



Working together to make tourism in Europe
accessible for all.
- Promoting “A World for Everyone”

Madrid, 22 September 2015
Ivor Ambrose, Managing Director, ENAT

Accessible Tourism is:

- **“Tourism for All”** – making environments, venues and services suitable for the widest range of customers, including people with disabilities, seniors, families with small children... and many more.

ENAT's Mission

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.

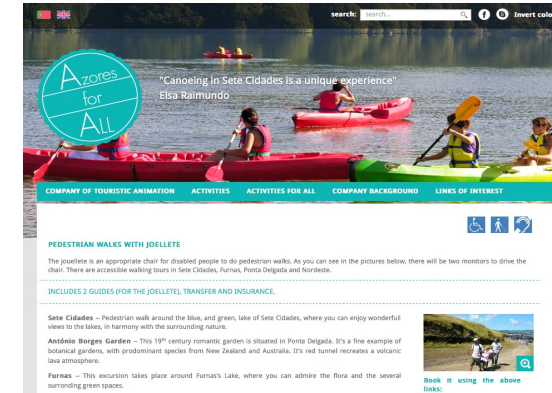
Working for ...



Visitors



Businesses



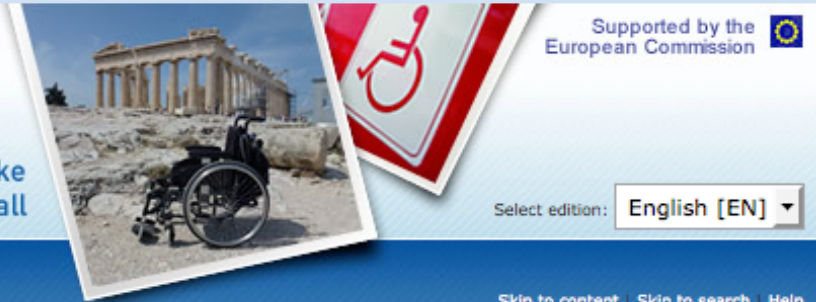
Destinations

Visit: www.accessibletourism.org



ENAT
European Network for
Accessible Tourism

Working together to make
Tourism in Europe Accessible for all



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President's Message

ENAT and The Future: Strategies for Consolidation and Development



Photo of Annagrazia Laura, ENAT President, elected June 2013

I am particularly pleased to address this message to our web readers, as the newly elected President of ENAT, also because the occasion is quite important for the Network: we are celebrating our first 5 years of existence and the results so far are particularly satisfactory.

The network has developed to reach almost 200 members all over the world and is now a well established and acknowledged international organisation on accessible tourism at European and international level, thanks to the hard work of the board who managed the Organisation and its former President and the support of all members.

Consequently, how should we build up our future?

I am convinced that the key words for our further growth must be "Consolidation" and "Development".

Consolidation

ENAT must build on the reputation it has earned and ensure that we remain relevant and forward-looking, attracting new organisations every day. It is important that ENAT members have visibility and recognition in their respective fields and that they gain real added value from participating in the network.

