

## **European week for quality / excellence program:**

**Title:** Basque country, accessible tourism destination.

**Issued to:** Turistic sector and other related sectors.

**Starts at:** 17:30 h. Rough duration: 1 h 30 min.

### **Program:**

1. Presentation of the results of the program "Tourism for all in the Basque Country" and challenges for the future.

Speaker: Isabel Muela, Tourism Director of the Basque Government  
Duration: 15 min.

#### *Contents:*

*The reason of the program*  
*Number of participating establishments*  
*Created offer and pilot marketing*  
*Challenges for the future*

2. Analysis of overseas market of "Tourism for all".

Speaker: Ivor Ambrose, ENAT director.  
Duration: 45 min.

#### *Contents:*

*Demand*  
*Best – Good practices in this field*  
*Key factors for future development*  
*His opinion about the program "Tourism for all in the Basque Country".*  
*Challenges for the future*

3. Good practices in the creation of "tourist establishments for all".

Speakers: different touristic establishments of the program that improve remarkably their accessibility.

Duration: 10 min each establishment.

#### *Contents:*

*Why they began with the program*  
*What is the benefit of being part of this program*  
*More value to current customers?*  
*Number of new gained customers*

**Place:** Basque Government in Vitoria- Gasteiz

**Presenter:** Joseba (Basquetour)

**Cocktail**