



## **Annual Report**

**2015**

**Final**

Working Together to Make Tourism in Europe  
Accessible for All

## ENAT Annual Report January – December 2015

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

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### **ENAT's Mission Statement**

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

- ENAT aims to achieve this by bringing together sector actors to share their experience, learn from each other and collaborate.
- ENAT promotes wider awareness and understanding of the need for accessibility in all areas of travel and tourism throughout Europe.
- ENAT supports the development and spread of good policies and practices.
- ENAT works to develop knowledge and expertise on accessibility issues in the European tourism field.
- ENAT provides a platform for those who support accessibility in tourism, and a representative voice towards European and national institutions and organisations whose actions have a direct influence on the tourism sector.

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## 1. Membership

Total membership of ENAT asbl on 31.12.2015 stood at **75 members**. These included:

- 22 Full Members
- 10 Honorary Associate Members
- 44 Associate Members (paid-up members in 2015).

**Total 76**

### ENAT Board Members and Seconders

- TANDEM, Italy, Annagrazia Laura (President)
  - Emiliano Deferrari
- Fundación ONCE, Spain (Vice-President) Jesús Hernández Galán
  - Fundación ONCE, Spain, Mercé Luz
- EWORX S.A., Greece (Vice-President) Spyros Michailidis
  - EWORX S.A. Greece, Tilia Boussios.
- ENTER vzw., Belgium (Secretary), Mieke Broeders
  - ENTER vzw., Belgium, Soele Kerckhofs
- ANLH asbl, Belgium (Treasurer), Cléon Angelo
  - ANLH asbl, Belgium, Stéphanie Herman,
- IVOR AMBROSE Technical Services, Greece (Managing Director), I. Ambrose
  - Katerina Papamichail, Greece
- Access Sweden, Sweden Lilian Müller
  - Vellinge Municipality, Sweden, Nils-Arvid Andersson
- Accessible Portugal, Ana Garcia
  - To be decided
- Work Research Centre, Ireland, Richard Wynne
  - To be decided

### Other Full Members (showing dates of approval and admission as Full members)

- TURSAB, Turkish Association of Travel Agents ( May 2009)
- CPD TURISMABILE, Italy (May 2010), Chiara Ilia
- Institute Carlo Besta, Italy (Adm.May 2011), Paulo Cornelio
- Regione del Veneto, Italy (May 2011)
- Red Estable, Spain (from May 2013), Diego J. González Velasco
- Village for All, Italy (from May 2013), Roberto Vitali
- PREDIF, Spain (from May 2013)
- Agència Catalana de Turisme, Spain (from May 2013)
- Tourisme et Handicaps, France (from June 2015)
- Polibienestar, University of Valencia, Spain (from June 2015)

The 9 Honorary Members:

- UN World Tourism Organisation. Marina Diotallevi
- Design for All Foundation, Spain
- UN Committee, Convention on Rights of Persons with Disabilities, Mr. Mohammed Al-Tarawneh, Jordan (Personal appointment).
- GAATES – Global Alliance on Accessible Technologies and Environments,
- BITS – Bureau International de Tourisme Social. (OITS),
- Sustainable Travel International, USA

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- Mr. Peter De Wilde, (Personal appointment). Tourism Flanders, Belgium
- Dr. Scott Rains, USA (Personal appointment).
- Mr. Bill Ishmael, UK (Personal appointment).
- Dr. Angelika Laburda, Austria. (Personal appointment).

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.

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

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

## 2. ENAT Strategy and Activities

### 2.1 ENAT Strategy and Workplan 2010 to 2015

The activities conducted by ENAT in 2015 are listed below under the headings that were established in the 2010 – 2015 Workplan, which was approved in 2010 (updated 2013).

This Annual Report presents a synopsis of the work of ENAT and its members in 2015.

### 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"**).

#### Austria (ProWorker GmbH - IBFT)

- A decision was taken in April 2015 to close IBFT and since June 2015 it is no longer the ENAT contact point for Austria. IBFT's Leader, Angelika Laburda continues as an Honorary Board member of ENAT in her personal capacity and Simon Laburda continues as an Associate Member.