ENAT, 22 September 2015

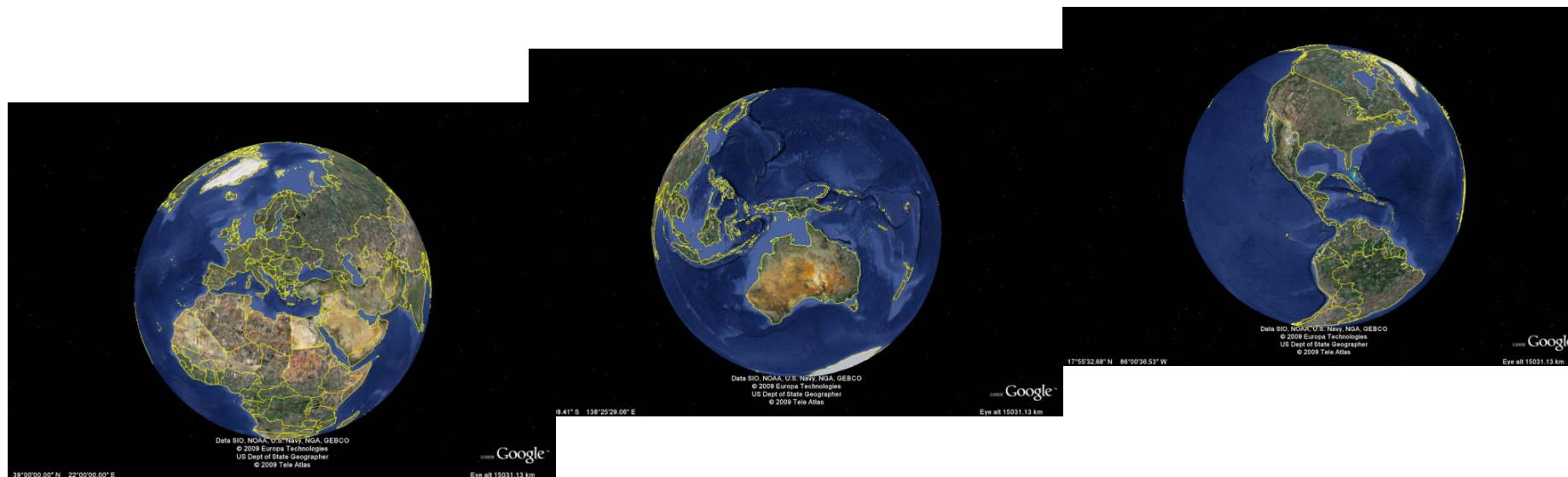
Search

Search

Members Area

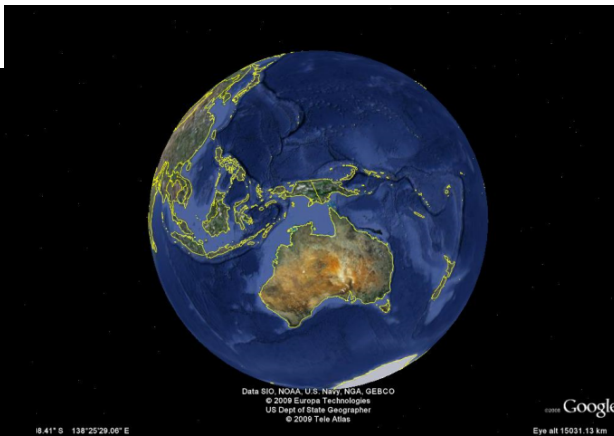
Email

In Europe and around the world



- NGO, (asbl.) established in Belgium, 2008
- Began as an EU Pilot project: “Mainstreaming Disability Policies in the Tourism Sector” (2006 -7)
- Founded by a multi-stakeholder consortium united in the purpose of developing and promoting better accessibility in tourism for ALL visitors
- Open to all organisations and persons who support its Statutes

