

Wednesday 9 February 2012 from 09.00 to 12.30 hrs
Room JAN 6Q2- European Parliament, Brussels

EPP GROUP PUBLIC HEARING

Tourism for all, a challenge to win!
Accessibility of destinations, accommodation and information
within the EU's new tourism strategy

Welcome by Carlo Fidanza MEP,
Chaired by **Ádám Kósa** MEP, Rosa Estaràs Ferragut MEP



How to Develop the Accessibility of Destinations?

Ms. Mieke Broeders,
Executive Secretary.

ENAT -
European Network for
Accessible Tourism



www.accessibletourism.org



If you do not have a pass that allows entry to the Parliament, you will need to provide your personal details (Name/Date of Birth/Company/ID Number) upon confirmation of your participation by 7 February 2012 to EPP-Tourism_and_Accessibility@europarl.europa.eu





**Accessible Tourism in Europe
is...**

Inclusive Tourism

Quality Tourism

Sustainable Tourism

European Network for Accessible Tourism



- ENAT is a “multi-stakeholder” network of tourism and travel businesses, tourist authorities, NGOs, researchers and professionals.
- Has about 200 members in over 25 countries.

ENAT Objectives...

- Spread the word about Accessible Tourism!
- Improve marketing and customer information
- Develop and introduce Service Standards for accessibility in the travel and tourism industry
- Help create Accessible Destinations through improved public-private-NGO joint actions
- Stimulate new projects and networking opportunities with actors and stakeholders
- Publicise accessible travel and destinations!

Europe needs Accessible Destinations!



ENAT is leading the way to make European Destinations Accessible for All

Why?

- Growing market demand for accessibility
- Because all citizens have the right to enjoy tourism
- Because it makes good business sense!

Accessible Tourism Market Drivers

Demographics

- Ageing populations increase in key global markets due to improved life expectancy and slowing birth rates.
- More than 80 million people with disabilities in Europe.
- People with disabilities or reduced mobility want to travel!



Tourists come in all sizes and shapes !



Toegankelijkheidsbureau vzw. Belgium

The Problem:

For visitors

- Travel for people with disabilities is unpredictable, difficult or sometimes even impossible
- Quality of infrastructure, transport, services, and information varies widely from place to place as well as between EU Member States
- Lack of access standards increases uncertainty, reduces travel options and allows a lack of accountability to prevail.

The Problem:

For the tourism industry

- The accessible tourism market is relatively unknown and it seems difficult to attract with existing channels.
- Visitors' needs and requirements are unknown or misunderstood. Therefore the market is avoided.
- Investment costs are misunderstood, exaggerated
- Access is seen mainly as a "problem" rather than a "golden opportunity".

**80 million people with disabilities in EU
Total potential accessible travel market
in Europe:**

(...adding friends and family)

More than 133 million tourists

(OSSATE, University of Surrey, 2005)

**Total potential travel market in Europe:
> €89 billion**

(OSSATE, University of Surrey, 2005)

Good Business: Scandic Hotels

- Sweden, Nordic and N. European countries
- In 2007, gained 15,000 extra overnights from accessible rooms
- Scandic has expanded to over 100 hotels
- In 2010 built and opened *Scandic Berlin* with 100 accessible rooms
- Scandic gains conference business thanks to access policies and practices
- Uses own checklist of 110 access requirements, for hotels and staff training
- Publishes hotel access information on website.

ENAT
European Network for Accessible Tourism

Working together to make
Tourism in Europe Accessible for all

We have signed the
ENAT
CODE OF GOOD
CONDUCT

Supported by the
European Commission

Select edition: English [EN]

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Welcome
Welcome to the Website of ENAT - the European Network for Accessible Tourism.
ENAT is a non-profit association for organisations that aim to be 'frontrunners' in the study, promotion and practice of accessible tourism. You may be an expert or new to the area - in either case you are welcome!
By leveraging the knowledge and experience of the network, our members are improving the accessibility of tourist information, transport, infrastructure, design and service for visitors with all kinds of access needs, providing models of excellence in accessible tourism for the whole of the tourism industry.

President's Message
"Enabling access to tourism is our priority.... Accessible tourism is not a niche market; it's a demographic explosion and we will all feel the effects. We have to improve access now."
Lilian Müller, ENAT President
[\(Read the full text of the President's Message...\)](#)

Join ENAT
ENAT Members can be found in more than 30 countries and 5 continents. Development activities are strong on many fronts such as destination management, marketing, transport, tour operations, education, training, standards and services. By joining ENAT, organisations can be assured of keeping up-to-date with the latest developments and helping to shape the future of accessible tourism in Europe and around the world. Investment in accessible tourism measures can bring high returns, also when the market is weakening.
If you are working in accessible tourism or want to be part of it, we warmly invite you to join ENAT.

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Are you a member?

Latest ENAT Members
faustogiuseppe ferraro
Roman Polak
Alejat SARDAGI
Orsoni Florent
Michell Haase

Join now!

Events
New!
10/03/2011
[NET-StaR - Network for Social Tourism and Regeneration Seminar: Mapping the Territory](#)
London, 30 March 2011. The University of Westminster Centre for Tourism Research hosts the first NET-StaR Seminar, focussing on social tourism in regeneration and social policy.