#### Belgium Flanders (ENTER)

- Presentations of ENAT activities and representation of ENAT at ministerial, corporate and research meetings in Belgium.
- ENAT Project team member: T-GulDE – Leonardo project, 2013-2015.

#### Belgium Wallonia (ANLH)

- Management 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 – so many that it is not possible to summarise them all here.
- Please visit this link: <http://www.tourisme-handicaps.org/>

#### Germany

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

- **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 these meetings which will be continued regularly as „PRM-Dialogue“ about twice a year.

The participants agreed to look for solutions how the situation for disabled air passengers can be improved with regard to the booking process, the accessibility of the design of the airports and the airplane cabin (including the use of toilets), the security checks and the assistance on board.

Both meetings showed that the participants are convinced that it is necessary to find practical solutions to make air travel more comfortable for disabled air passengers.

- **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 (2015 already the fourth time).

The feedback to the conference which has 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.

DBSV has been present as exhibitor on the ITB Convention with an own stand together with NatKo already since 2009.

- **Uniform Labelling system for accessible tourism offers**

Since in Germany nearly each of the Laender has its own labelling system to mark accessible tourism offers, the Federal Ministry of Economics and Energy started in 2011 to support the establishment of a single labelling system for Germany as a whole.

The Ministry commissioned the „Deutsche Seminar für Tourismus“ (German Seminar on Tourism) together with NatKo to elaborate the accessibility criteria and labels for accessible tourism offers along the whole service chain. Thus, DBSV is involved in this project as board member of NatKo and as member of the advisory committee besides other disability organisations and representatives of the tourism industry.

After more than four years the accessibility criteria are set up and published ([www.reisen-fuer-alle.de](http://www.reisen-fuer-alle.de)). The criteria regard two steps of accessibility (partly accessible and fully accessible) and refer to seven types of impairments (Walking impairment/Wheelchair-user, Blind/Partially Sighted, Deaf/Hearing impaired, Cognitive impaired).

In contrast to the labelling systems already existing in Germany the new labelling system is based on external evaluation. That means that everybody who wants to make use of these labels first has to ask for evaluation of the object to be certified by experts that were trained by the organisers of this project.

At the end of 2015 more than 100 evaluators have been instructed and about 1000 tourism offers (hotels, museums, tourist offices etc.) have been checked.

#### Greece

- EWORX continued to offer its support and maintenance services to the ENAT Website [www.accessibletourism.org](http://www.accessibletourism.org) and provided informal hosting services for the ENAT Secretariat in 2015.

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- EWORX contributed to the successful delivery of the EU Supply Study in April 2015, acting as Project Coordinator, developing the website <http://Pantou.org> and conducting research on the availability of accessible tourism services in Europe.
- EWORX participated in the T-GUlDE project as subcontractor to ENAT, developing and maintaining the project website: [www.t-guide.eu](http://www.t-guide.eu) and the e-learning platform, [www.accesstraining.eu](http://www.accesstraining.eu)
- EWORX continued to support the website of the Vocational Training project, [www.etcaats.eu](http://www.etcaats.eu) which contains resources on e-Learning for accessible tourism.
- Ivor Ambrose continued as Managing Director of ENAT, managing the international Secretariat, taking part in a Greek national conference on Health Tourism and conducting meetings with ENAT Associate Members and stakeholders. An EU project proposal was submitted with the Athens-based Social Cooperative, *Amphtrite SCOIP* (ENAT Member) and other partners in 2015.

### Ireland (WRC)

- Representing ENAT in the Republic of Ireland.

### Italy

- Annagrazia Laura (COIN) presented ENAT activities at corporate and research meetings in Italy, in project meetings and international events (see also Events section).
- International “Accessible tourism conference- tourism for all” organized by MEU Middle East University – Amman 11-13 April 2015
- ONCE Conference in Madrid September 2015
- BARI. N.O. BARRIERS INTERNATIONAL CONFERENCE – 29<sup>TH</sup> September 2015
- Verona – 16 October 2015. InContro Tendenza. : Fostering Cultural Seeds
- Barcelona – Workshop on Accessible Tourism 3<sup>rd</sup> December 2015
- Anna Grazia Laura participated as an Expert in the EU financed project EWB Europe Without Barriers.