In Europe and around the world

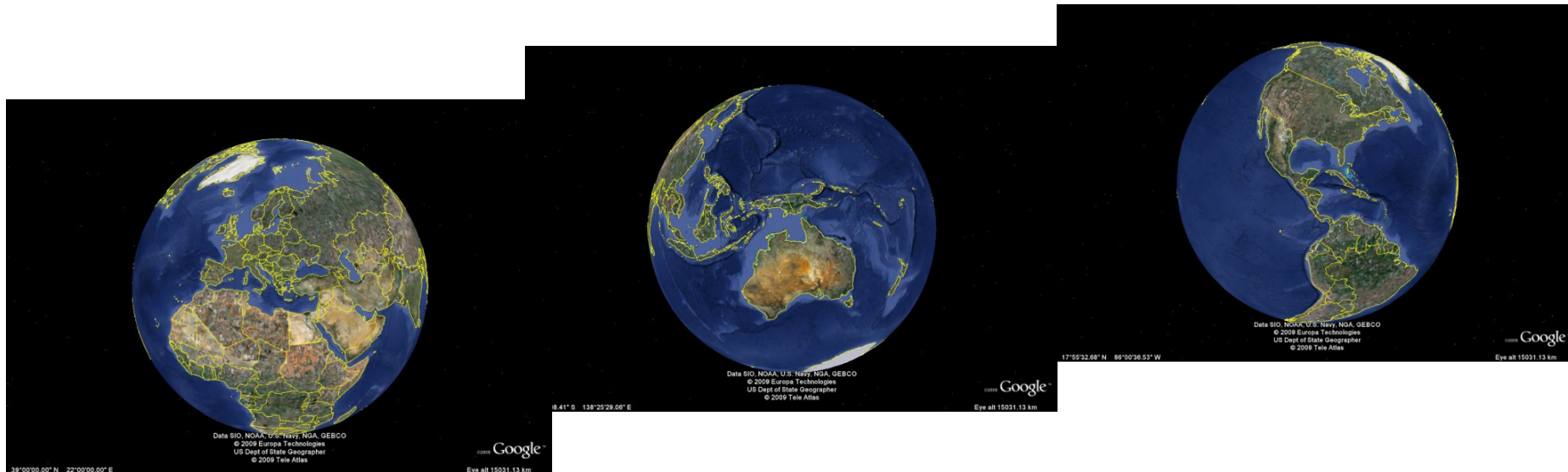


**100 members in
more than 50 countries**

In Europe, Middle East, Africa,
North and South America, Asia,
Australasia – Pacific regions



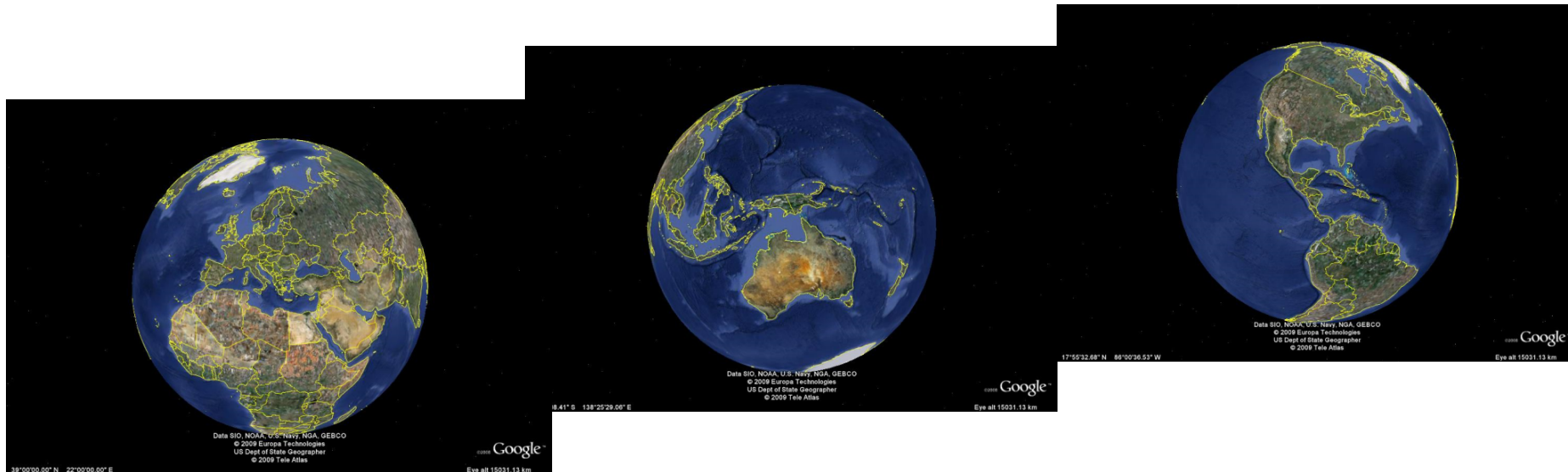
In Europe and around the world



ENAT Secretariat, Halandri, Athens, Greece

- ENAT membership administration
- Web services (News, Events, Press...)
- Directory of ENAT Consultants:
 - Universal Design, Web design, Destination Management, Smart technologies, etc.
- Partner Search service
- Project Management
- Outreach, social media

In Europe and around the world



ENAT Secretariat, Halandri, Athens, Greece:

- ENAT membership administration
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 - Accessible Tourism training
- Partner Search service
- Project Management
- Outreach, social media

A few of ENAT's members and partners



ENAT Members

Total membership of ENAT asbl on 31.12.2014

20 Full Members

9 Honorary Associate Members

65 Associate Members (paid-up members in 2014).

94 Total

18 ENAT National Contact Points

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

ENAT Full Members

- Consorzio Sociale COIN, Italy,
- Fundación ONCE, Spain
- EWORX S.A., Greece
- ENTER vzw., Belgium
- ANLH asbl, Belgium
- IVOR AMBROSE Technical Services, Greece
- IBFT, Austria
- Access Sweden, Sweden
- Accessible Portugal
- Work Research Centre, Ireland
- Tourisme et Handicaps, France
- CPD TURISMABILE, Italy
- Institute Carlo Besta, Italy
- Regione del Veneto, Italy
- Village for All, Italy
- Red Estable, Spain
- PREDIF, Spain
- Agència Catalana de Turisme, Spain
- Polibienestar, University of Valencia, Spain
- TURSAB, Turkish Association of Travel Agents, Turkey

ENAT National Contact Points



Belgium (Flanders)

Enter vzw.

