

Athens, 7 April 2015.

Meet ENAT at Travel Trade Athens 2015.

ENAT – the European Network for Accessible Tourism - is a Non-Profit Association (registered in Belgium in 2008), consisting of over 200 public and private enterprises and NGOs, mainly in the EU Member States, but also present in all continents of the world.

Visit our website: www.accessibletourism.org.



ENAT manages *the European Accessible Tourism Directory* at <http://Pantou.org> on behalf of the European Commission's Tourism Unit.



We offer the **ENAT Code of Good Conduct** to ENAT Members. This is the only international ethical business code of practice for accessible tourism suppliers.

The Pantou Directory is a place where suppliers of accessible tourism products and destinations can post their business profiles, free of charge. This brings suppliers into direct contact with the Accessible Tourism market, which numbers over 130 Million persons in Europe, as well as being part of a community with other suppliers similar to themselves, covering the whole tourism supply chain.

According to a recent European Commission research study: *...in 2012, people with access needs in the EU took approximately 783 million trips within the EU, and the demand is anticipated to grow to about 862 million trips per year by 2020, equivalent to an average growth rate of 1.2% annually...* (See: http://www.accessibletourism.org/resources/toolip/doc/2014/06/09/guissette-and-li_eu-accessible-tourism_economic-demand-study.pdf)

We believe that many tourism suppliers in Greece can be eligible to join the Pantou Directory, as they can be "accessible" for certain customer groups *without even realising it*. (Accessibility means much more than enabling wheelchair access. Customers who use wheelchairs are in fact just 6% of the accessible tourism market).

Suppliers can register in Pantou free of charge, as the European Commission is supporting this web service in an effort to assist small and medium-sized tourism enterprises (SMEs) reach wider markets.

Our aim, at the **Travel Trade Athens Workshop**, is to inform Greek suppliers briefly about the needs of our clientele, and to encourage them to register with Pantou. *This will give them direct sales access to more than 50 travel agents in Europe, N. America, Brazil, India and Australia, who specialise in accessible tourism itineraries and packages.*

If you would like to ask about our association and our services, please do not hesitate to contact us.

We look forward to talking with you.

Kind regards,

Ivor Ambrose, Managing Director

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ENAT Twitter: <http://twitter.com/EUaccesstourism>

PANTOU: <http://pantou.org> - the European Accessible Tourism Directory

ENAT e-Bulletin. Sign up here: <http://eepurl.com/dw4p>

ENAT: The European Network for Accessible Tourism asbl is a non-profit association of organisations and individuals from the private, public and NGO sectors. Our mission is to make European tourism destinations, products and services accessible to all visitors and to help promote Accessible Tourism around the world.

ENAT is registered in Brussels, Belgium.
Company number 0897.614.640