulting activities, 2018

ACCESSIBLE TOURISM CERTIFICATION, BASQUE COUNTRY

Update of the tourism accessibility model according to the principles of the UN Convention on the Rights of Persons with Disabilities. Further development of the already existing certification process by introducing innovative keys.

SMART TOURISM DESTINATIONS, SEGITTUR

Diagnosis and evaluation of the level of accessibility of tourism destinations. Development of an action plan in order to support their conversion into smart tourism destinations.

JACOB@CCESS INTERPRETATION CENTER, CITY OF PAMPLONA

Consulting services on accessibility for the St. James Way interpretation center in Pamplona, both considering the architectural structure and the museum project. Jacob@ccess aims to be a case of good practice in terms of accessibility.

PRADO MUSEUM'S STRATEGIC PLAN

Comprehensive accessibility plan of the museum, including architectural issues and the museum project. The project was carried out in two phases: access part to the museum's collection, urban environment and signage. It is a global project that has been managed by several areas of the cultural institution.

SANTIAGO DE CHILE, TOURISM DESTINATION, NATIONAL TOURISM BOARD

Analysis and diagnosis of Santiago de Chile's tourism offer. Global action proposal. Development of the awareness program for the tourism sector.

ACCESSIBILITY STUDY, FUNDACIÓN SIGLO

Analysis and diagnosis of three cultural institutions – museums – in Spain, in order to improve their level of accessibility.

CUSTOMER SERVICE QUALITY CERTIFICATION FOR MUSEUMS, SPAIN

Participation, in terms of accessibility, in the customer service quality certification for museums and museum collections. The work involved several associations of people with disabilities. ILUNION took part as an accessibility expert by proposing main text and annexes.

PREDIF (Plataforma Representativa Estatal de Personas con Discapacidad Física), Spain.

Contributions to different forums, tourism congresses and conferences with particular speeches:

- FITUR, International Tourism Trade Fair. IFEMA; Madrid, 17-21 January 2018.
- Presentation of 'Benidorm's Accessible Tourism Experience'. 18 January at FITUR. Madrid.
- 2nd University Tourism Trade Fair at Alicante University. 16- 18 February in Alicante.

- 1st edition of the “Telecoopera” Telecommunication Cooperation Trade Fair. 21 March at the School of Telecommunications Engineering at Madrid’s Polytechnic University.
- 4th edition of the “Innova eVIA” Awards. 22 March in Madrid.
- International Conference on Cultural Mediation and Education. Malaga, 11 May 2018
- World Heritage Sites for All Conference. 15-17 May 2018 at the City of Cuenca Theatre and Auditorium.
- Presentation of “Manual de buenas Prácticas” (Best Practices Handbook). 22 May Valencia Tourism Development Centre and 20 September at the Castellon Tourism Development Centre.
- Presentation of the accessible tourism tours for the city of Aviles. 4 July in Aviles.
- Segovia Accessible Balloon Festival. 19-22 July in the city of Segovia.
- 2nd Accessible Tourism World Summit 'Destinations for all 2018'. 1-2 September.
- 25th anniversary of the Spanish World Heritage Sites Group. 19 September in Madrid.
- Fiestas TUR4all Murcia. 28 September at the Museum of Fine Arts in Murcia.
- 5th edition of 'No Limits Barcelona'. 29 September in Barcelona
- Fiesta TUR4all Valladolid. 18 October at the Patio Herreriano Museum.

Miscellaneous Accessible Tourism projects.

- Survey on tourism accessibility of the Community of Madrid and Action Strategies.
- Organisation of the Accessible Tourism Blog Trip to the Valencia Region.
- Consultancy services for the development of 8 Smart Tourism Destinations: Arona, El Ejido, Torrox, San Sebastián, León, Benidorm, Monfragüe and Aviles.
- “Museums for all” project.
- Accessible Tourism Strategic Plan for Alqueva.
- Presentation of the findings of the analysis of the accessibility of airports in the Dominican Republic.
- Courses and training days on Accessible Tourism and Accessibility:

Updating and maintenance of PREDIF's e-learning platform "Aula Virtual".

Blended training activities:

- "Accessible Tourism and customer care for people with accessibility needs" training sessions, within the framework of the Community of Madrid Accessibility Survey:

Online training (March-June)

The holding of three classroom sessions: la Cabrera (20 March), Manzanares el Real (21 March), Colmenar de Oreja (18 April).