Belgium and ENAT Headquarters

ANLH

Egypt

MSG holdings

Libya

Attyseer for Planning and Engineering

Ireland

Work Research Centre

Greece

EWORX S.A.

Cyprus

Cyprus Tourism Organisation

Czech Republic

KAZUIST, spol. s.r.o.

France

Association Tourisme et Handicaps

Georgia

NGO "PARSA"

Italy

Consorzio Sociale COIN

The Netherlands

Accessible Travel Netherlands

Portugal

Accessible Portugal

Poland

Accessible Poland Tour

Slovenia

Premiki Institute

Turkey

ENAT / A. Nejat Şardağı

Spain

Fundación ONCE

Sweden

Turism for Alla i Sverige

ENAT Partners (signed MoU)



UN World Tourism Organisation



Lonely Planet



OITS-ISTO – International Social Tourism Organisation



Design for All Foundation, Spain



European Alliance for Responsible Tourism and Hospitality



Gaates - Global Alliance on Accessible Technologies and Environments



Rolling Rains



Sustainable Travel International



EASPD – European Association of Service Providers for People with Disabilities

ENAT on Social Media



ENAT LinkedIn 1331 members, started 15 July 2011

<https://www.linkedin.com/grp/home?gid=4003674>



Twitter 823 followers, following 171 with 744 tweets. Joined August 2009

<https://twitter.com/euaccesstourism>



ENAT Facebook 1775 likes

<https://www.facebook.com/accessibletourism>



ENAT Facebook Group 175 Members

<https://www.facebook.com/groups/accessibletourism/>

Recent and New ENAT Projects & Initiatives

- Pantou – EU Accessible Tourism Directory (EU)
- T-GUlDE – Training Tourist Guides (EU)
- Europe Without Barriers – accessible itineraries (EU)
- BRENDAIT – accessible destination development & marketing (EU)
- APP-TOUR-YOU (new EU project, 2015)
- ELEVATOR (new EU project, 2015)
- ENAT - Turismo de Portugal Framework Agreement
- Renewed agreement: UNWTO – ENAT – ONCE Foundation
- www.accesstraining.eu

Pantou – European Accessible Tourism Directory



- Register of 500+ suppliers with accessible services
- Levels of service guaranteed by international national / regional access schemes or Pantou Access Statement
- Pantou is the Greek word for "everywhere"

www.pantou.org

<http://Pantou.org>

The European Accessible Tourism Directory

- Funded by the European Commission
- Supporting tourism businesses and other service providers
- 70 types of services
- Services catering for ALL customers (14 types of categories / access needs)



Recently Registered



Verona in tandem
Verona, Italy
Verona in tandem is a new and accessible touristic offer for persons with sensory disabilities and tourists in general. Verona in tandem offer a...



Planet Viaggi Responsabili
Verona, Italy
Planet Viaggi Responsabili is a tour operator that organizes and promotes tours and touristic services of responsible and



Gites La Tarente
Montfrin, France
"La Tarente" - the gite is named after a local species of gecko - is situated in the centre of the historic Templar village of Montfrin on the...



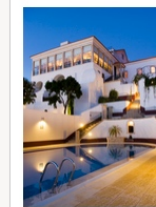
prosvasis
Patra, International
Online platform with accessible tourism places in Greece.



Saint Clément Esprit Nature
Cambouillet, France
We welcome everybody, with handicap or without handicap at our home. Near Query Natural Park and the middle age town Figeac. We rent fishing...



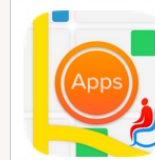
CL Design
Bellevue, United States
Making travel, tourism & destination websites a better, accessible experience for the disabled, aging and everyone else. If you have gone to...