### Portugal (Accessible Portugal)

Ana Garcia – Portugal

22nd of January 2015 LISBOA, MUSEO DA CIDADA.





## LISBOA, MUSEU DA CIDADE

**Convidados:** Ana Garcia – European Network for Accessible Tourism | André Barata Moura – Turismo de Lisboa; Carolina Martins – Parques de Sintra; Pedro Brandão - Milacessos  
**Moderadora:** Maria Vlachou – Consultora em Gestão e Comunicação Cultural

Ana Garcia fez uma breve apresentação do trabalho da ENAT. O organismo, com sede em Bruxelas, recebe o apoio do poder público e ao mesmo tempo procura influenciar a criação e implementação de políticas que dizem respeito ao turismo acessível. Foram promovidos pela EU em 2013 três estudos distintos: sobre o mercado, sobre a oferta e sobre as necessidades de formação profissional (os resumos estão disponíveis no site do Turismo de Portugal). Portugal fez parte da amostra e os resultados demonstraram que já existem boas práticas no nosso país nesta área. O que surpreendeu pela negativa foi o total desconhecimento do que é oferta acessível, o que, na verdade envolve toda a cadeia turística, desde o governo e o legislador até aos hotéis e as lojas.

André Barata Moura explicou-nos que o principal objectivo do Turismo de Lisboa é divulgar a oferta da cidade. No entanto, não possui informação sobre a oferta acessível, sendo que a questão da acessibilidade tem vindo a preocupar cada vez mais este organismo. A oferta cultural não é propriamente vista pelo Turismo de Lisboa como um produto, mas sim como um elemento fundamental de qualificação da oferta turística que eleva a experiência de visita a outro patamar (a par da gastronomia, e do shopping por exemplo).

Pedro Brandão apresentou-nos Lisboa tal e qual como é para algumas pessoas: uma cidade sem catedral, uma cidade sem castelo... Porque se trata de espaços não acessíveis. Sendo assim, as pessoas retraem-se e optam por outros destinos. Considera que o turismo cultural é a grande faceta do turismo acessível. Destacou a necessidade dos profissionais do sector terem formação adequada e lembrou que todos os envolvidos devem entender o turismo acessível como algo muito mais amplo que as cadeiras de rodas.

5<sup>th</sup> February 2015

EULSTIB 1st meeting: Brussels, 05 February 2015

“EU LOW SEASON TOURISM INITIATIVE BOARD” EULSTIB Meeting in Brussels.

17<sup>th</sup> April 2015

Course at the High School of Hotel Management and Tourism of Estoril



22<sup>nd</sup> of May 2015 University of Algarve, Accessibility in historical centres





17<sup>th</sup> and 18<sup>th</sup> of June 2015 – Brussels  
EULSTIB 2<sup>nd</sup> meeting and workshop: Young people and seniors' characteristics

4<sup>th</sup> of July 2015 – Évora



21st of July 2015



19<sup>th</sup> of September 2015  
Kick off BRENDAIT Project



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

21st of October 2015 ISTO-OITS European Tourism for All Conference.



Spain (Fundación ONCE and PREDIF)

On January 29, 2015 Fundación ONCE, The World Tourism Organization (UNWTO), and PREDIF (State Representative Platform for Physically Disabled), organized jointly the **conference "Technologies at the service of Tourism for All"**. It was held during FITUR (International Tourism Fair). This conference featured representatives of the tourism sector and experts in the development of new technologies and organizations working for people with disabilities, who will share their knowledge and experience in the field of accessible tourism and smart destinations, analyzing the opportunities and the most important challenges. It also highlighted best practices accessible technologies applied to tourism in the areas of reserve accommodation, transport, mobility destination and participation in leisure activities.

On April 15-18<sup>th</sup> was held the **WTTC Global Summit 2015 and Fundación ONCE was one of its sponsors**. <https://www.wttc.org/summits/the-global-summit-2015/sponsors/>. One of its aims is Freedom to Travel' that means ensuring that people have the right to cross international borders safely and efficiently for tourism purposes. Including Fundación ONCE sponsoring helps to include also tourism for all.