Online training within the framework of PREDIF's lifelong learning activities.

- Accessible Tourism and customer care for people with disabilities (September-December)

Classroom training

In collaboration with the Valencia Regional Tourist Board, conferences have been held to promote accessible tourism sites in the following cities:

- Benidorm (20 February)
- Valencia (22 May)
- Castellon (20 September)

With ECOM:

- Course on Accessible Tourism and customer care for people with disabilities and other accessibility needs, (7-8 May)

With "Siempre en las Nubes" (Always in the clouds) within the framework of the 7th edition of the Segovia Balloon Festival:

- Course on customer care for people with disabilities and other accessibility needs, (2 July).

Organised by the EOI (School of industrial Organisation) along the coast of Almeria:

- Course on Quality Tourism – Accessible Tourism (23-24 July)

With the collaboration of AENA / Workshop on Accessible Tourism and Customer Care, in Malaga

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- Operational and transfer procedures for people with ASD (Autism Spectrum Disorder) for Malaga Airport (5 July).

Training as part of “Navegart 3000, Cultural Management” programme in Madrid:

- Course on Accessible Tourism and customer care for people with disabilities and other accessibility needs (7-8 May).

Organised by ACIERTUM and PREDIF for ADESGAM and held at Collado Mediano:

- Course on Accessible Tourism and customer care for people with disabilities and other accessibility needs (4 October).

Training activities on “customer care for people with disabilities and other accessibility needs”, organised for the AEE (Spanish Wine Tourism Association):

- San Martín de Valdeiglesias (19 November)
- Morata de Tajuña (26 November)

In collaboration with the Regional Government of Castile-and-Leon, “creating accessible tourism products” workshop:

- Valladolid (11 December)
- León (18 December)
- Segovia (19 December)

Sweden (Access Sweden)

- Represented ENAT at tourism sector meetings in Sweden.
- Participated in preparatory work for roll-out of the World Tourism for All Quality Programme in Sweden.
- Participated in ISO Working Group 14 on Tourism for All Standard.

United Kingdom

- Ivor Ambrose continued as Managing Director of ENAT, managing the international Secretariat, organising and participating in projects and events in Europe and overseas (see Projects section and Events section).
- Ivor held meetings with Martyn Sibley (Disability Horizons) and other contacts active in the tourism and disability sectors.
- ENAT Associate Member, Chris Veitch continued for a second year as the [UK's Disability Champion for the Tourism Sector](#) appointed by Her Majesty's Government.

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 2018, 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 2018.

The ENAT Financial Report 2018 is available to ENAT Full Members in a separate document.
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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

No applications were received for Full ENAT Membership in 2018.

The ENAT Board is inviting applications in 2019 from Active Associate Members and strongly encourages them to step forward to support the work of ENAT and reap the full benefits of membership.

3. ENAT Publicity and Outreach

3.1 ENAT Web Portal Development

In 2018 the ENAT portal continued to provide the features and services which were developed originally in 2006 - 2008 by EWORX S.A.

In 2018, 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

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- ENAT e-Bulletin (direct email to Members and subscribers)
- Accessible Tourism News (e-newspaper): <http://paper.li/f-1315995457> and project-related social media pages/channels.

Social Media followers, (- numbers recorded in June 2019):

- ENAT Facebook followers. Likes: 3,100 (up from 2,400 in June 2016)
- ENAT Accessible Tourism Group: 676 members (up from 340 in June 2017)
- 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
- Pantou Facebook followers. Likes 741

ENAT projects:

- T-Guide Leonardo project Facebook followers: 681
- TAD The Accessibility Advisor Facebook followers: 578
- ALL-Across the Lombards Lands Facebook followers: 251
- Attimo Travellers Facebook followers: 59 followers

In 2019 ENAT also co-edited the FaceBook page for the EU-funded project:

- Access Angels. <https://www.facebook.com/accessangelsproject/> (Now closed)

3.1.1 Regional websites

In 2018 the ENAT portal was only updated in the English edition.

3.1.2 e-Bulletin

A semi-automated emailing system, adopted in 2009 (www.mailchimp.com), continued in use in 2018, sending e-Bulletins to over 1,400 subscribers.