Palácio da Lousã Boutique Hotel
Lousã, Portugal
The Palácio da Lousã is an emblazoned building of the XVIII century, formerly palace of Viscondessa do Espinhal, it is



Gite La Métairie
Varey, France
Sur une exploitation agricole, Nathalie et François vous accueillent dans leur gîte rural rénové, indépendant, situé à proximité de leur maison....



AppsMapper
Herzlia, Israel
An iPhone/iPad app and website which show available IOS apps for accessible tourism, enabling users to find apps that are relevant to



Turkey Accessible Travel
Aydin, Turkey
Providing wheelchair accessible transportation for travelers with physical challenges in Istanbul, Izmir, Kusadasi Ephesus Turkey.



Bulgarian Tourist Union
Sofia, Bulgaria
BTU - BULGARIAN TOURIST UNION
• Information
• Reservations



Parques de Sintra - Monte da Lua, S.A.
Sintra, Portugal
The "Parques de Sintra Welcome Better" project is underway to improve access to the parks and palaces that are managed by Parques de Sintra....



Cooperativa Centro Servizi Foligno
Foligno, Italy
The "Centro Servizi Foligno" is a type B social cooperative founded in 1996. The social purpose of the cooperative is to promote and to



Metro4All
Moscow, Russia
Metro4All is an accessibility and navigation project made for 2 purposes:
1) collect and analyze data on accessibility of public transport...



Mobility Scooters Menorca
Alaior, Menorca, Spain
In my opinion, Menorca is the prettiest, most tranquil, authentic and accessible island of the Balearic Islands. Mobility Scooters



TourNelSud.com - Green Holiday Tour Operator
Bari, Italy
Located in Puglia, TourNelSud.com - Green Holiday Tour Operator aims to improve local tourism incoming-systems with



Mais que Cuidar
Lisboa, Portugal
Equipment Hire, Loan, Repair and



Hotel du Viaduc
Tarascon, France



VIAGGI CARMEN
APRILIA, Italy
Our travel agency has more than 30 years of inbound experience for tourism organization all over Italy with special attention for



Swap-Able.com
Dublin, Ireland
Swap-Able.com is a website, which allows people with reduced mobility to swap or rent their adapted properties with other people who have similar...

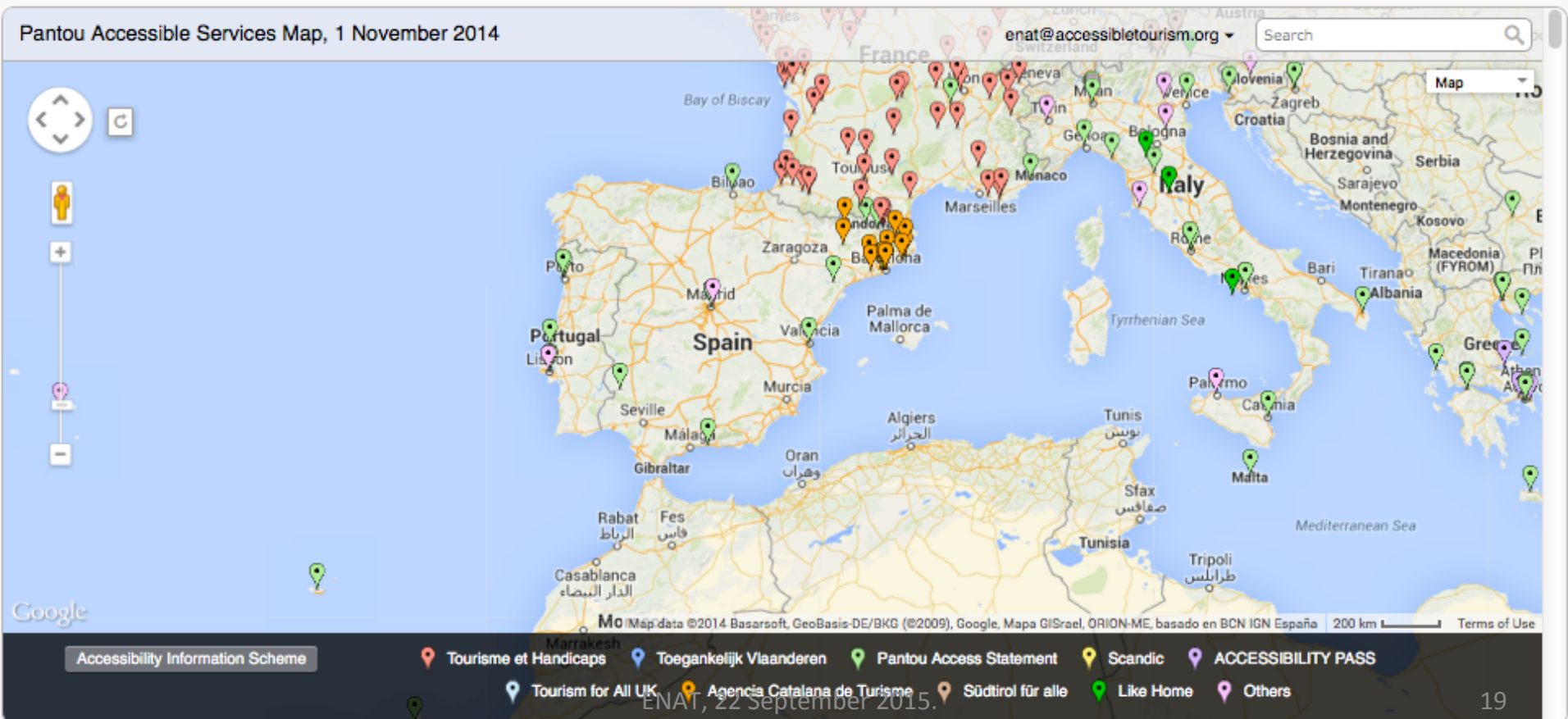
Home > Map View (demo)

