

PROGRAMME

Charlemagne building (De Gasperi room) rue de la Loi 170, B-1000 Brussels

08:30 – 09:30	<i>Participants' arrival, registration and welcome coffee</i>
09:30 – 10:00	<p><i>Welcome and Opening Speeches</i></p> <ul style="list-style-type: none"> • Mr Pedro Ortún, Director for Service Industries, Directorate General Enterprise and Industry • Ms Maria Maraka, General Director, Tourism Development, Greek National Tourism Organisation (GNTO). • Ms Flavia Coccia, Chair of the Committee for the Promotion of Accessible Tourism, Italian Ministry for Culture and Tourism
10:00 – 11:15	<p>Session 1. Accessible Tourism in Europe: Studies of Economic Impact & Travel Patterns, Supply and Training Needs</p> <p>Objective: <i>Presenting an overview of the structure of the market for accessible tourism.</i></p> <p><u>Chair: Ms Lubomira Hromkova, Head of Unit Tourism and Cultural instruments Directorate General for Enterprise and Industry</u></p> <ul style="list-style-type: none"> • <i>Accessible Tourism Economic Demand Study:</i> Ms Séverine Guisset, GfK, Belgium. & Prof. Gang Li, University of Surrey, UK • <i>Accessible Tourism Supply Study:</i> Mr Ivor Ambrose, European Network for Accessible Tourism (ENAT), Greece • <i>Accessible Tourism Training and Skills Requirements Study:</i> Mr Pierre Hausemer, Vicari Valdani Associati (VVA),
11:15 – 11:45	<i>Coffee Break</i>

Panel discussion with audience



11:45 – 13:00

Session 2. Good Practices Review: SME's, Destinations, Training

Objective: *Discussion of good practice examples highlighting the drivers, obstacles and business case for accessible tourism*

Chair: Ms Cristina Nunez, Managing Director, NECSTouR

- Case 1. Economic Demand Study: *Barcelona Metro (Spain)* Mr Francesc Aragall, ProA Solutions, Spain
- Case 2. Supply Study: *Trentino (Italy) All-year-round outdoor sports and leisure tourism.* Ms Iva Berasi, Director, Accademia della Montagna di Trentino, Italy
- Case 3. Supply Study: *Schloss Schönbrunn, Vienna, (Austria).* Mr Franz Holzer, Accessibility Manager
- Case 4. Skills Study: *Hermes Airports (Cyprus) accessibility and staff training* Ms Sophie Christofidou, Manager Customer Care, HERMES Airports, Cyprus
- Case 5. Skills Study: *Turismo Inclusivo Perfil: national curriculum in AT for the hospitality sector (Portugal)* Ms Ana Garcia, Accessible Portugal, ENAT Board Member.
- Case 6. Economic Demand Study: *City of Erfurt, Barrier-free Destination (Germany)* Ms Sigrun Krapf, Assistant Administrator, City of Erfurt Germany

Panel discussion with audience

13:00 – 14:30

Lunch

14:30 – 15:30

Session 3. Creating and Maintaining the Accessible Tourism Supply Chain

Objectives: *Highlighting the importance of mainstreaming accessibility across the whole supply chain – infrastructure, transport, customer service and marketing*

Chair: Mr Eric Philippart , Deputy Head of Unit Tourism and Cultural Instruments Directorate General for Enterprise and Industry

- Customer Viewpoint: *Disability Horizons* – Mr Martyn Sibley (wheelchair user, blogger, traveller, activist)
- Hospitality viewpoint: *HOTREC* – Mr Christian de Barrin, CEO, Belgium
- Supplier viewpoint: *CLIA –Europe (Cruise industry)* - Mr Marco Digoia, Director of Government Affairs, Belgium
- National Tourist Board viewpoint: *VisitEngland* – Mr Ross Calladine, Accessibility Expert and Head of Business Support, UK

Panel discussion with audience

15:30 – 16:30

Session 4. Closing the Gap: Policies and Plans for Inclusive, Accessible Tourism in Europe

Objectives: *Examining the potential policy options and the need for future actions*

Chair: Ms. Antonella Correra, Tourism and cultural Instruments Directorate General Enterprise and Industries

- Ms Inmaculada Placencia, Deputy Head of Unit, Rights of Persons with Disabilities, DG Justice: *Accessibility initiatives in the EU*
- Mr Oscar Almendros, Tourism Policy Unit, DG Enterprise and Industry: *Increasing tourism flows in low-medium season*
- Mr Spyros Michailidis, CEO, EWORX S.A. Greece: *Supporting SMEs - a practical example: Pantou.org, the EU-wide Accessible Suppliers' Directory*
- Mr Bart Simons, AnySurfer, Belgium. European Disability Forum. *Perspectives and Priorities for Accessible Tourism in Europe.*

Panel discussion with audience

16:30 – 16:45

Coffee Break



EUROPEAN COMMISSION
DIRECTORATE-GENERAL ENTERPRISE AND INDUSTRY

MIND THE ACCESSIBILITY GAP!

16:45 - 17:45

Award Ceremony: EU Accessible Tourism Awards

Presentation and award of the winners from: Malta, Romania, Austria, Italy,

17:45

Closing Remarks

Mr. Pedro Ortún, Director for Service Industries, Directorate General Enterprise and Industry

18:00

End of Conference

Interpretation to English, French, German, Italian, Spanish

Real-time captioning provided

Possible changes to the presentation order.