**ENAT Code
News
Events
Projects
Good Practices
Links
Themes
Library
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The ENAT Code of Good Conduct

- A Europe-wide label showing commitment to accessible tourism
- **The Code: A set of 8 principles guiding business practices and customer service**
- Supervised by the ENAT Board
- Members are supported by ENAT's resources and training programmes
- Exclusive to ENAT Members



<http://www.accessibletourism.org/?i=enat.en.enat-code-of-good-conduct>

Training in Accessible Tourism



www.AccessTraining.eu New online course

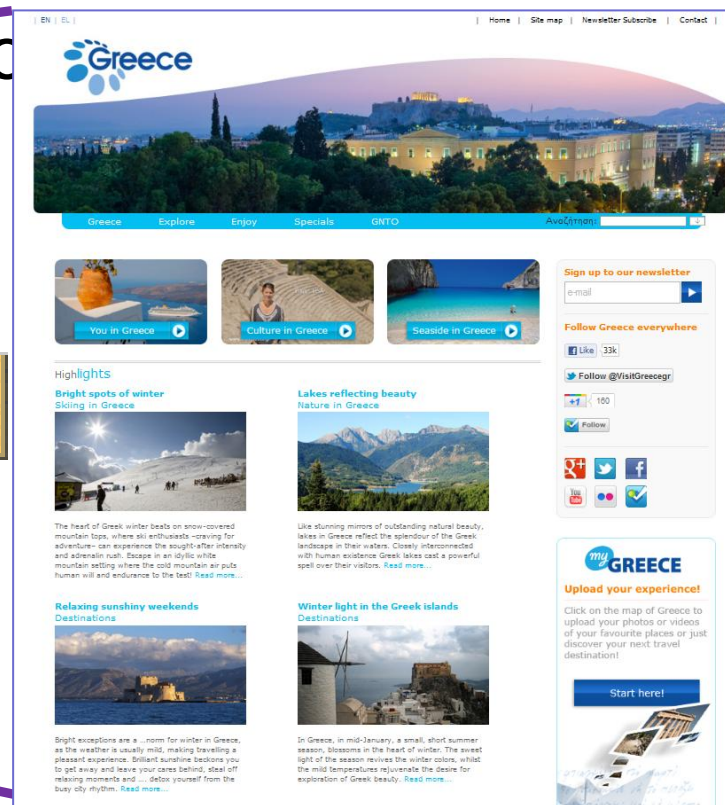
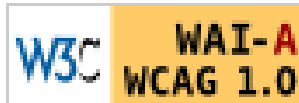


- Developed in Lifelong Learning Leonardo Programme (released December 2011).
- Introductory Course for Managers and Employees in tourism SMEs
- Raising awareness about the market
- Developing business skills
- Increasing knowledge and competences
- Leads to further face-to-face training in centres around Europe

ENAT Survey of 39 Websites of National Tourist Organisations in Europe

(Tested in 2011)

- Are NTO websites accessible for people with disabilities?
(Compliance with web c guidelines)



ENAT Survey of 39 Websites of National Tourist Organisations in Europe

(Summer 2011)

Is there access information on NTO websites for the customers who need it e.g. people with disabilities, seniors and others?
(Review by market res



The screenshot shows the homepage of Visit Slovakia.com. At the top, there are flags of various countries and navigation links for 'Visit Slovakia', 'Partners', and 'About us'. The main banner features a scenic view of the Presov region with a couple taking a photo. Below the banner is a search bar and a navigation menu with categories like 'About Slovakia', 'What to do', 'Where to go', 'List of attractions', and 'Accommodation'. A 'Recommendations' section highlights 'TOP destinations of Slovakia' and offers a 'Direct booking of accommodation' with a special price. It also lists 'Book tickets to water parks', 'Leisure time activities', 'Current events in Slovakia', and 'Tourists favorite restaurants'. A sidebar on the right promotes 'Up to 30% discounts ON RESTAURANTS'. At the bottom, there are sections for 'Events - Visit Slovakia' and 'News - Visit Slovakia', both with a calendar icon. A footer contains 'Basic information about country' and a Facebook link.

UK Tourism Websites

- Oct 2010 – Oct 2011:
 - Over 2million accessibility searches across UK websites
 - 26% (average) increase in online bookings of accommodation that displays access information
 - Increased number of awareness and consultation campaigns (both online and offline)

Europe needs Accessible Destinations!



By developing accessible tourism destinations we can:

- Help meet the demands of an ageing tourist population in Europe and the older, wealthier incoming tourists from the major world regions
- Help re-build economies in countries that depend on tourism, through new investment
- Promote European cultural heritage to all our visitors
- Extend the active lives of older citizens through travel

Europe needs Accessible Destinations!



By developing accessible tourism destinations we can:

- Extend the tourist season: supporting businesses & jobs
- Support the objectives of cross-border social tourism
- Maintain and develop employment opportunities for young job seekers in Europe, with new specialised jobs
- Make the most of new opportunities with tourism and the care sector
- Support sustainability and high quality tourism development.



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Contact:

enat@accessibletourism.org

Thankyou