Map View (demo)

Interactive map of Accessible Tourism Services, registered in the Pantou Directory on 1st November 2014. Click on a location to see more information about the service.

Pantou Accessible Services Map, 1 November 2014

enat@accessibletourism.org Search



Google

Map data ©2014 Basarsoft, GeoBasis-DE/BKG (©2009), Google, Mapa GISrael, ORION-ME, basado en BCN IGN España 200 km Terms of Use

Accessibility Information Scheme
Tourisme et Handicaps
Toegankelijk Vlaanderen
Pantou Access Statement
Scandic
ACCESSIBILITY PASS
Tourism for All UK
Agencia Catalana de Turisme
Südtirol für alle
Like Home
Others

ENAT, 22 September 2015.

A Global Initiative for Accessible Tourism Promotion and Development



“Recommendations on Accessible Tourism

“Adopted by UNWTO General Assembly Resolution A/RES/637(XX) of August 2013”

Recommendations developed with the support of the **ONCE Foundation** for social and economic inclusion of people with disabilities and the **European Network for Accessible Tourism (ENAT)**

Montreal Declaration on Accessible Tourism



A World for Everyone

Declaration from the World Summit *Destinations for All*
Montreal, 2014

Having met in Montreal, Canada at the **World Summit Destinations for All**, from October 19 to 22, 2014, we, as women and men from various countries and regions around the world, including professionals, representatives of NGOs and various sectors of civil society, universities, international and multilateral agencies, and employees of government institutions, **we hereby agree to the following Declaration:**

Recognizing the important contributions made to the development and promotion of *Tourism and Destinations for All*, (including for persons with disabilities, seniors, families and other visitors), and **understanding** that local citizens are the first to benefit from such efforts, including the following key initiatives:

- ❑ The *Declaration on the Rights of Disabled Persons* (UN, 1975)¹;
- ❑ The *Principles of Universal Design, Version 2.0*. Raleigh, NC: North Carolina State University, The Center for Universal Design (1997)²
- ❑ The *Global Code of Ethics for Tourism* (UNWTO, 1999)³;
- ❑ *2010: A Europe Accessible For All* (European Commission, 2003)⁴;
- ❑ The *Rio Charter on Universal Design for Sustainable and Inclusive Development* (2004)⁵;
- ❑ The *Convention on the Rights of Persons with Disabilities* (UN, 2006)⁶;
- ❑ The *Takayama Declaration on the Development of Communities-for-All in Asia and the Pacific* (UN Economic and Social Commission for Asia and the Pacific (ESCAP, 2009)⁷;
- ❑ The *ISO Standard 21542:2011, Building construction - Accessibility and usability of the built environment* providing a global reference for the design of buildings including tourism infrastructure (2011)⁸;
- ❑ The *Italian Manifesto for the Promotion of Accessible Tourism* (2011)⁹;
- ❑ The *World Report on Disability* concluding that more than 1 billion people worldwide live with a disability (World Health Organization 2011)¹⁰;
- ❑ The *5th International Conference on Responsible Tourism in Destinations addressing Access to All* (ICRT, Canada, 2011)¹¹;
- ❑ The relevant *Standards and Recommended Practices* of Annex 9 - Facilitation to the *Convention on International Civil Aviation* (Chicago Convention, 1944) and the *Manual on Access to Air Transport by Persons with Disabilities* (International Civil Aviation Organization, 2013)¹²;