During 2018, ENAT sent out **7 e-Bulletins** to members and subscribers. The bulletins can be viewed at this page <http://www.accessibletourism.org/?i=enat.en.newsletter>

The e-Bulletins sent out in 2018 were opened on average by 27% to 37% 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 each 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 included **2,096 unique articles** by the end of December 2018. This is an increase of about **54 items** since 31 December 2017.

Web search by Google for: “Accessible Tourism”

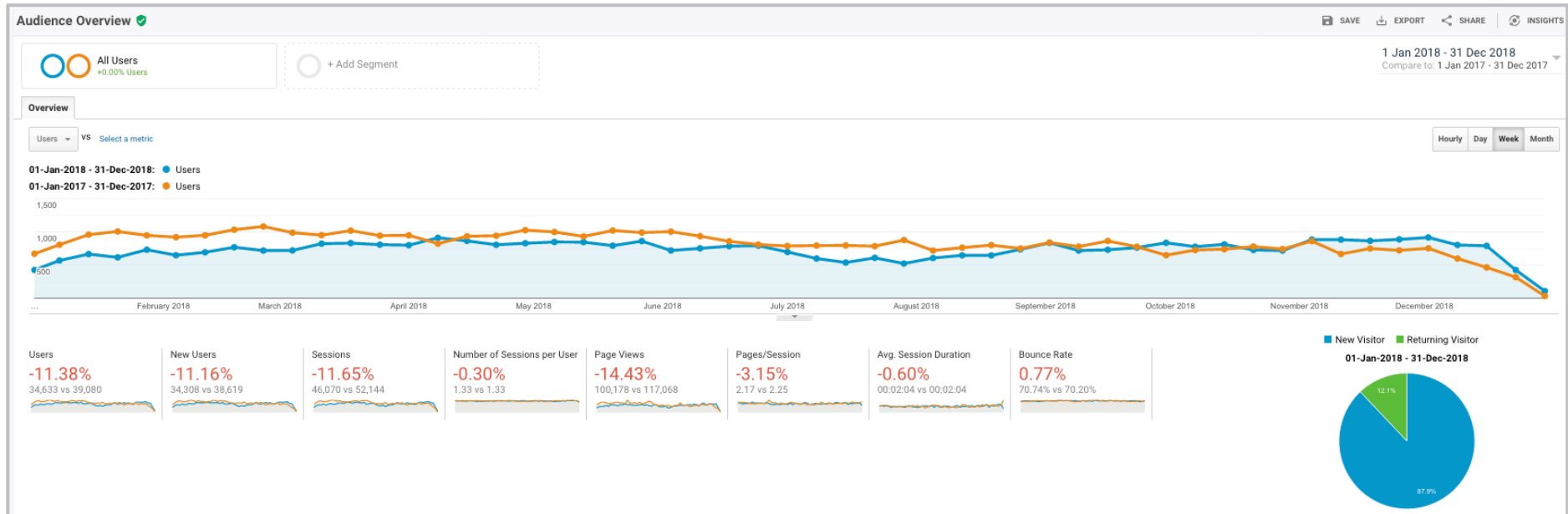
Again in 2018, as in previous years, using “Google” search for the phrase “*accessible tourism*” consistently lists www.accessibletourism.org on the **first page**. Several sub-pages of the ENAT website and our Pantou Directory <https://pantou.org> are also listed in the top 10, making it, without doubt, the most “visible” global site addressing this subject.

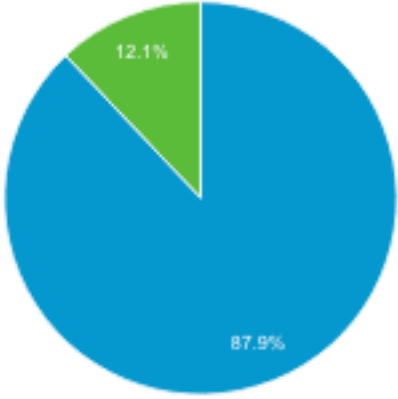
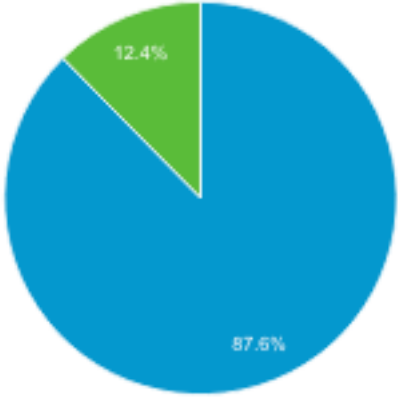
The following image taken from “Google Analytics” shows a summary of site visitor usage from January to December 2018, compared with the same 12-month period in 2017.