**String Project.** During all 2015 Fundación ONCE with all their partners developed the String Project, it is a transnational cooperation initiative to be implemented by 12 partners from 7 countries. It aims to create fully accessible thematic itineraries respectively in Italy (Piedmont Region), Spain (Ávila) and Bulgaria (Sozopol) which will then be developed into comprehensive tourist packages. Tour Operators through Travel Agencies will put such packages on the market, singular or in a modular box that allows customers to make their preferred combination with the help of qualified staff ready to satisfy any special needs. The core activity of Project STRING is the introduction of a smart marketing tool, already used in the general tourism sector, into accessible tourism. Along with mainstream channels for promoting the tourist products we plan to create a marketable box which contains suggestions and accessible tourist offers divided by thematic area and destination, respectively in Piedmont (Italy), Ávila (Spain) and Sozopol (Bulgaria). Each of the three areas offers different thematic itineraries in the light of local characteristics and accessible attractions, including itineraries of food and wine, historical and cultural routes and outdoor activities. The box will be sold at a fixed price (low) with the possibility to purchase a gift card to contribute to the final overall cost of the package tour, to cover the accommodation, facilities etc..The customers who buy or receive the box as a gift may choose their favourite itinerary or combination of itineraries, then contact the tour operators (indicated on the box based on the country of residence) to book the travel. It has finished in 2016.

The Fundación ONCE in Collaboration with UNWTO and ENAT organized the **V International Congress on Tourism for All** and the VI International Congress of Design, Technology and Research Networks for All. It had as its central focus New Technologies and Tourism for all; Solutions and Technology Applications in Tourism for All. It was held in Madrid from 23<sup>rd</sup> to 25<sup>th</sup> September.

**PREDIF**

Summary of the accessible leisure and tourism activities carried out by PREDIF in 2015

PREDIF, the Spanish Representative Platform for People with Physical Disabilities, is a national, state approved non-profit organization that runs programmes and promotes initiatives on behalf of the 70,000 people with severe physical disabilities it represents. It

boasts over thirty years experience in this field through its member federations ASPAYM, COAMIFICOA and ECOM. It oversees seven regional PREDIF offices located in Andalusia, Asturias, Castile-and-Leon, Valencia, Galicia, the Balearic Islands and Murcia.

PREDIF is nowadays acknowledged as a benchmark organization for accessible tourism, chairing the Inclusive Leisure and Tourism Commission of CERMI (Spanish Committee of Representatives of Persons with Disabilities), and its accessibility protocols and criteria have the consensus of the entire disability sector.

Since 2002, PREDIF has been running an Inclusive Tourism Programme whereby it works to raise awareness, run training courses, provide consultancy services and carry out research about accessibility issues and customer service for people with a variety of different needs, in tourism and recreational activities, in collaboration with public authorities, charitable foundations as well as private-sector companies.

We believe that this programme facilitates the normalization of tourism for people with disabilities and with accessibility needs in general. Our goal is to ensure that these people can make use of and enjoy the products, services and tourism resources of any destination just like anyone else.

**In 2015, PREDIF carried out the following Accessible Tourism projects:**

It presented, thanks to the support of the Secretariat of State for Tourism, and the Royal Board on Disability and the Vodafone España Foundation, the video "[Juntos podemos hacerlo](#)" (Together, we can do it) to raise awareness and promote Accessible Tourism among tourism professionals from both the public and private sectors.

As a result of the collaboration between the Vodafone España Foundation, the ONCE Foundation and PREDIF, the "[Way of Saint James Accessible for All](#)" guide was created. The guide contains the results of the accessibility analysis study carried out along certain stretches of the route, together with the tourism resources of Castile-and-Leon (15 stages) and Galicia (8 stages), that are part of the *Camino Francés* or French Route.

Collaborated with the Group of Spanish World Heritage Cities as part of the ongoing accessible tourism project; carried out an accessibility diagnostic analysis of new tourism resources, and the design and development of the web page and the World Heritage Site accessible tourism mobile App. More information available from <http://www.ciudadespatrimonioaccesibles.org/>

Collaborated with SEGITTUR as part of the "[Intelligent Tourism Destinations](#)" included as part of the Comprehensive National Tourism Plan (PNIT) 2012-2015, the aim of which is to improve Spain's ranking as a world tourism destination, looking for new mechanisms to boost innovation at destinations with the creation and deployment of ICTs. Within the framework of the programme, PREDIF analysed the accessibility management of destinations such as Almeria, Badajoz, Valle de Arán and Lloret del Mar.