Content of the declaration:

www.keroul.qc.ca/DATA/TEXTEDOC/Declaration-Montreal-Eng.pdf

To sign the declaration:

www.destinationspourtous2014.com/en/declaration

Endorsed by conferences in San Marino, Kuala Lumpur and Amman, 2014 - 2015.

World Network for Accessible Tourism



Motivation

- A private, independent non-profit association at the global level
- UNCRPD: Enabling all people to enjoy tourism: *“A World For Everyone”*
- To overcome “market failure” in the tourism and travel sector
- Promoting international and national policies on AT
- Developing and promoting common standards
- Showcasing good policies and practices
- Promoting sustainable tourism in sustainable communities

Means

- Increasing global networking possibilities among stakeholders
- Creating a recognised global brand
- Encouraging and enabling innovation in the tourism sector
- Sharing knowledge, enhancing skills
- Promoting ethical standards and developing shared values

World Network for Accessible Tourism



Needs

- *Active members and partners!*
- Political support
- Financial support
- Technical support
- Communications plan
- Business Plan: Funding and development

Method

- Virtual Network – *Online Social Innovation Community*
 - *A window on the market of accessible tourism for all – dissemination!*
 - *Self-initiated Working Groups, Sections, Regions*
- Engage National Tourist Boards
- Engage with businesses (e.g. UNWTO Ethical Charter signatories)
- Engage with tourists / travellers – e.g. Lonely Planet members
- Stimulate and support Regional, National and Local Initiatives
- Organised by existing networks (ENAT, SATH, KEROU, UNESCAP, etc.), with new regional associations joining...

World Network for Accessible Tourism

Some possible products

- WNAT Global News and Events service – E-Bulletin
- WNAT – Global Accessible Tourism Directory
- WNAT Observatory on Accessible Tourism
- Partner search, project design and implementation
- WNAT Guidelines and standards for AT
- WNAT Code of Good Conduct (modelled on the ENAT Code)
 - <http://www.accessibletourism.org/?i=enat.en.enat-code-of-good-conduct>
- WNAT Accredited Training Centres and Training Courses in AT
- WNAT Accredited Accessible Tourism consultants (database)

Next steps

- Governance framework – “Leaders’ Group”
- Inventory of resources – organisations, people, knowledge bases, possible funding models and sources
- WNAT Roadmap: Mission, objectives, branding
- Fund-raising: incentives and rewards
- Engage with stakeholders and recruit members



Lonely Planet

- During 43 years over **135 million guidebooks sold**
- Lonely Planet is the **world's number one guidebook publisher**.
- Editorial independence: the world's most trusted resource for travel information.
- Having appointed an Accessible Travel Manager and launched its Travel for All initiative in 2013, Lonely Planet is now pioneering a means of providing the same level of in-depth and reliable information about accessibility to over **1.1 billion travellers with disabilities worldwide**.
- In February 2015 alone, [Lonelyplanet.com had more than 49 million page views with more than 12 million visits and 9 million unique visitors. Its total social community numbers more than 6 million:](#)
- the main Lonely Planet Twitter account has 2.3 million followers, with 1 million more following its regional accounts
- its Facebook page enjoys almost 1.3 million likes
- its Google+ community has 1.5 million members
- its YouTube channel has more than 100,000 followers.
- its dedicated Travel for All Google+ accessible travel community (<https://plus.google.com/communities/114049628154087345562>) has approximately 2500 members



Contact

Web: www.accessibletourism.org

Email: enat@accessibletourism.org