See next page.

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www.accessibletourism.org Web stats comparing January – December: 2018 and the same period in 2018 (Google Analytics)



<p> ■ New Visitor ■ Returning Visitor 01-Jan-2018 - 31-Dec-2018 </p>  <p> 01-Jan-2017 - 31-Dec-2017 </p> 	<p>The analytical report comparing 2018 with 2017 shows:</p> <ul style="list-style-type: none"> • Number of sessions decreased by 11.65% to 46,070. • Number of users decreased by 11.38% to 34,633 • Number of new users decreased by 11.16% to 34,308 • Total number of page views decreased by 14.43% to 100,178. • Pages per session decreased by 3.15% to 2.17 pages. • Average session duration decreased by 0.60% (to 2:04 minutes). <p>Despite a fall in all of the measured variables compared with 2017, the overall number of users and new users remains higher than 2015 by 1 to 2 percentage points .</p> <p>The average number of page views per week in 2018 was 1,926, giving a total of 100,178 for the year. This is about 17,000 page views less than in 2017.</p> <p>All-in-all the website activity can be considered “satisfactory”, but with only the last two months of the year showing higher than the previous year’s activity. Compared with 2016, which was a very active year, the number of new users in 2018 was down by 21% and the number of page views was down by 31%.</p> <p>The falling number of visits in 2018 can be due to external factors, such as the growing use of social media sites, (documented above), where ENAT has also increased its presence.</p> <p>It is worth considering a more detailed analysis of these data, by country and region, since visits from certain countries have risen considerably in 2018 (e.g. South Korea, France, Canada, Ireland, Czech Republic, Croatia), while others have fallen (UK, Italy, Spain, Germany, India, Portugal...).</p>
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3.2 ENAT Print Publications

3.2.1 Publicity Leaflets

ENAT Printed flyers were not produced in 2018.

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 2018.

Businesses and organisations that sign up to the Code receive a commitment 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 2018

The ENAT online Events Calendar (Google Calendar) provides information on the events attended or organised by ENAT Members in 2018:

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

Further information may be found in section 2.2 of this report

The following list provides an overview of some event highlights in 2018 where ENAT Board Members and Full Members have participated.

09/12/2018 [2nd Convention Health Benefit, \(CHB\) Vienna](#)

9 – 11 December 2018, Hofsburg Palace and Kursalon Hübner, Vienna. "Convention Health Benefit is anticipated for all business subjects, regardless of size and industry, who want to promote health and gain a positive image. Your association with our Campaign will only reinforce the positive image you've worked so hard to build."

01/12/2018 [III International Congress on Technology and Tourism for All, Málaga, Spain](#)

03/11/2018 [3rd Accessible Izmir International Congress. "New Production Models and Employment for People with Disabilities"](#)

Izmir, Turkey, 1 to 3 November 2018. It is our pleasure to invite you to the Accessible Izmir 2018 International Congress that will be realized by Izmir Metropolitan Municipality with the organization of İZFAŞ. We believe that another world is possible. We work with the belief that an accessible world, where we can think freely, observe limitlessly, see that our differences add great value to life, have the courage to do and create, and where we do not feel inadequate, is "a better world".

20/10/2018 [Rare & Roll - Access China and Culture Conference, Beijing](#)

Beijing, China. 20.10.2018 The Rare n Roll project, in association with ENAT and supported by Booking Cares Fund holds its first conference, engaging with disabled people's organisations to promote accessible tourism for all.

19/10/2018 [Killarney To Launch Development Strategy To Become Ireland's Leading Accessible Tourism Destination](#)

25 October 2018, Killarney, Ireland. Killarney Chamber is hosting an Open Business Meeting with Tourism Minister Brendon Griffin, updating the business community on work to date and plans for developing accessible tourism in Killarney over the coming years.

15/10/2018 [Inclusion and Diversity: International Conference on Accessible Development, China](#)

Beijing, China 15 October 2018. Tsinghua University hosts the 3rd Annual Conference of the Institute for Accessibility Development, featuring Accessible Tourism, with Guest Speaker, Ivor Ambrose, ENAT.