PREDIF and Burgos City Hall signed a collaboration agreement to carry out an analysis of the [accessibility of tourism resources](#) in the city. This project is currently still underway.

Signed a collaboration agreement with the [autonomous city of Ceuta](#) for the drafting of the city's accessible tourism resource guide, which will be presented in 2016. As part of the project, a course was held to train tourism professionals from the public and private sectors in Ceuta about the needs of tourists with disabilities and provide guidelines as to how best to attend to their needs at the destination.

Worked together with Madrid City Hall to make a promotional video about accessible tourism in the city called "Madrid, una ciudad de puertas abiertas" (Madrid, a city of open



doors), which can be seen by clicking on the following YouTube link: <https://www.youtube.com/watch?v=N1ukYmHil8g>. Furthermore, 2015 marked the publication of the 7th edition of the Madrid Accessible Tourism Guide which is to be presented in 2016. In the latest edition, as well as updated information about the establishments reviewed in previous years, 45 new tourism resources have been added.

Collaborated with the Cadiz Regional Council Tourist Board in the review of 45 establishments in the province as well as updating tourism resources visited in earlier years. [As a result of this study, 57 establishments in the province are now included in the TUR4all App.](#)

In 2015 within the framework of the collaboration agreement signed with the Regional Council of Valladolid, PREDIF carried out an accessibility analysis of 7 establishments of tourist interest that are administered by the regional council. The aim was to carry out a series of accessibility improvements for the benefit of all visitors.

Worked with the Sierra Espuña Tourism Association of Municipalities to improve accessibility and signage of accessible routes within its five municipalities (Aledo, Alhama, Mula, Pliego and Totana), as well as another accessible route in the vicinity of the Ricardo Codorniú Visitors Centre. Furthermore, it carried out [a training and awareness-raising course for tourism business owners](#), aimed at local inhabitants and for technical staff from the town-planning departments of the local town halls.

On behalf of Albacete City Hall and the Provincial Association of Restaurant and Tourism Business Owners of Albacete, it created the *Albacete accesible, Albacete para todos* (Accessible Albacete, Albacete for All) project to promote accessible tourism in the city by carrying out an accessibility diagnostic analysis of 60 tourism establishments. The project culminated with the publication of the ["Guide to accessible accommodation and restaurants in the city of Albacete"](#).

Together with Divertia Gijón developed the Accessible Tourism Map for the city of Gijón, which contains accessibility information about four pedestrian routes of tourist interest and the tourism resources found along the way. The printed version of the map is available from the tourism office and a [PDF version](#) is also available.

In collaborating with the promotion of [Accessible Culture Agenda](#), an initiative of the [Royal Board on Disability](#) and the [Carlos III University](#) in Madrid, in order to encourage the involvement of people with disabilities in accessible cultural activities that are organized across the whole of Spain.

PREDIF drafted the Tourism Accessibility Plan for Galicia and the Way of Saint James, spearheaded by the Regional Government of Galicia via the Galicia Tourist Board. Both plans aim to promote a series of initiatives to improve accessible tourism in Galicia over the coming years, on the basis of a detailed analysis of the current situation. The plans will be presented to the tourism sector in 2016.

PREDIF took part in the publication of the [rules and regulations governing Intelligent Tourism Destinations, approved in 2016](#), as member of AENOR's Technical Committee for Standardization AEN/CTN 178/SC 5 "Intelligent Tourism Destinations" spearheaded by SEGITTUR.

PREDIF, thanks to the Vodafone España Foundation, is working on the second edition of the TUR4all accessible tourism App that will be presented at the end of 2016. The features of the new App are as follows:

A specific TUR4all web page.

More types of tourism establishments (17 types and 58 sub-types).

Users will be able to enter information about new establishments, allocate them a score and add personal remarks.

The App will be connected to social networks.

It will include accessible destinations, experiences and routes.

It will provide practical information for those planning a trip in Spain.

It will be available in 5 languages: Spanish, English, French, Portuguese and German.

It will also include establishments outside of Spain.

