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CETA
Europe's Network for Accessible Tourism
Competitiveness for European Tourism for All

Accessible tourism: Satisfied customers

Coordinator: ENAT asbl.
Partners:
- European Network for Accessible Tourism asbl., Brussels, Belgium
- University of Surrey, School of Management, U.K.
- National Tourist Association, Ljubljana, Slovenia
- Tourism for All, Helsingborg, Sweden
- Vellinge Municipality, Vellinge, Sweden
- Consorzio Sociale CO.IN, Rome, Italy
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- National Tourism Association, Udine, Slovenia

Supported by the European Commission DG Enterprise and Industry

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CETA (Competitiveness for a European Tourism for All) aims to help small and medium-sized tourism enterprises in Europe become more sustainable and competitive, by making their offers and services accessible for all tourists.

CETA’s online service provides businesses with resources that are specially targeted towards making your offer more accessible. Fact sheets and checklists will help you to discover that becoming more accessible to more customers need not be so difficult.

CETA networking will help you enter the accessible tourism market. Get in touch online with travel agents, suppliers and other potential business partners who, like you, are looking for ways to deliver accessible tourism offers across Europe.

Accessibility benefits all travellers! Businesses may be hesitant about where to begin when thinking about accessibility, and doubtful about the costs and actual return on investment. CETA has analysed the business case for accessibility. Europe has over 125 million potential customers who need better access in transport, at destinations and in tourism accommodation. Older and disabled customers and their families are eager to travel, and with a few provisions by tourism suppliers they can be on their way. The market is relatively untapped but is open for those businesses that can make the small effort required.

Start here:
http://ceta.enat.be

You will -

- Discover ‘Examples of Good Practice’ drawn from a wide range of countries and business sectors within the tourism field.
- Find public and private partners, ready to network and do business in this growing market.
- Learn about what customers really need in terms of access. You will probably be surprised to find that you can already provide the ‘accessible’ services that many people need… and with a few improvements your market base will grow.
- Make your accessible business visible to associates by adding your logo and contact details to the CETA networking site.
- Ensure that your website is compliant with accessibility guidelines – get advice to make sure that all customers can use your website easily. Then they will find it simple to book with you.
- Share your experiences and find out what works and why…
- Tap into the resources of the European Network for Accessible Tourism and expert partners from Italy, Slovenia, Sweden and the UK.

Co-funded by the European Commission, the CETA service is being developed by an international consortium led by ENAT – The European Network for Accessible Tourism, a non-profit association.

CETA Work Plan

2009

1 January - CETA Start
12 March - CETA – SMEs’ Workshop, Slovenian Chamber of Commerce, Ljubljana, Slovenia

30 September to 1 October - CETA Survey Results at the ENAT 2nd International Conference on Tourism for All Congress Center, Vienna

2010

May - CETA International Conference Sweden
30 June - End of EC funding period
CETA e-Services for SMEs continue under the ENAT umbrella.