1/10/2018 [World Summit Destinations for All, Brussels.](#)

21/09/2018 [Access Angels Half-Day Conference: Volunteers Supporting Accessible Tourism, Brussels 21 September 2018](#)

A conference open to all, presenting the issues and outcomes of the EU-funded ERASMUS+ project on training volunteers to support visitors with access needs in rural tourism.

26/06/2018 [ENAT Annual General Assembly 2018 and Launch of the 'World Tourism for All Quality Programme', at VisitFlanders, Brussels](#)

26/04/2018 [Destinations for All. Dún Laoghaire-Rathdown Accessible Tourism Conference, Ireland](#)

Dún Laoghaire, Ireland, 26th April 2018. A half-day conference with focus on the accessible tourism market as a golden opportunity for destinations and businesses.

23/02/2018 [Zero Project Conference, 2018. Innovative Policies and Practices in the field of Accessibility](#)

Vienna, Austria, 21 to 23 February 2018. The Zero Project Conference 2018 has its focus once again on Accessibility. After dealing with it in 2014 for the first time, we are returning, once again, to this important issue. We believe that especially accessibility is very important and a subject that affects everyone.

4. Working Groups and Projects

4.1 ENAT Policy Group

During 2018, 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 2018. (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 representatives: Ivor Ambrose and Katerina Papamichail.
- 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 140. These include 2 new Projects submitted by ENAT members in 2018. 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

In 2018 six **ENAT Forum** articles (including 1 video) were published on the ENAT website.

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

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

See: <https://pantou.org/blog>

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, Launch 2018

During 2017-2018 the ENAT Board Working Group was engaged in preparing a business plan and criteria for an *International Quality Label for Accessible Tourism*. It was renamed and launched in June 2018 under the name: “World Tourism for All Quality Programme” by ENAT.

In 2016-17, during the Pilot phase, Universal Access (Ireland) completed training of around 400 hotel managers and staff and prepared Access audits and draft policies and Access Statements for 8 participating hotels.

The first three certified hotels were awarded their certificates at a ceremony at Tourism Flanders HQ in Brussels and their details were published on the website of Pantou.org in June 2018.

The World Programme has a number of characteristics, some of which are mentioned here:

- 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”.
- In the first phase, only hotels have been certified under the Quality Programme
- New criteria have been developed in 2018 for other types of tourist venues (restaurants, retail and shopping malls) in order to audit their services and facilities.

4.4 Project Applications presented in 2018

ENAT was involved as a Leader or Partner in several project applications which were submitted to EU funding programmes in 2017/18 and were under implementation during 2018.

1. RARE and ROLL – ENAT and our partner, Lonely Planet supported the Application of ENAT Member Ms. Xun Ji, for the Booking Cares award for Changemakers for sustainable tourism.
2. Accessible Tourism Centre Parsa, Georgia. Accessibility improvements for the Georgian Parliament building. (Short-term consulting work with ENAT Member, PARSA).

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

4.5 Ongoing Projects

ENAT Members have successfully obtained external funding for several projects and tenders, which were running since 2016 or came on stream in 2018.

1. Pantou.org (previously supported by EU COSME. Self-funded in 2018).
2. Access Angels, (ERASMUS+ Vocational Training) commenced 2016, completed in 2018.
3. Tourism for All in Lebanon (Europe Aid) Commenced 2016. Completed 2018.
4. ELEVATOR (ERASMUS+ Vocational Training project). Completed 2018.
5. NEWS CAT (ERASMUS+ Vocational Training) 2016 - 2019
6. TAD – The Ability Advisor (2017-2019).

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

4.5.1 *Pantou.org (Continued in 2018 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 technical support staff at 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, Lilian Muller, Anna Grazia Laura and Ivor Ambrose.

4.5.3 *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.

Final Report and international Conference delivered in October 2018.

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

4.5.4 ELEVATOR (Continued from 2015, completed 2018).

"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. Final deliverables were developed for publication and the final project conference was held in in Czech Republic in 2018.

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

Start: September 2015, Finish: August 2018

[Project Website](#)

ENAT personnel: Ivor Ambrose, Chris Veitch.

4.5.5 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, and Breda and Riga in 2018.

Start: September 2016, Finish: July 2019

[Project page on ENAT website](#)

[Project Website at EASPD](#)

ENAT personnel: Emiliano Deferrari, Ivor Ambrose

4.5.6 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, Dublin and Greece, which have led to the successful accreditation of over 28 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>

4.6 UNWTO – ENAT – F.ONCE Collaboration Agreement

The 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, commenced in 2018, with Jesus Hernandez (Fundación ONCE) acting as Expert.