It will feature destinations that promote accessibility, including them as such in the TUR4all network of destinations.

It will include interconnectivity with other tourism platforms.

It will generate data that will be useful for public administrations.

**In 2015, PREDIF took part in the following tourism-sector forums and congresses:**

**"Smart Destination" Workshop by SEGITTUR.**

Exhibitor at the **Madrid International Tourism Trade Fair (FITUR)** with its own stand. As part of the trade fair and together with the ONCE Foundation and the UNWTO, it organized a workshop called "**Technology at the service of Tourism for All**". At the same fair, it collaborated with the Secretariat of State for Tourism, providing information about **accessible tourism resources** through its TUR4all accessible tourism App at the **TURESPAÑA stand**.

Attended the **3<sup>rd</sup> edition of the Gran Canaria Accessible Tourism Trade Fair**, (16, 17 and 18 April), to present the TUR4all accessible tourism App.

**2015 Digital Tourism Congress**, (16 and 17 April)

Organized an **accessible city tour of Gijón** as part of the European Mobility Week celebrations, (18 September).

At the **International Inland Tourism Trade Fair (INTUR)**, it organized a **workshop on the TUR4all App** as part of the 1<sup>st</sup> Business Forum on Innovation and Tourism Technologies, with the backing of the Regional Government of Castile-and-Leon, via the General Directorate of Tourism, and in collaboration with SEGITTUR and the *Feria de Valladolid* Congress Centre.

Collaborated with the 2<sup>nd</sup> Series of Postgraduate Conferences at the University of Jaen called "**Autonomy from a practical perspective: Experiences in accessible tourism**".

Took part in the "**Accessible beaches, tourism for All**" conference organized by ThyssenKrupp Encasa.

Took part in the **5<sup>th</sup> International Congress on Tourism for All** (23, 24 and 25 September).

At the Food 4 all - EXPO Milan 2015, it presented the "Guide to Accessible Wine Routes in Spain for All". Design For All Italia (Milan, Italy, 23 May).

Took part in the "Step on up! Universal accessibility to museum exhibitions for people with functional diversity" conference. Faculty of Education and Social Work at the University of Valladolid (Valladolid, 20 and 21 October).

Furthermore, it organized the following congresses and gave the following courses:

Course on "**Accessible Tourism and customer service for people with disabilities or with a variety of different needs**" given by PREDIF in collaboration with the University of Malaga and Malaga City Hall (26 and 27 February).

Course on **“Accessible Tourism and customer service for people with disabilities or with a variety of different needs”** given by PREDIF in collaboration with the Las Palmas University and City Hall (5 and 6 March)

Course on **“Accessible tourism and customer service for people with disabilities or with a variety of different needs”** given by PREDIF in collaboration with the San Fernando and Cadiz City Halls and the Cadiz Regional Council (12 March).

**“Accessible tourism and customer service for people with disabilities or with a variety of different needs”** training course in Sierra Espuña (Murcia), for tourism and town-planning professionals (29 and 30 June).

Course on **“Accessible tourism and customer service for people with disabilities or with a variety of different needs”** given by PREDIF in collaboration with Deusto University and Travel For All, an agency specializing in trips for people with disabilities in Bilbao (20 and 21 October).

Course on **“Accessible tourism and customer service for people with disabilities”**, stemming from the collaboration agreement signed with the Ceuta Department of Tourism Services.

Course on **“Accessible tourism and customer service for people with disabilities or with a variety of different needs”** in Alpedrete (Madrid) with the collaboration of City Hall and Adesgam.

“Customer service for people with disabilities or with a variety of different needs” for students of the diploma course in customer service for clients or users in Tres Cantos (Madrid, 19 June).

“Accessible tourism and customer service for people with disabilities or with a variety of different needs” conference at the Toledo Chamber of Commerce and Industry’s Business Incubator in collaboration with Toledo City Hall (Toledo, 22 September).

Workshop called “Accessibility: a CSR strategy”, organized with the Madrid Chamber of Commerce and geared towards CSR, Human Resource, Quality and Marketing managers and directors (Madrid, 30 September).

“Improve your business through accessible tourism” conference organized with the Bahía de Cádiz BIC in San Fernando (Cádiz, 13 November).

“Universal accessibility and customer service for people with disabilities or with a variety of different needs” workshop for volunteers at the School of Agriculture at the Polytechnic University of Madrid (Madrid, 25 November).

“Universal accessibility and customer service for people with disabilities or with a variety of different needs” workshop for employees of the Grandouré transport company (Valladolid, 12 December).

Course on Universal Accessibility for Libraries and Museums, organized by Madrid City Hall. (October, 2015)

#### Sweden (Access Sweden)

- Represented ENAT at tourism sector meetings in Sweden.

## 2.3 ENAT Fund-raising, Sponsorship and Recruitment

### **The sources of funding for the ENAT association are:**

- Membership fees
- Sponsorship and donations
- Income from consulting work conducted by members on behalf of the association
- Project funding.

In 2015, membership fees and project income contributed to ENAT's budget.

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

**The ENAT Financial Report 2015 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.

### *2.4.1 Open Call for New National Coordinators*

The Open Call for new national coordinators, published in summer 2008 remained open in 2015, at:

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

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

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

### *2.4.2 ENAT Contact Points*

The existing ENAT Contact points were re-confirmed in 2015. The list is shown on the ENAT website at:

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

One new ENAT National Coordinator was appointed in 2015:



- **Egypt:** Dr. Mohamed Salama El Shaer, Chairman & CEO, MSG holdings

We welcome Dr. El Shaer in his new role as Contact Point for Egypt and look forward to a fruitful collaboration with him and his colleagues and partners.

#### *2.4.3 Full Membership Candidates*

New candidates that applied for Full ENAT Membership in 2015 were:

- [Deutscher Blinden- und Sehbehindertenverband e.V. \(DBSV\)](#) Germany
- [AISM Associazione Italiana Sclerosi Multipla Onlus](#), Italy

Both candidates were admitted after the approval of the ENAT Board (by written majority decision process). These decisions were ratified by the ENAT AGA in June 2016.

We welcome the new members, both of which are associations in their own right, and we look forward to a close and fruitful collaboration with them and their respective members.

## 3. ENAT Publicity and Outreach

### 3.1 ENAT Web Portal Development

In 2015 the ENAT portal continued to provide the features and services which were developed originally in 2006 - 2008 by EWORX S.A.

Some additional (back-office) features and improvements were implemented in connection with upgrades of the "TOOLIP" Web Content Management System (CMS).

ENAT also disseminates its information via various social media channels:

- Facebook webpage <https://www.facebook.com/accessibletourism>
- Twitter page <http://twitter.com/#!/EUaccesstourism>
- LinkedIn Accessible Tourism Group:  
[http://www.linkedin.com/groups?gid=4003674&trk=hb\\_side\\_g](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, as of 1<sup>st</sup> June 2016:

**ENAT Facebook** followers. Likes: 2,100 (up from 1500 in 2014)

**ENAT Twitter** followers: 1,000 (up from 700 in 2014)

**ENAT LinkedIn Group** members: 1,490 (up from 1200 in 2014).

**ENAT E-Bulletin** subscribers: over 1,300.

#### 3.1.1 Regional websites

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

During 2015 the English ENAT site was updated regularly; on average at least once a week.

The French and Greek editions were updated less frequently. From March to July 2015 the French language edition of the ENAT Website was updated regularly by Eloïse Auffret, who worked at the ENAT Secretariat during her *Stage*.

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

#### 3.1.2 e-Bulletin

A semi-automated emailing system, adopted in 2009 ([www.mailchimp.com](http://www.mailchimp.com)), continued in use in 2015, sending e-Bulletins to over 1,300 subscribers.

During 2015, ENAT sent out **9 e-Bulletins** 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 28 to 68% of subscribers. The "opening rate" industry average for NGOs, according to MailChimp is 21.1%.

### 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 **1,907 unique articles** by the end of December 2015. This is an increase of about **217 items** since 31 December 2014.

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

Again in 2015, as in previous years, using “Google” search for the phrase “*accessible tourism*” consistently lists [www.accessibletourism.org](http://www.accessibletourism.org) as the **first placed website** (out of approx 999 Million results). Several sub-pages of the ENAT website 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 2015, compared with the same 12-month period in 2014.

**See next page.**