UNWTO has been active in several conferences and events organised and attended by ENAT members, including FITUR 2018, Madrid Spain.

ENAT Full Member, Red Estable, being an Affiliate Member of UNWTO, coordinated the publication of the *1st UNWTO Newsletter on the Sustainable Development Goals and Tourism*, focusing on good practices in the area of Accessible Tourism. The document was published by UNWTO in December 2018.

4.7 World Network/Organisation of Accessible Tourism

In 2018 the ENAT Board continued to discuss the possibility of establishing a broader cooperation with 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.

ENAT will reach out to organisations around the world in 2019 to encourage their participation in the Network.

ANNEX 1. List of ENAT Members, December 2018

Full Members (18)

Access Sweden	Sweden
Accessible Portugal	Portugal
Agència Catalana de Turisme	Spain
AISM Associazione Italiana Sclerosi Multipla Onlus	Italy
ANLH asbl.	Belgium
Anna Grazia Laura	Italy
Barcelona Turisme	Spain
Tandem Società Cooperativa Sociale Integrata	Italy
Deutscher Blinden- und Sehbehindertenverband e.V. (DBSV)	Germany
INTER vzw	Belgium
EWORX S.A.	Greece
Fundacion ONCE	Spain
IVOR AMBROSE Technical Services	UK
PREDIF (Plataforma Representativa Estatal de Dicapacitados Fisicos)	Spain
Red Estable	Spain
Universal Access	Ireland
V4A - Village for All	Italy
Work Research Centre	Ireland

Honorary Members (8)

Angelika Laburda	Austria
Martin Heng, Lonely Planet	Australia
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 (67)

Organisation or Name	Country
AirJumperSales	Australia
Briometrix	Australia
Natalie Verdon	Australia
Travability	Australia
MD Medicon	Austria
Destination Everywhere	Belgium
Handitours APS	Belgium
VisitBrussels	Belgium
VisitFlanders	Belgium
Audio Conexus	Canada
Jonathan Stanley	Canada
Xun Ji	China

Olga Sintakova	Czech Republic
Handitours Aps	Denmark
Accessible tours, South America for All	Ecuador
Handiscover	France
Accessible Tourism Centre PARSA	Georgia
Emanuel Kouratoras	Greece
Kakoudakis Konstantinos	Greece
Katerina Papamichail	Greece
Hungarian Tourism Agency Ltd.	Hungary
Cox & Kings	India
Enable Travel	India
Planet Abled	India
The Vacationalist	India
Corex Consultancy Limited	Ireland
Dave Sheehan	Ireland
My Access Hub	Ireland
Associazione Go4All	Italy
Cosy For You a.r.l. Onlus	Italy
CPD Consulta per le persone in difficolta onlus	Italy
Paola De Donato	Italy
Primavera 85Cooperativa Sociale	Italy
Simona Cardente	Italy
The Plus Planet	Italy
Village4All	Italy
Tricentenaire asbl, Service 321 Vakanz	Luxembourg
Top Travel Group	Mexico
Merete Kvamme Fabritius	Norway
Fundação de Serralves	Portugal
Infitravel Saúde	Portugal
Life and Well Being - West Portugal Lda.	Portugal
Parques de Sintra Monte da Lua SA	Portugal
Real Abadia Congress & Spa Hotel	Portugal
RLS Servicos Medicos Lisboa	Portugal
Ahmet Afana	Qatar
Sano Touring	Romania
Premiki Institute for counselling, promotion and development of accessible tourism, social enterprise	Slovenia
Barcelona Special Traveller	Spain
BCN4ALL	Spain
Fundacion Turismo Valencia de Espagne	Spain
ILUNION tecnologia y accesibilidad	Spain
Mikhail Raskin	Spain
Per-anders Ohrn	Sweden
SCANDIC Hotels	Sweden
Suisse Tourisme Handicap	Switzerland
Nutty's Adventures	Thailand
Alanya City	Turkey
AYDER Alternatif Yasam Dernegi	Turkey
Izmir Metropolitan Municipality	Turkey
SARDAGI, A. Nejat	Turkey

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Caroline Walsh
Chris Veitch
MAJR Group
Roberto Castiglioni

Pradeep Fernando
Tapooz Travel

UK
UK
UK
UK
United Arab
Emirates
USA